



## **Social Contributions to Environmental Protection**



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# 1. NTT Group Ecology Community Plazas

<http://www.ntt.co.jp/kankyo/e/2000report/6/611.html>

“Contribution to local environmental protection” is one of the three main components of the NTT Group Ecology Program 21. As part of our efforts in this direction, the Shiga Branch of NTT West and the Iwate Branch of NTT East have been designated as model branches for establishment of NTT Group Ecology Community Plazas. These Community Plazas promote close contact with their local communities through dissemination and exchange of information on a wide range of environmental issues.

## Ecology Community Activities at Shiga Branch, NTT West

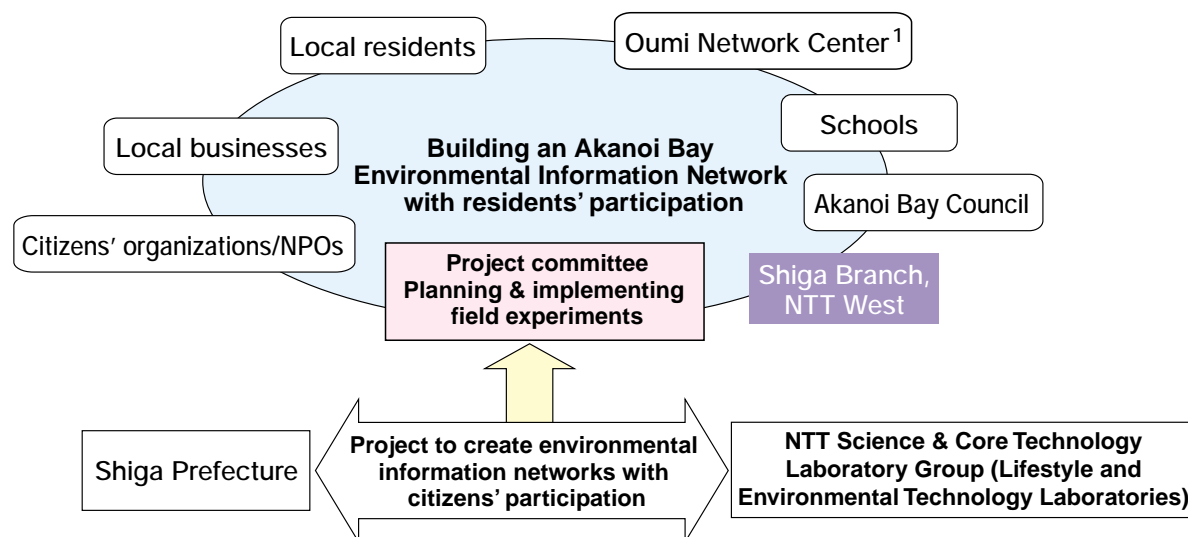
### Promotion of environmental protection in close contact with local communities

Shiga Prefecture, home of Lake Biwa, Japan’s largest freshwater lake, has established a reputation as a local government with an active environmental agenda. Having hosted the G8 Environmental Summit in 2000, the prefecture now attracts worldwide attention as an environmental information center.

The Shiga Branch of NTT West has been involved in organizing a reed-cutting program in cooperation with citizens of Otsu. Reeds grow wild on lakesides, riversides and marshes all over Japan. Mowing the reeds reduces eutrophication and contamination caused when methane gas is generated by overgrown reeds as they die and decompose. The Shiga Branch also exhibited environmental technology at the second annual Shiga Prefecture-sponsored “Kankyo Business Messe,” an environmental trade fair held in Nagahama City in 1999. More than

190 corporations, universities and institutes participated under the theme of “A Message from Lake Biwa: Creating Environmental Businesses”.

The Shiga Branch of NTT West is working to forge close ties with the local community through its ongoing environmental efforts. From 2000, the NTT Science & Core Technology Laboratory Group and Shiga Prefecture have initiated a joint project to create an environmental information network with the participation of local citizens.



<sup>1</sup>Oumi Network Center  
Established in April 1997 with funding from Shiga Prefecture and local municipalities. Operated by the Oumi Culture Promotion Foundation for the purpose of providing general support to citizens' voluntary and non-profit social activities.

Fig.6.1-2 Activities of Shiga Branch, NTT West

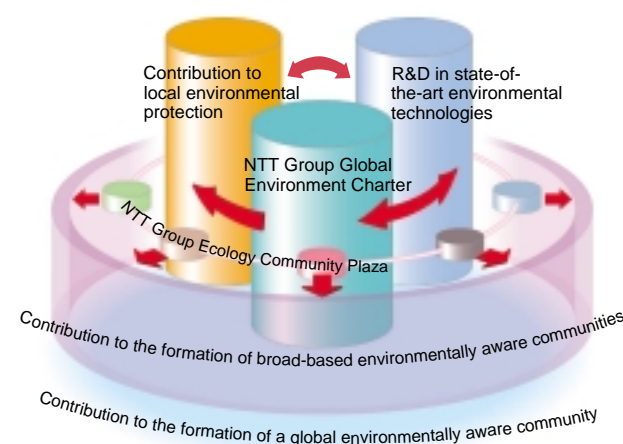


Fig. 6.1-1 Three main components of NTT Group Ecology Program 21

## Ihatov Ecology Community Plazas, Iwate Branch, NTT East

<http://eco.iwate.isp.ntt-east.co.jp/>

### Supporting environmental activities in the local community

Designated an NTT East model branch, Iwate Branch and its five offices in Iwate Prefecture actively support environmental education as part of an ongoing program conceived to insure that the natural environment of Iwate can be preserved for generations to come. Ihatov<sup>1</sup> Ecology Community Plazas at Iwate Branch offices also provide space for a variety of activities, including the dissemination and exchange of information to promote formation of an environmentally aware regional community.

### Specific activities at the Ihatov Ecology Community Plazas

#### Providing space for activities

Iwate Branch provides space at Ihatov Ecology Community Plazas for various environmental activities, including children’s organizations such as “Kids’ Eco Club” and “Young Supporters of the Forest”. PC-based teleconferencing and other multimedia equipment is also available for meetings and activities.

#### Support for implementation and management of environmental education programs

Through the Environmental Network Joint Project (Iwate Prefecture, The United Nations University Institute of Advanced Studies and NTT Science & Core Technology Laboratory Group), the NTT East Iwate Branch is involved in implementation and management of environmental education programs and also supplies a range of essential communication equipment.

#### Creating environmental information databases

Environmental information from all over Iwate Prefecture is accumulated in databases which will be accessible to the public via a website.

### Support for collection and dissemination of environmental information

To maximize public interest in environmental issues, the Iwate Branch assists environmental education organizations by providing support for active dissemination of information. Internet training sessions and website production workshops are also held at Ihatov Ecology Community Plaza sites.

### Building human ecology networks

The Iwate Branch participates in inter-organizational exchanges utilizing teleconferencing facilities at Ihatov Ecology Community Plaza sites. The branch is also training local environmental activity coordinators to assist in building human ecology networks.

The Iwate Branch will also invite local businesses that have taken an environmental stance within the prefecture to play a broader and more active role in environmental programs initiated by citizens’ organizations and schools nationwide, with Ihatov Ecology Community Plazas serving as the nucleus of these expanded activities.

<sup>1</sup>Ihatov  
Poet and author of children’s books, Kenji Miyazawa, created this nickname, meaning ‘Dreamland’, for Iwate Prefecture.

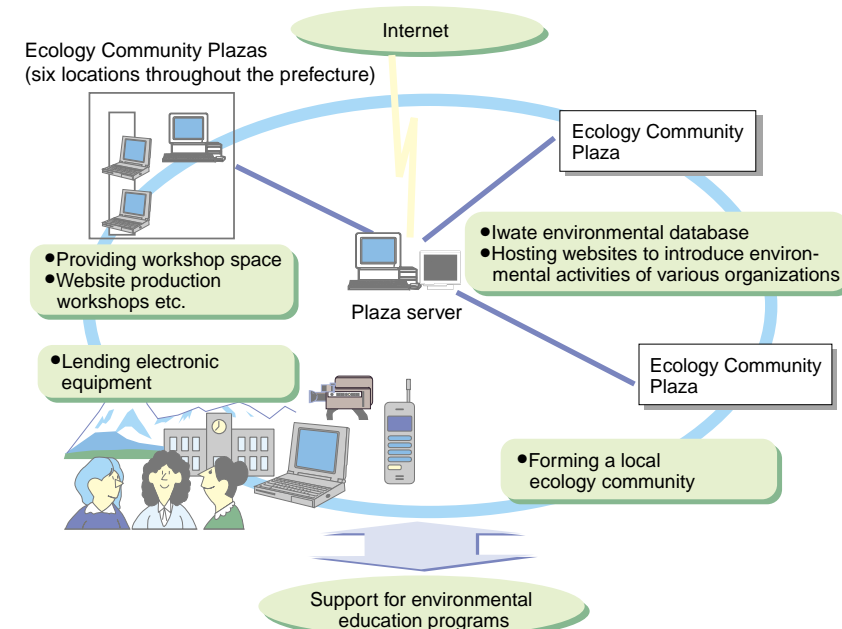


Fig. 6.1-3 Ihatov Ecology Community Plaza support for environmental activities

Chart 6.1-1 Major initiatives

Event	Description
Sanriku Virtual Diving (September 1999)	Provided technical staff for interactive classrooms in which schools were connected via the Internet to ocean-based cameras transmitting live underwater film. (Ofunato)
Kitakami River Governorship in 99 (October 1999)	Provided staff to follow course of river and collect real-time water quality data. (Ichinoseki)
Environmental Education Forum 21 (December 1999)	Set up a corner for viewing environmental websites and provided support for open classrooms based on teleconferencing and the Internet.
Eco-exploration in the City (March 2000)	Lent digital cameras to Kids’ Eco Club, etc. for an environmental exploration of the city. Findings were reported in a website produced by the children. (Morioka)
Environmental Seminar (March 2000)	Conducted an Internet workshop and an environmental Internet seminar for Kids’ Eco Club and other organizations. (Kamaishi)



## 2. DoCoMo Forests and DoCoMo Volunteers' Club

<http://www.ntt.co.jp/kankyo/e/2000report/6/621.html>

### DoCoMo Forests

Since 1999, the NTT DoCoMo Group has sponsored DoCoMo Forests, a nationwide tree-planting program supported by the voluntary participation of DoCoMo employees. Volunteers learn about forestry through participation in projects such as planting native species, clearing undergrowth, thinning forests for sunshine, constructing forest walks, and bridging streams.

Based on the Green Fund system of the National Land Afforestation Promotion Organization and the Corporate Forests program of the Forestry Agency, DoCoMo Forests are scheduled to be planted in two regions a year for a total of nine different regions (each home to one NTT DoCoMo Group member company) over the next five years.

### DoCoMo Forests

 [www.nttdocomo.co.jp/corporate/mesena/100/mori.html](http://www.nttdocomo.co.jp/corporate/mesena/100/mori.html)



Photo 6.2-1 Participants gather for a commemorative photo during the first DoCoMo Forest event

Chart 6.2-1 DoCoMo Forests tree-planting programs

The 1st DoCoMo Forest	Date:	Saturday, May 15, 1999
	Place:	Namerayama National Forest Tokuji-cho, Saba-gun, Yamaguchi Pref.
The 2nd DoCoMo Forest	Area:	2.8ha
	Planted species:	Japanese red pine, fir, wild cherry, Japanese walnut, zelkova, beech, and oak; total 250 seedlings
	Participants:	Approx. 45 employees from NTT DoCoMo and NTT DoCoMo Chugoku
	Date:	Saturday, October 23, 1999
	Place:	Yozuku National Forest Yamakitamachi, Ashigarakami-gun, Kanagawa Pref.
	Area:	2.87ha
	Planted species:	Wild cherry, zelkova, maple, and beech; total 200 seedlings
	Participants:	Approx. 50 employees from NTT DoCoMo

### DoCoMo Volunteers' Club

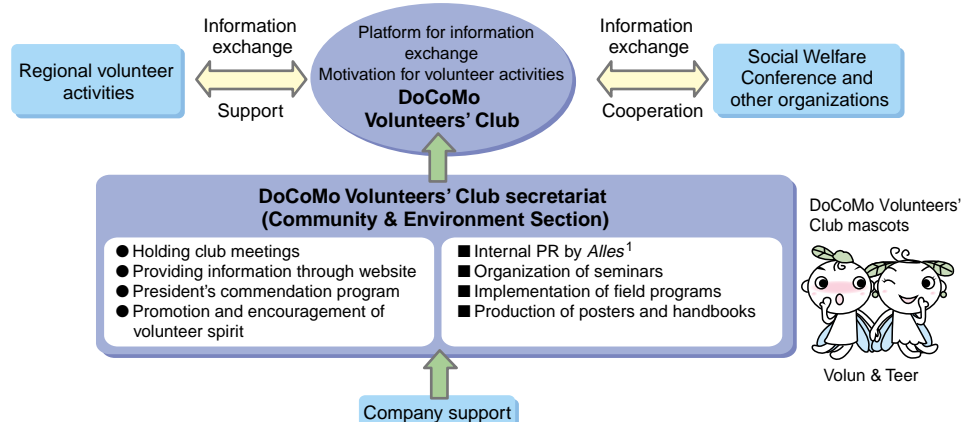
NTT DoCoMo employees established the DoCoMo Volunteers' Club in 1996 to encourage participation in community service programs by providing a platform for information exchange, motivating employees to participate, and offering company support. The Volunteers' Club is engaged in a range of activities, including dissemination and exchange of information via its website and volunteers' meetings. The Club has published a handbook summarizing employees' activities, such as participation in Operation Clean Environment and the DoCoMo Forests program. The scope of the club's activities is expanding to include recognition of volunteer leave, establishment of president's commendations and other in-house programs.

#### ■ Basic policies

- Voluntary participation
- Volunteer activities as a source of happiness rather than a sacrifice
- Participation at a sustainable level

#### ■ Activities

- Providing information through website and e-mail
- Holding Volunteers' Club meetings
- Implementation of field programs
- Promotion of cooperation with local communities
- Participation in volunteer seminar programs



<sup>1</sup> *Alles*

"Alles" is a Dutch word for "all", and the name of the in-house monthly magazine of the NTT DoCoMo Group. The magazine, based on the concept that all readers are its editors, provides coverage of topics, trends, executive introductions, reports, technological information, and social contributions.

Fig.6.2-1 Diagram of volunteer activities