



Communication



- Collection and Disclosure of Information 42
- Employee Education and Related Programs 44

1. Collection and Disclosure of Information

<http://www.ntt.co.jp/kankyo/e/2000report/5/511.html>

1. Collection and Disclosure of Information

Environmental Awards

The NTT Group's environmental protection efforts have earned recognition and awards from various organizations. Chart 5.1-1 lists commendations awarded to the NTT Group in fiscal 1999.

Commendations for Global Environmental Activities

NTT Group member companies are presented with President's Awards for global environmental protection activities. President's Awards presented in fiscal 1999 are listed in Chart 5.1-2.

NTT Technology Journal

Environmental activities are regularly featured in the in-house *NTT Technology Journal*. The November 1999 issue included a special feature on "Energy in The Era of Emissions" to report the involvement of the information sharing sector in energy-related and air pollution prevention measures, waste reduction and recycling, as part of the larger trend toward an environmentally aware society.

Ecology Portal Site

"kankyou-goo" is a web-based portal site specializing in environmental information operated by NTT-X. Launched on August 4, 1998, *kankyou-goo* has been serving as an information dissemination and retrieval site to support environmental communication and highlight the activities of environmental businesses.

continue to support various environmental initiatives and contribute to building a sustainable society by offering a venue for consumers, corporations and NGOs to share environmental information.

Environmental Website

An NTT Group website, *Telecommunications in Symbiosis with the Earth—NTT Group*, was launched in 1995. The content of this environmental site was entirely renewed to coincide with the publication of the NTT Group Environmental Protection Activity Report 1999 and the adoption of the NTT Group Global Environment Charter in 2000. The environmental website also provides information in English.



Photo 5.1-2 Poster for The 5th NTT-ME World Bird Count

Chart 5.1-1 Environmental awards (fiscal 1999)

Award title	Sponsor	Recipient
Successful Cases of Conservation 1999 "Agency of Natural Resources and Energy Director-General's Prize"	The Energy Conservation Center	NTT (the holding company)
The 19th Green City Award	Urban Greenery Foundation and the Yomiuri Shimibun	NTT Musashino R&D center
The 9th Environmental Advertisement Contest "Special Prize for Posters"	Japan Eco-Life Center and the Nihon Keizai Shimibun	NTT DoCoMo
The 26th Japan Society of Refrigerating and Air Conditioning Engineers "Technical Prize"	Japan Society of Refrigerating and Air Conditioning Engineers	NTT Facilities
Detection of Spill-Petroleum Gas at ppb Levels by Crystal Oscillator Sensor	Japan Society for Environmental Chemistry	NTT Lifestyle and Environmental Technology Laboratories



Photo 5.1-1 NTT Technology Journal



Fig.5.1-1 Top page of "kankyou-goo"

<http://eco.goo.ne.jp>

- The site is characterized by:
- "kankyou-goo Search", a search engine utilizing the same technology used by Japan's leading portal site "goo";
 - "kankyou-goo News" providing up-to-date environmental information;
 - "kankyou-goo Business" to support corporations dedicated to environmental protection;
 - "kankyou-goo Communication Square" a forum for corporations, NGOs and consumers.

Registering as many as 280,000 page views per month at the time of its initial launch, the site broke the one million page view mark in March 2000. The site currently has 20,000 individual subscribers to its environmental information e-mail service.

As an extension of its activities, *kankyou-goo* sponsored a symposium on "Considerations for NGO/Corporation Partnerships" in June 2000. The site will

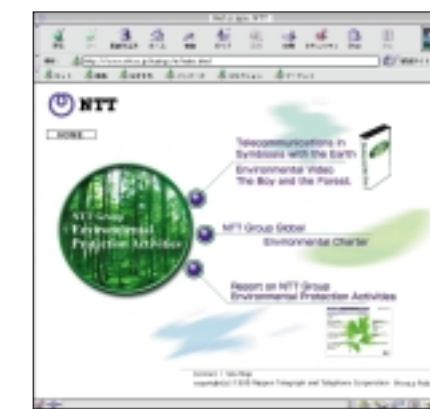


Fig.5.1-2 NTT's environmental website

<http://www.ntt.co.jp/kankyo/e/index.html>

World Bird Count

NTT-ME sponsored The 5th NTT-ME World Bird Count (WBC), the world's largest birding event, from October 1 through 31, 1999. The World Bird Count aims to highlight the importance of nature and environmental protection through this annual event, in which people all over the world participate in a tally of wild birds, an essential index for assessing

prevailing environmental conditions. The 5th World Bird Count focused on the theme of "Neighborhood Birds". Reports of wild bird sightings were received via the Internet, e-mail, fax and telephone from all over the world.

The 5th WBC event generated the following statistics:

- Participating nations and regions 99
- Number of participants 192,482
- Number of species reported 5,560

Detailed results can be viewed on the World Bird Count website.

http://www.wnn.or.jp/wbc/wbc_e/

The 3rd WBC, with 5,935 species reported from 183,476 participants in 88 nations and regions, is listed in the Guinness Book of Records as the world's largest birding event.

NTT-ME contributes ¥1,000 per species to Bird Life International, a leading international conservation organization for wild birds. The total budget for contributions is ¥5,000,000, and the money is utilized in developing the world's largest natural environment database.

2. Employee Education and Related Programs

<http://www.ntt.co.jp/kankyo/e/2000report/5/521.html>

The NTT Group endeavors to promote awareness of the environment and environmental protection activities through internal publications and seminars for Group employees.

Working Toward ISO Registration

Since August 1997, the NTT Group has worked on selection of model offices to promote the establishment of environmental management systems in compliance with ISO 14001 guidelines. *The Road to Establishment of Environmental Management Systems—Working Toward ISO Registration*, featuring case studies for the establishment of environmental management systems, on-going programs, the NTT Group's environmental protection activities, and other reference on environmental management systems, was compiled and distributed to all employees in June 1999.



Photo 5.2-1 *The Road to Establishment of Environmental Management Systems—Working Toward ISO Registration*

Environmental Brochure: NTT Group Ecology Program 21

A brochure introducing NTT Group Ecology Program 21, the Group's guidelines for environmental protection efforts in the 21st century, was distributed to all employees.

In this publication, Mr. Miyazu, president of NTT (the holding company), states his executive view of environmental issues and vision for the NTT Group's future direction.

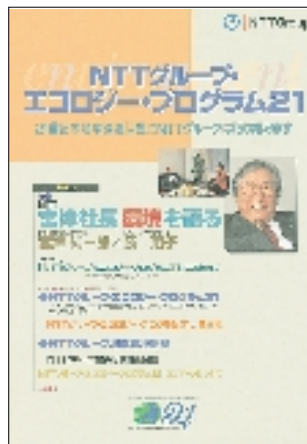


Photo 5.2-2 *NTT Group Ecology Program 21*

Report on NTT Group Environmental Protection Activities

In December 1999, the NTT Group published its first official environmental report. *NTT Group Environmental Protection Activity Report 1999* mainly highlights environmental protection activities undertaken during fiscal 1998.



Photo 5.2-3 *NTT Group Environmental Protection Activity Report 1999 (Japanese/English)*

<http://www.ntt.co.jp/kankyo/e/1999report/index.html>

External Cooperation

The NTT Group participates in, supports, or cooperates with the following environmental protection organizations.

Chart 5.2-1 NTT participation in environmental protection organizations

Organization	Activities
Green Purchasing Network (GPN)	Established in 1996 for promotion of Green Purchasing. A nationwide network of consumers, corporations and administrative organizations, GPN promotes priority purchase of goods and services with less impact on the environment.
The Keidanren Nature Conservation Fund	Renders active support to domestic and overseas NGOs' nature conservation projects, while developing Japanese human resources for international activities and promoting seminars for better understanding of nature conservation.
World Business Council for Sustainable Development (WBCSD)	Founded in 1995, WBCSD is a coalition of approximately 150 international corporations, united by a shared commitment to sustainable development and advocating closer cooperation between business, government and other organizations concerned with the environment and sustainable development.
Global Environmental Action (GEA)	Established in 1991 for the purpose of solving environmental issues and contributing to sustainable development. In 1999, the United Nations Environmental Project (UNEP) awarded this NGO a Global 500 Prize for its long contribution to global environment and sustainable development.
Global Environmental Forum (GEF)	Engaging in scientific and political research and study of environmental issues and sharing results and global/local environmental information with society at large. GEF's extensive support and cooperation for domestic and international environmental protection is expanding the network of individuals and organizations involved in environmental issues.
Japan Environmental Education Forum (J.E.E.F)	Founded in 1987 as "Kiyosato Forum," this organization was renamed in 1997. Activities for the promotion of environmental education include the establishment of Nature Schools, open seminars, and support for developing countries.