

Communication with Society is a Vital Component of Environmental Management

Sharing information with communities and actively encouraging greater environmental education are central to NTT Group's environmental duties.

1 Social Contribution Activities

http://www.ntt.co.jp/kankyo/e/2002report/qa/chapter5/q01_2.html
<http://www.ntt.co.jp/kankyo/e/2002report/qa/chapter5/q02.html>

"Promote the routine coordination of environmental protection efforts with citizen and government agencies" is a fundamental policy statement in the "NTT Group Global Environmental Charter." The year 2001 marks further progress in the environmental protection activities within each region.

- **Start of the Biwako NPO Networks**
(NTT Lifestyle and Environmental Technology Laboratories)
On the occasion of the "9th International Conference on the Conservation and Management of Lakes in Shiga Prefecture" in November 2001, in partnership with environmental citizens groups and NPOs, NTT Lifestyle and Environmental Technology Laboratories launched the Biwako NPO Networks website toward fulfilling the main objective of the conference, to encourage the activities of grass-roots environmental groups.
- **Start of the Sapporo EMS Network**
(NTT DoCoMo HOKKAIDO)
NTT DoCoMo HOKKAIDO joined together with the Environ-

ment Bureau of Sapporo City in November 2001 to start the Sapporo EMS Network with ISO 14001 certified enterprises and organizations in Sapporo City.

- **NTT-ME World Bird Count (NTT-ME)**
NTT-ME conducted the world's biggest bird-watching event, the "7th NTT-ME World Bird Count," throughout the month of October 2001, with the participation of many elementary schools who joined the activity as part of their environmental studies.
- **Development of Community based Activities at the Ecology Community Plaza (NTT WEST Shiga-Branch)**
In May 2001, we became involved with the Ohmi Network Center by providing IT support with the purpose of establishing it as a base for local ecological activities. We have also assisted the "Volunteer Coordination System," deployed in an environmental information network as a joint project with citizens.

2 Information Provision and Sharing

<http://www.ntt.co.jp/kankyo/e/2002report/qa/chapter6/q02.html>

The NTT Group widely disseminates information to promote environmental protection and offers opportunities for information sharing.

- **Kankyo-goo Grand Prize (NTT-X)**
Kankyo-goo is a portal website that specializes in environmental information. The site is operated by NTT-X, sponsor of the *kankyo-goo* Grand Prize, to support information sharing related to environmental preservation by consumers, enterprises, local governments, and NGOs. The prize consists of a website segment and an activity segment (a project implementation fund grant), with certificates awarded for each segment.



● Page presenting the *kankyo-goo* Grand Prize

- **NTT-AT TECHNO FAIR 2001 TOKYO (NTT-AT)**
NTT-AT TECHNO FAIR 2001 TOKYO was held in September 2001 in Shinjuku. The theme of the event was "Advanced technologies heat up business." Some 50 exhibits were presented in six different categories: Environment Systems, Medical Systems, Electronic Local Government, E-Business, Broadband Systems, Fiber Optics and LSI products that support the IT. The fair bustled with over 2,000 visitors.

- **Sponsorship of Global Environmental Forum (NTT DoCoMo SHIKOKU)**
NTT DoCoMo SHIKOKU hosted the 4th Global Environmental Forum in March 2002 to promote a recycle-oriented society in Shikoku. After a keynote speech by author Wahei Tatematsu on the theme of "Together with Nature," an enthusiastic panel discussion followed on the issue of the "Establishment of Local Communities Coexisting with the Environment." Other Global Environmental Forums were held by NTT DoCoMo, NTT DoCoMo CHUGOKU, and NTT DoCoMo KYUSHU.



● NTT-AT TECHNO FAIR 2001 TOKYO ● Global Environmental Forum TOKYO

3 Environmental Communication

<http://www.ntt.co.jp/kankyo/e/2002report/qa/chapter6/q04.html>

Mutual communication has been supported through the disclosure of environment related information presented in the NTT Group's Environmental Protection Activity Report (comprising both a booklet and a website). In 2001, widespread advertising activities further emphasized the idea of ecommunication proposed by the NTT Group.

In-house

- **Employee Education and Development Program**

The NTT Group has implemented education and development seminars to target new and existing employees by creating environmental pamphlets; an environmental education video, "The Boy and the Forest"; and a CD-ROM "Telecommunications in Symbiosis with the Earth—NTT." The "NTT Group employees talk about the environment" web page was created as a space where employees can share their experiences. The most recent discussion involved the staff of the environmental information network, and those active in fuel cell research and development appeared on the web page and freely expressed their thoughts regarding the environment.

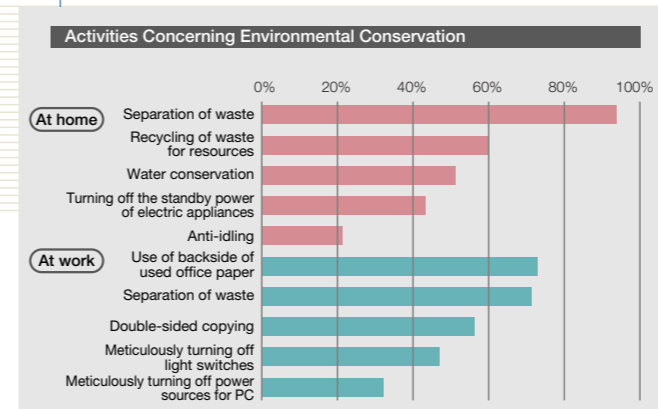
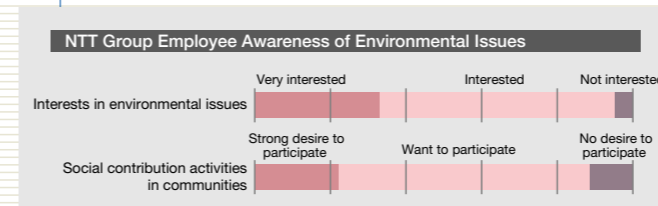
- **Environmental Awards**

NTT Group activity encourages the work of individuals or groups who achieve remarkable results through the presentation of various environmental awards. The award programs are currently a permanent feature at NTT (holding company), NTT EAST, NTT WEST, and NTT DATA.

- **Employee Awareness Survey**

An annual survey on environmental awareness has been completed, documenting the awareness levels of approximately 1,000 employees.

A brief descriptive analysis of the results show:



Interest in environmental issues was as high as 95%; notably, the separation of waste and the recycling of backsides of used office paper were regularly practiced. However, the trend toward meticulously turning off power sources for PCs was only 32%. We will further encourage our employees to be involved in our in-house developmental activities and advertisements for environmental conservation.

For the public

- **Issuing the environmental reports and disclosure of information on our website**

The NTT Group Environmental Protection Activity Report 2001 was issued. On our website we also published

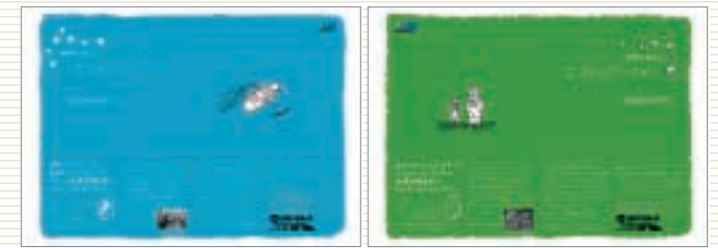
the report and collected opinions from readers through a questionnaire.

- **Development of Environmental Advertisements**

The NTT Group implemented advertising development for consumers to learn about our environmental activities and the Group's keyword, "ecomunication," which means "we will freely communicate and exchange ideas about the environment everywhere and at all times."

Every effort has been made to encourage a broader understanding of "ecomunication."

Implementations of environmental advertising: magazine advertisement—7, banner advertisement—8 websites



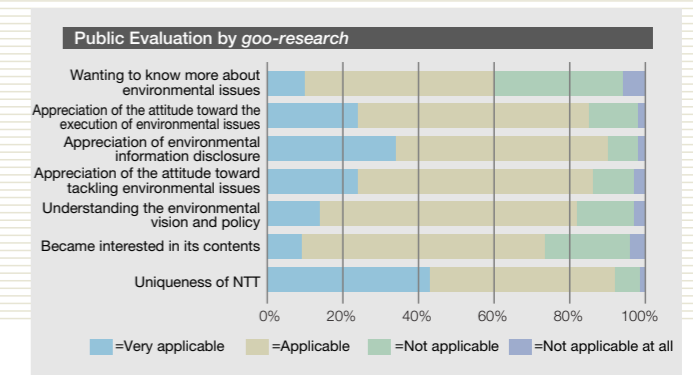
● Environmental advertisements

The web dialog "Cross Talking on the Earth" has also started. Ken Noguchi (mountaineer) and Jack Moyer (marine ecologist) discussed global environment issues under the theme "Thinking of ecology: the view from the mountains / Thinking of ecology: the view from the oceans."

- **Research on NTT Group Environmental Activities**

Questionnaire about the environmental protection activities of NTT Group was implemented in *kankyo-goo* of NTT-X in March 2002. With an age distribution centered predominantly within the 30's age group, we received responses from 1,216 people.

A brief descriptive analysis of the results shows:



On the whole, we gathered comments such as "I realized the importance of environmental issues" or "I understood NTT's concepts and actions." On the other hand, some expressed that the concepts were too hard to understand by saying that "it is important to make expressions simpler so that a child can understand" or "too much information to read."

Also throughout the survey a number of opinions were common, these were; "I like the effort being done to create ingenious expressions"; "I want the company to be a leader in reducing environmental burdens by utilizing technology"; "This is the first time I realized that IT and the environment are related"; and "We should advertise more through media, such as TV and newspapers, about environmental conservation activities."

We would like to take into consideration these opinions in our future environmental protection activities and environmental communications.