

To date, the NTT Group has promoted the community environmental activities summarized below:

Table 6.1: Examples of environmental conservation efforts (the branch names used are those applicable in 1998)

Environmental protection activities involving local companies	Office paper recycling	Kanazawa Branch; Fukui Branch
Local Volunteer Planning and Activities	Maintenance of Dragonfly Natural Park	Tosa-Nakamura Branch
	Reed-cutting at the Lake Biwa	Shiga Branch
	Introduction of kitchen garbage-processing machines	Tokyo-South Branch, etc.
	Planning of contests and other events	Kanto Office
	Cleanup campaigns	Multiple sites
	Recycling campaigns	Batteries: Kanto Office Prepaid telephone cards: Nagano Branch Disposable chopsticks: Shimane Branch; Kurashiki Branch
Each Company's Nationwide Planning	Operation Clean Environment	Number of participated operations in 1998: 1778 Number of sites involved: 436
	DoCoMo Returns (portable phone recovery and recycling)	NTT DoCoMo (1998: 2.1 million)
	Participation in locally-planned cleanup and recycling activities	Supporting numerous activities

◆ Operation Cleaning Environment

As part of its contributions to protecting the natural environment, NTT East and NTT West branches have conducted "Operation Clean Environment" across the country. These activities were initiated in 1988 by a group of young employees at the Niigata Branch, who launched the "Clean the Japan Sea" project to clean up the coastal areas of the Japan Sea. These efforts subsequently spread throughout the country.

A wide range of people participate in these activities, including employees, employee families, and former employees, in collaboration with local residents, governments, and

organizations. From fiscal 1988 through 1998, some 480,000 people took part in cleanup activities at 4,300 locations.

The actual projects are performed independently by each branch in accordance with local conditions. Locations include riversides and flood plains by rivers, seacoasts, parks, sightseeing spots, national highways, hiking trails, and areas surrounding office buildings. Also included in some cases are areas designated by the Ramsar Convention, the Convention on Wetlands of International Importance, Especially as Waterfowl Habitat.

◆ DoCoMo Forests

As part of its natural environmental conservation efforts, NTT DoCoMo has carried out an initiative, "DoCoMo Forests."

The objective of this project is to reduce CO₂ emissions to prevent global warming, achieve harmonious coexistence with local communities, and to improve employee awareness of environmental issues. Based on the Green Fund system of the National Land Afforestation Promotion Organization and using "Corporate Forests" of Forestry Agency, tree-planting projects are carried out by NTT DoCoMo employees throughout the country.

Trees were planted in the Namera Yama National Forest in May and in the Yozuku National Forest in October 1999. The tree-planting campaign is scheduled for expansion to nine locations across the country in five years.

◆ Presentation of environment-related awards

NTT Group's environmental conservation efforts have won recognition and awards from various organizations, including the followings:

Table 6.2: Examples of environmental conservation efforts (the branch names used are those applicable in 1998)

Awarded year	Award title	Sponsor	Awarded party
Fiscal 1991	"Wildlife Stewardship Award"	The U.S. government	NTT (former)
Fiscal 1996	Award for Recycling Promotion Effort "International Trade and Industry Minister Award (for recovery of nickel-cadmium batteries)"	Recycling Promotion Association	NTT (former)
Fiscal 1998	Eco-Drive Contest "Effort Award"	Transportation Ecology Mobility Foundation	NTT (former)
Fiscal 1998	Award for 21st Century-Type New Energy Equipment/ System and Application "New Energy Vanguard 21; International Trade and Industry Minister Award"	New Energy Foundation	NTT (former)
Fiscal 1999	The "Nineteenth Green City Award"	Urban Greenery Foundation and the Yomiuri Shimbun	NTT Information Sharing Laboratories
Fiscal 1999	The Ninth Environmental Advertisement Contest "Special Prize for Posters"	Japan Eco-Life Center	NTT DoCoMo

◆ Commendation for global environment protection activities

Since 1993, we have awarded President's Awards for internal inventions, ideas, and activities contributing to efforts to protect

the global environment. So far, awards have been awarded for the following issues:

Table 6.3: List of President's Awards for global environmental conservation efforts

Year	Awarded issue	Awarded party (former)	Category
1993	Development of an oil treatment reagent using "paper-making sludge"	Field System Research and Development Center	Recycling
	Achievements involving the development and introduction of efficient energy use systems contributing to global environmental conservation	User System Dept, Service Production Division	Preventing global warming
	Achievements involving "global environmental conservation through the reduction and recycling of construction by-products resulting from civil engineering works"	Facility Construction Platform Center, Tohoku Office	Recycling
	Artificial fishing banks made of removed concrete telephone poles	Hokuriku Material Control Center, Hokuriku Office	Recycling
	A new CFC-free gas leakage detection method	Technical Cooperation Center, Interdisciplinary Laboratory	Ozone layer protection
1994	Recycling of removed communications equipment (connection terminal box covers)	Material Procurement Dept.	Recycling
	Community-based environmental conservation efforts	Kawasaki North Branch, Kanto Office	Community supports
	Achievements involving recycling of soil displaced from construction sites by development of the SR (Soil Recycling) system	Access Network Systems Laboratory	Recycling
1995	Recycling of removed communications facilities (branch line guards)	Kansai Material Procurement Center	Recycling
	Achievements involving the development and trial introduction of the Shimanto River water quality monitoring center system, which contributes to environmental conservation	Interdisciplinary Laboratory, Tosa-Nakamura Branch	Telecommunications services
	Development of a computer room air-condition system	Real Estate Planning Dept.	Preventing global warming
	Achievements involving global environmental conservation through the promotion of an efficient method for replacing asbestos occurring in old, fireproofed facilities	Tokai Facility Technology Center, Tokai Office	Asbestos removal
1996	Activities involving "Office Paper Recycle; Kanazawa"	Kanazawa Branch	Recycling
	Achievements involving the recovery of nickel-cadmium batteries	Gunma Communications Equipment Marketing Branch	Recycling
	Introduction of a photovoltaic power generation system compatible with the multimedia age	Multimedia Business Development Dept.	Preventing global warming
1997	Achievements of significant reductions in power consumption through low-power equipment (reduction of CO2 emissions)	Facility Planning Dept.	Preventing global warming
1998	Achievements involving acquisition of ISO 14001 certification	Material Procurement Dept.	Environmental management system
	Achievements involving thermal recycling of removed optical cables	Kansai Material Procurement Center	Recycling