

Q13 Where can we find information on your environmental protection activities and their results?



A1 We report our activities on our Website, where you will find a wealth of information, our environmental reports, and mass media tools.



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The Environmental Protection Activity Report of the NTT Group is made available primarily for our stakeholders on our Website and in this printed edition. At the same time, we try to communicate information on protecting the environment both within and outside of the NTT Group through advertisements in the mass media and environmental events.

●●●Disclosure of environmental information on our Website

We continually work to enhance the content of our Website by including such features as "Kids ecommunication" to help children easily understand the relationship between IT and the environment; "NTT Group employees talk about the environment," in which the NTT Group employees discuss their experiences related to environmental activities; and "Cross talking on the Earth," in which prominent men and women engage in dialogues on the environment. In fiscal 2002, we enriched the Website with content on the development of environmental technology.

●●●Environmental protection activity reports published by each Group company

NTT Group companies including NTT EAST and NTT WEST, have also been using the Website for their own environmental communications, including reports on their environmental activities.

For additional information on the environmental activities of individual companies, see the URL on page 26.

●●●Development of environmental public relations

In November 2002, we released a public relations campaign for newspapers and magazines around the concept "Broadband not only fulfills your dreams but also benefits the global environment," reflecting the environmental aspects of our "Vision for a New Optical Generation." In addition, we shared our thinking and efforts with the public through the proactive participation of each Group company in environment-related events such as lectures at various symposiums and presentations at exhibitions highlighting environmental technology.



● A two-page magazine advertisement

●●●Publications

In an "Environment Information Talkfest" sponsored by the NTT Data Institute of Management Consulting, we asked knowledgeable independent experts to discuss their perspectives and recommendations for creating an eco-conscious community. The results of the discussions were compiled and published in *The Grand Design of the Eco-Conscious Community*, by the NTT Publishing in March 2003.

Based on materials gathered within the NTT Group, we released the publication *IT Saves the Global Environment*, edited by NTT-AT which provides good examples of our efforts to resolve environmental problems using IT.



● NTT EAST ● NTT WEST ● NTT Communications



● NTT Data ● NTT DoCoMo ● NTT (holding company)

Q14 I've completed your survey. How will my responses influence NTT's environmental protection activities?



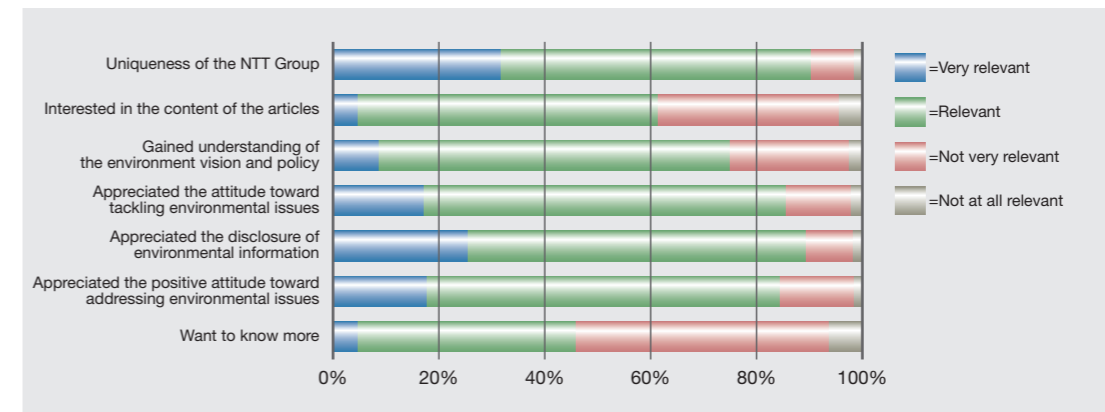
A1 We are genuinely interested in hearing what you have to say, and we carefully consider this feedback in developing our communications, including this environmental report.

●●●Conducting questionnaire surveys

Questionnaire surveys on the Web-based environmental communication activities of the NTT Group were inaugurated by goo-research of NTT-X in March 2003. We received responses from 1,044 individuals.

On the whole, respondents gave high marks to our efforts related to environment issues and the disclosure of environmental information. We also received positive feedback about our Website, as shown in the graph below, indicating that people appreciated NTT's unique approach.

We also noted individual comments and suggestions such as "This seems too much like the questions and answers you would find in a textbook." and "It would be better to use simpler words and expressions so that ordinary people can easily understand." In response to comments like these, we focused more in this year's report on the various nuances in the questions we received from our customers, and we tried to state information as clearly and directly as possible.



● Excerpts from survey results about the Web-based environment protection activities of the NTT Group

●●●Evaluations from "Environmental Report Award" reviewers and an environment magazine

The "Environmental Report Awards 2002," noted several positive aspects of the NTT Group Environment Protection Activity Report, including comments that the Q&A format was interesting and that the management system of information was substantial compared to the sites of other companies. At the same time, some expressed concern that questions were too long to understand and that they expected to see more analysis of environmental load results and information on future developments.

In the "Third Annual People's Choice Eco Web Award," we received such comments as "The message is strong and it can be readily evaluated," "I thought that 'Kids ecommunication' offered valuable information, even for adults." On the other hand, some pointed out that the structure of the Website was hard to understand.

The March 2003 issue of *Environment Marketing & Business* commended the presentation concept of our report as exemplified by the concise environmental load map.

Please feel free to share your honest opinions and recommendations for this report for fiscal 2003. We are sincerely interested in what you have to say and will

consider your feedback in our future environment protection and communication activities.



● "Kids ecommunication" Website
<http://www.ntt.co.jp/kankyo/kids/index.html>