



# NTT Group Efforts on Social Environmental Problems

We conduct business within society. That is to say, we are active within the ecosystem. Therefore our activities are deeply connected to all living things like society, humans, and others and must give value to contribute to people and society. Here we report the results of efforts that the company or workers have made outside of business activities for active environmental preservation even for regional societies.

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# Social Contributions of Group Employees

<http://www.ntt.co.jp/kankyo/e/2001report/3/311.html>

The NTT Group promotes "Positive Contributions to Environmental Protection in the Local Community." NTT branches and offices enthusiastically engage in various activities.

## Ihatov Ecology Community Plaza

### Iwate Branch, NTT EAST

At "Ihatov\* Ecology Community Plaza", we offer space for environmental education activities, information distribution and networking as part of our support for various environmental protection activities. (Chart 1)

### Main Support Activities

#### 1. Providing workspace

The Plaza can be used for environmental protection groups and youth organizations. It offers space for meetings and on-site computers and facilities for holding videoconferencing.

#### 2. Supporting implementation and operation of environmental education programs

We provide communication facilities for implementing and administering programs by environmental education groups.

#### 3. Supporting environmental information databases and the collection and dissemination of the information

The Iwate environmental database will be sent

to various environmental organizations. Classes to broaden interest in the Internet and website production workshops are also offered.

#### 4. Building human ecology networks

The Iwate Branch supports mutual exchange among environmental groups. Within that interchange, an environmental activity coordinator will be raised and will advance the creation of networks.

### Goals for the Iwate Branch in the Future

We will campaign for regional contributions and environmental preservation to active businesses and support regional citizen groups, groups active in environmental preservation and environmental education for children.

Iwate Eco-Plaza Web Site:  
<http://eco.iwate.isp.ntt-east.co.jp/>  
 Aomori Ecology Community Plaza,  
 Aomori Branch, NTT EAST  
<http://www.ntt-east.co.jp/aomori/e3aomori/eco-plaza/index.html>

## The "Citizen Participation Environmental Information Network" Joint Project

### Shiga Branch, NTT WEST

With "Save beautiful lake Biwa for our future" as its slogan, the Shiga branch has engaged in environmental protection activities that are closely tied to the local community. The branch and Ohmi Network Center for Voluntary Organizations joined together to offer various training sessions and seminars as well as advice on communication tools such as lines and terminals.

### Joint Project with Shiga Prefecture

Shiga-prefecture and NTT Lifestyle and Environmental Technology Laboratories have initiated a joint project to create a Citizen Participation Environmental Information Network. The project included environmental research along Akanoi Bay\*, an effort of the International Conference on the Conservation and Management of Lakes. The Shiga branch will continue its activities. (Chart 2, Fig.1)

#### \*Ihatov

"Ihatov" is the Esperanto-style name that Kenji Miyazawa (1896-1933), poet and children's books author, gave to named his home, Iwate.

#### \*Akanoi Bay

Akanoi Bay is located on the east shore of the southern portion of Lake Biwa. Shallows of an inlet running from east of Biwako Bridge in Moriyama-city to roughly north of Karasuma Peninsula constitute the so-called Akanoi Bay.

Chart 1 Main activities in the past activity title details

Item	Description
<b>Iwate Cherry Blossom Survey</b> (April-May, 2000)	Under the slogan of "Let's All Create the Hometown Cherry Blossom Front!" 104 schools in Iwate Prefecture participated in the survey, and the progress of the cherry blossom flowering at each school was shown on the website.
<b>Ecology Plaza Opening Ceremony</b> (May 2000)	The Ecology Plaza opening ceremony focused on promoting exchanges among children living in remote areas by TV conference.
<b>Observation Camera</b> (May-July 2000)	A live broadcast of Umineko sea gull chicks. The program was offered to children who were not able to go to the site, such as those attending schools for disabled children.
<b>Homepage Design Workshops</b> (June 2000)	Homepage production workshops were offered to Kids' Eco Club members. (Ichinoseki)
<b>Northern Tohoku Kids' Environment Summit</b> (September 2000)	Implementing website creation courses which value physical experiences. In addition, children served as eco-reporters. (Abi)
<b>Aquatic Life Surveys</b> (September 2000)	With Kids' Eco Club members, aquatic life surveys were conducted with using PC microscope. (Daito-town, Sanriku-town)
<b>Environmental Millennium Forum</b> (November 2000)	At the prefecture's Millennium Ecology Fair, we sponsored a booth on environmental education through Internet.



## "Our Cities, Our Road Business"

### NTT-ME HOKURIKU Toyama Branch

This branch was registered as a volunteer organization in Toyama prefecture's road protection volunteer system, "Our Cities, Our Road Business." This was begun as one part of the Participation in Planning Global Environmental Preservation Activities, and Toyama branch employees clean the streets around the offices monthly. (Photo 1)

Photo 1 Employees cleaning the streets



## Introduction of Natural Gas Automobiles

### NTT WEST Kanazawa Branch, NTT-ME HOKURIKU Ishikawa Branch, NTT-ME KANSAI

In March 2001, the Kanazawa Utilities Bureau inaugurated the Eco-station for natural gas automobiles\*. The NTT WEST Kanazawa Branch introduced seven natural gas automobiles and the NTT-ME HOKURIKU Ishikawa Branch three. NTT-ME KANSAI introduced natural gas automobiles in February 2001. Natural gas automobiles is one effort towards preservation of the global environment. (Photo 2)

## Construction of DoCoMo Forest

The NTT DoCoMo Group has been advancing the construction of DoCoMo Forests since

Photo 2 Natural gas automobile introduced by  
NTT-ME KANSAI



1999. They conduct activities for the protection of forests through Group employee volunteers. The activities have been held four times throughout Japan, where one can have fun while learning lessons from local forest instructors and volunteers. Details of the last two events can be found in Chart 3.

**\*Natural gas automobile**  
When compared to current vehicles, the amount of emissions such as NO<sub>x</sub>, HC, and CO which become the causes of environmental pollutions like photochemical smog and acid rain is drastically decreased.

**\*Electronic field notebook**  
See page 14.

Chart 2 Description of main activities

Item	Description
Elementary school walk rally (July 2000)	Participation as staff in data collection of a water analysis put on by students on Biwako Day
NPO environmental (water analysis) investigation (August 2000)	Collection of water analysis data using electronic field notebook* and participation in an examination of improvements and reforms for electronic field notebook at a post-investigation review
Southeast Asia trainee water analysis investigation (November 2000)	Support of World Work trainees
Environmental Festival (November 2000)	Choosing ten living things in our environment and creating an aggregate "living thing map" which participants mark.
"Child Eco Club" Nationwide festival (March 2001)	Implementation of the lending of digital cameras to nationwide Child Eco Clubs, and examining the environment around the grounds. The children created activity reports on web pages.

Fig.1 Shiga Branch Ecology Community Plaza

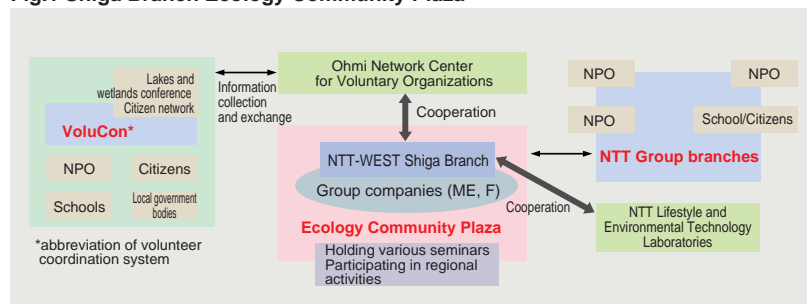


Chart 3 Details on the implementation of the DoCoMo Forest

<b>June 2, 2000 (Friday)</b>	
Location	Hokkaido Tomakomai Shiraoi Tarumae National Forest
Area	5 hectares
Planted Tree Types	A total of 2,760 trees of Sakhalin spruce, cucumber trees and cherry trees
Participating staff	About 60 employees from NTT DoCoMo and NTT DoCoMo Hokkaido
<b>March 10, 2001 (Saturday)</b>	
Location	Kagawa Ayauta Ayakami Kashiwara National Forest
Area	3.12 hectares
Planted Tree Types	Pines and others (The main activity was preparing the forest by removing the invading bamboo and trimming cedar trees)
Participating staff	About 90 employees from NTT DoCoMo and NTT DoCoMo Chugoku

# Employee Education and Awards

<http://www.ntt.co.jp/kankyo/e/2001report/3/321.html>

\*Offered to the public on the website

The address is:

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

The NTT Group would like for its employees to be concerned about environmental protection activities. We have set forth measures for programs with that purpose over the course of the year. (Chart 1)

## Employee Education and Development Program

The NTT Group is advancing internal education regarding environmental preservation activities, like holding seminars and having various development programs. Moreover, we

are working hard for development by always providing a page to publish topics about our efforts for environmental preservation in the internal newsletter (NTT EAST), providing a website for environmental activities (NTT "holding company", NTT EAST, NTT WEST, NTT Communications, NTT Facilities, NTT DoCoMo, NTT DATA, etc.), and creating the video "The Boy and the Forest" and the CD-ROM "Telecommunications in Symbiosis with the Earth - NTT" for environmental education. "The Boy and the Forest" explains the contents of the NTT Group Ecology Program 21. This video was also offered to the public on the website\*.

Each group company is putting together its own environmental activities into an environmental report and creating handbooks on the specific ways that they are dealing with environmental preservation. (Photo 1)

## Employee Awareness Survey

In fall 2000 and spring 2001, the NTT Group surveyed the level of understanding regarding employees' environmental awareness and environmental measures.

There are about 1,000 NTT Group employees dubbed "environmental monitors." Through a web-based questionnaire, we grasped the comprehension level of general group employees' environmental awareness and various environmental preservation measures. We intend to

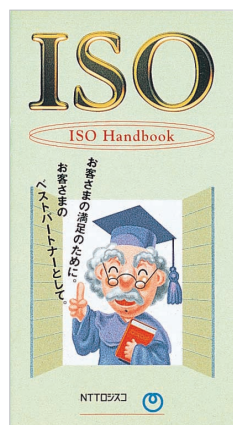
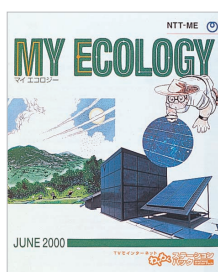


Photo 1 Each group company's printed materials which publish the objectives and methods for environmental activities.

Chart 1 Education and development program

Item	Time	Target	Description
NTT EAST Group Magazine "Plaza"	Monthly	All employees Group employees	Introduce the latest topics related to our company's environmental preservation efforts Special series in "Plaza" on the dangerous conditions of the global environment
NTT EAST TV	Hourly	All employees	
Internal Websites	Hourly	All employees	Offer information to people in charge of the environment through the internal webpages
New Employee Training	April	New employees	Education about the importance of environmental preservation and NTT's environmental preservation activities
Environmental ISO seminars	June 1996	All employees	Reports on the hard fight for ISO
Environmental Accounting Seminar	February 2000	Environmental Staff	Regarding the Introduction of Environmental Accounting
Energy Forum	Anytime	Energy-related people	Regarding energy problems
For the Construction of an Environmental Management System	June 1999	All employees	Report on the Struggle for ISO
NTT Group Environmental Report	December 1999	All employees	Overall environmental activities
Environmental Pamphlet	March, 2000	All employees	Introduction of NTT Group Ecology Program 21
NTT Group Environmental Protection Activity Report	October, 2000	All employees	Overall environmental activities







make them the basic materials for environmental measure proposals. We also receive proposals from the Group employees.

The results show that the environmental awareness of employees is high, and 93% said they are concerned about environmental problems.

Moreover, 30% said they were very interested. Still the main way of thinking about this issue is that environmental protection activities should not be done separately by each company, but should be conducted by unified policies and activities of the Group.

## External Cooperation

The NTT Group is working for even better environmental protection activities by joining,

supporting, and cooperating with a variety of groups. (Chart 2)

## Environmental Awards

Within the promotion of our business, the various environmental protection activities of the NTT Group have received support from many people. As a result, we received several awards in 2000. (Chart 3) Moreover we created a President's Commendation System for measures which produced a noticeable effect in environmental preservation, and support efforts for active environmental preservation internally as well.

The NTT Group will continue to make positive efforts in environmental preservation activities.

**Chart 2 Groups the NTT Group cooperates within global environmental protection activities**

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.
Nature Conservation Fund Project Selection Committee	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.

**Chart 3 Year 2000 Environmental Awards**

Award Title	Sponsor	Recipient
Letter of appreciation for a donation (instead of trees) to the Asakuragawa Planting Festival	The Asakura Living Water Forum, Non Profit Organization	NTT WEST Nagoya Branch
Year 2000 Clean Kochi Promotive Association Presidential Commendation Special Award for contributions to waste reduction and recycling and improving awareness of environmental preservation.	Clean Kochi Promotive Association	NTT WEST Kochi Branch
Selected as a Facility Commended for Excellence by the Green Council for green preparation based on the Green Promotion Regulations of Sapporo	Sapporo City	NTT DoCoMo Hokkaido Building #2
Letter of appreciation for help in promoting forests and the creation of more greenery through a donation to the Green Fund	Minister of Agriculture, Forestry, and Fisheries	NTT DoCoMo Tokai
Letter of appreciation for help in giving to Foundation of Osaka Green Trust	Osaka Prefecture	NTT DoCoMo Kansai
Letter of appreciation for great help in promoting forests and the creation of greenery inside and outside of Japan through a contribution to the Green Fund	National-Land Afforestation Promotion Organization	NTT DoCoMo Kyushu Oita Branch
Letter of appreciation for its years of service in its endeavors to make the nation greener.	National Land Afforestation Promotion Organization	NTT DoCoMo Kyushu
Nagano Eco Circle Silver Rank for business activities which considered the environment	Nagano City	NTT LOGISCO Shin-etsu Branch

# Information Offering and Communication

<http://www.ntt.co.jp/kankyo/e/2001report/3/331.html>

The NTT Group does not just promote efforts related to environmental preservation, but also conveys information related to the environment to consumers and provides a place to offer information about the environment. These activities, while indirect, will come to offer a chance to think broadly about the environment.

## Environmental Advertisements

The NTT Group does not just conduct its own environmental preservation activities. It also provides consumers an outline of those activities. In order to reach a wide range of people, we are developing communication activities using newspaper and magazine advertisements and now Internet advertisements as well. (Photo 1)

To do that, we made the word "ecomunication" our keyword, combining "ecology" and "communication," and started by advertising environmental problems which the NTT Group is currently taking specific actions about. We also introduced various examples of how the NTT Group is dealing with these matters.

\**Kankyou-goo*  
<http://eco.goo.ne.jp>

\*portal site  
A website used to connect to connect to other web-sites from a browser.

\*NGO  
Non-Governmental Organization. Civilian international cooperative groups which are active in areas like human rights, humanitarian efforts, the environment, and arms reduction, and others.

We also conduct an environmental monitoring survey every year on NTT Group employees. From the results of this survey, we grasp the concern for environmental problems of Group employees and their awareness of NTT Group's basic principles, action objectives, and various activities for environmental preservation.

## Kankyou-goo

*Kankyou-goo*\* is a web based portal site\* specializing in environmental information run by NTT-X. The site started on August 4, 1999.

*Kankyou-goo* is characterized by:

- "*Kankyou-goo* Search," allowing environmental information searches from various angles.
- "*Kankyou-goo* News," sending the latest information surrounding the environment.
- "*Kankyou-goo* Business," backing up businesses working on responses to environmental problems
- Providing "*Kankyou-goo* Communication Area," offering a place for businesses, NGOs\*, and general consumers to exchange information.

## Kankyou-goo Held a Web Symposium to Think about NGO and Business Partnerships

On June 21, 2000, *Kankyou-goo* held a Web Symposium to think about NGO and Business partnerships which looked at possibilities for the way future businesses and NGOs should be, based on the results of an investigation through the Internet of the current conditions and themes of Japanese NGOs.

This symposium was composed of the following 3 parts:

- Implemented a survey regarding NGO activities
- Implemented a research lecture: NGOs and businesses act together
- Implementation of "Symposium: "About Consumer, Business And NGO Information Exchange" and "Web Forum"

In order to contribute to the information exchange between consumers, businesses and NGOs, *Kankyou-goo* reports current informa-

Photo 1 Ad placed in the February 26 "Newton"





tion relating to each standpoint's activities the most quickly and accurately. We also pursue the possibility of creating a sustainable society from the communication between the three parties of consumers, businesses, and NGOs.

### Kankyoo-goo Grand Prize

In 2000, *Kankyoo-goo* sponsored the first *Kankyoo-goo* Grand Prize to support information sharing. It invited New Plans for Environmental Preservation from groups and individuals active in each area of Japan and donated funds from *Kankyoo-goo*'s advertising revenue to the most epoch-making proposal.

For the memorable first *Kankyoo-goo* Grand Prize, they received 147 applications from across Japan. From those applications, thirty-two became the objects of the final judging through a vote by *Kankyoo-goo* members. Each judge selected awards after evaluating the description of the information sharing, design inventiveness, originality, and the expected effects. (Fig.1)

Through these kinds of activities in the future, *Kankyoo-goo* will actively support everyone's information sharing.

## Environmental Website

We launched Telecommunications in Symbiosis with the Earth - NTT in 1995. The content of this environmental website\* was entirely updated

in February 2000 to coincide with the publication of the NTT Group Environmental Protection Activity Report 1999 and the adoption of the NTT Group Global Environmental Charter in 2000. The website also provides information in English. (Fig. 2) The NTT Group Environmental Protection Report can also be reviewed on this site.

## Publication of Environmental Reports

Following 1999, the NTT Group Environmental Protection Activity Report 2000 was published in November 2000. This report contains descriptions of the main environmental protection activities of 1999. (Photo 2)

\*Environmental website  
http://www.ntt.co.jp/kankyo/e/index.html

Fig.2 Top page of the environmental website (English version)

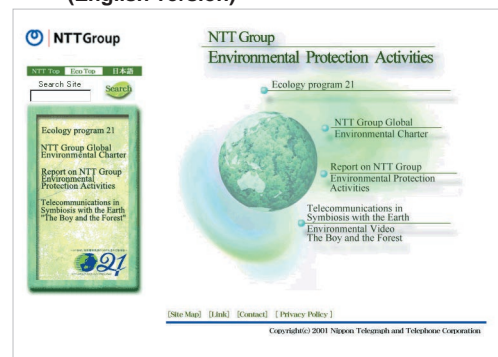
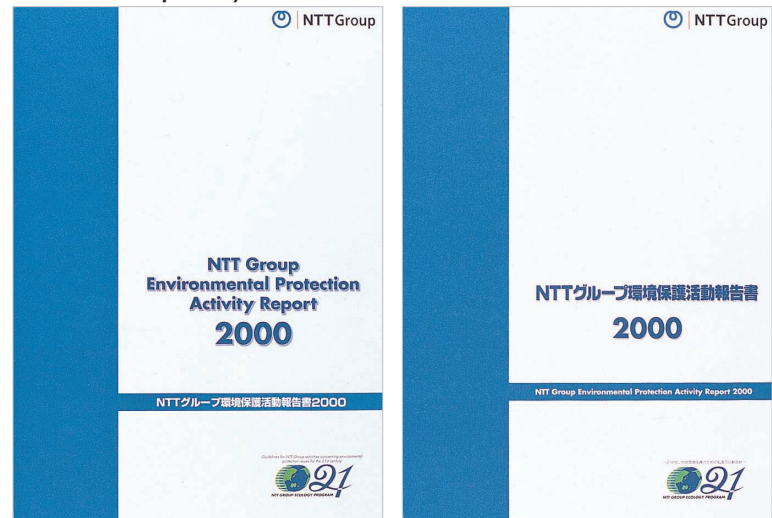


Fig.1 Page presenting the *Kankyoo-goo* Grand Prize



Photo 2 NTT Group Environmental Protection Activity Report 2000 (English and Japanese)



# Relations with Society

<http://www.ntt.co.jp/kankyo/e/2001report/3/341.html>

Business is one of the key elements of society's foundation. Therefore, workers, citizens and others advance their activities while cooperating with people related by various interests.

## Worker Relations

### Welfare Benefits

While the NTT Group obviously builds good relations with people outside of the group, we also make relations with workers within the group important. For that reason, we have laid out welfare beginning with a variety of facilities and a vacation system. (Chart 1)

## Customer Feedback

### Survey on Environmental Advertisements

NTT-X conducted a survey on the Internet aimed at *goo Research*\* members about the NTT Group's environmental advertisements. There were 1,171 respondents. Based on the totals of that survey, we would like to introduce customer opinions on environmental advertisements as well as individual comments.

About three quarters of the people agreed with using advertisements on environmental problems. As a trend, there were many answers of "approve" among people who were very concerned about environmental problems. (Fig. 1)

There is a unified view that it is only right that businesses help environmental problems.

Regarding whether or not to put those efforts into advertisements, opinions divided mainly into "approval because if large businesses take out ads, they will raise the general population's awareness of the environment" and "disapproval because if they have the money to take out ads, they should put it into environmental measures".

**\*goo Research**  
Surveys in which anyone can participate over the internet.  
<http://research.goo.ne.jp/>

**\*i-mode**  
A cellular phone that can access many sites. Mail can be sent and received for ¥1.

Chart 1 Welfare Benefits

Insurance	Health insurance, welfare pension insurance
Property Formation	Employee stock system, property formation savings (general, home, pension), in-advance land financing, etc.
Vacations	Annual paid vacation (20 days), various special vacations, year-beginning and year-end holidays, Lifeplan vacation, etc.
Leave System	Childcare leave, seniorcare leave
Facilities	Office, independent dormitories, hospital and health management center, a variety of recreation facilities, recovery offices (in each region throughout Japan)

### From the Free Response Comments:

- I approve of advertising the efforts on environmental problems. That's because for the consumer, environmental problems will be felt closer. (female, 25 years old)
- I feel taking out ads is important for consumers to know business's level of social contribution. I feel consumers will choose whether to accept or reject companies according to that, and companies will come to be weeded out socially. (female, 29 years old)
- I feel they should use that advertising cost in particular for environmental problems. A tool for businesses to improve their image. I think that is an environmental problem with business. (female, 29 years old)

These will become a reference for how future advertisements should be.

### From the Free Response Comments:

- I think a strong impression might be made if they created i-mode\* games related to environmental problems, or showed a recycling commercial with a famous performer as a character. (female, 24 years old)
- If they made clear how the cost for recycling old telephone books is different from that of making new ones and why it costs that much, a variety of opinions would come out. (male, 42 years old)
- Of course they should help as businesses, so I wonder where the merit is in taking the trouble to advertise. If they put their website address on bills to individuals, then people who are interested would look at it, so excessive advertising is useless. (female, 43 years old)

Fig.1 Level of concern for the environment and relationship to approving or not environmental advertising

