

## A40\_Encouraging Eco-Friendly Actions by Visualizing Contributions to the Global Environment

Greetings, everyone, from the Consumer Marketing Department at NTT DOCOMO.

We are going to introduce you to Caboneu Record, our initiative for realizing a decarbonized society.

The environmental impact of global warming is becoming more severe every year.

If greenhouse gases continue to increase at the current rate and lead to rising temperatures, the global environment will further deteriorate, causing significant damage to our health and daily lives.

The realization of a decarbonized society and carbon-neutrality has become urgent along with the importance of households switching to renewable energy.

"Under the slogan ""Change you and your environment."" the NTT DOCOMO Group aims to achieve net-zero by 2040.

In this context, we have launched ""Caboneu"", an initiative with our customers and partners to achieve carbon neutrality for society as a whole."

Caboneu Record was born out of this initiative as a service that records and visualizes the relative eco-friendliness of your daily activities.

We may be taking eco-friendly actions in our daily lives, even when we are not actively considering the environment. This service was created to help people see and learn about these environmentally friendly actions and to have fun while engaging in eco-friendly activities.

"Caboneu Record quantifies the amount of CO<sub>2</sub> reduction and environmental contribution from behavioral data based on the user's d account and recorded information in Caboneu Record.

The amount of CO<sub>2</sub> reduction contribution is calculated according to the user's eco-activities, and ""Reco"" is stored in conjunction with this."

There are two ways to record eco-behavior: by using services and by entering it yourself.  
using services

Caboneu Record automatically retrieves data from the usage information of services associated with your d account and records your eco-friendly actions. When you access your Caboneu Record a few days later, you will see the data reflected in the record.

For example, when a DOCOMO mobile phone subscriber travels by train, the service will record how much CO<sub>2</sub> was reduced compared to using a gasoline-powered automobile to travel the same distance, based on movement information data obtained from base stations.

### ■ Entering Data on Your Own

Once a week, you can also keep track of your eco-friendly actions.

By selecting the level of your effort on a four-point scale, for items such as electricity and water conservation, the system will automatically calculate and record the amount of CO2 reductions and other useful information.

#### ■ Visualizing the Level of Contribution

Caboneu Record uses two indicators to visualize the amount of contribution.

1. “CO2 reduction volume” is the estimated value of CO2 emissions reduced through a certain action.

2. “Reco” is a numerical value indicating contribution to an environmentally friendly activity. In addition to the volume of CO2 emissions reduced, DOCOMO will calculate a numerical value based on its own formula, taking into account criteria such as whether the action constitutes active behavior and if it involves monetary expenditure.

Actions that did not directly reduce CO2 emissions or that result in different levels of reductions depending on the situation or available options are also visualized using the Reco environmental contribution scale.

These numerical values allow users to grasp how much their actions have benefited the environment and encourage them to make eco-friendly actions a habit.

We have also launched the Caboneu Record Partnership Program to expand the scope of visualization beyond eco-friendly actions related to DOCOMO’s services and products, by recruiting partners who will work with us to realize a decarbonized society.

Under this program, environmentally friendly services and products offered by partner companies can be added as items subject to visualization for Caboneu Record.

We hope to work with many partner companies through the development of the program to visualize environmental contribution and promote eco-friendly actions by customers.

From the launch of the service in January to November, Caboneu Record visualized 28,000 t-CO2 of reduced CO2 emissions.

This is equivalent to the daily CO2 emissions of around 8 million people.

We will continue to encourage people’s environmentally friendly actions through visualization, thereby contributing to the decarbonization of society as a whole.

In November 2023, DOCOMO announced its Net-Zero by 2040 plan and declared its commitment to achieve net-zero greenhouse gas emissions across its entire supply chain, including Scope 3 emissions.

We will work together with our customers and partners to promote this program as a way to contribute to the reduction of Scope 3 emissions and decarbonization of all society. At the same time, we will improve customer service and achieve sustainable corporate development to create a society in which people can live safer and more secure, comfortable, and prosperous

lives.