

サステナビリティへの取り組み



豊かなコミュニケーション社会の発展に向けて

Toward the Development of a Prosperous Communications-Oriented Society

KDDIは、6つのサステナビリティ重要課題（マテリアリティ）「安全で強靱な情報通信社会の構築」「情報セキュリティの確保とプライバシーの保護」「多様な人財の育成と働きがいのある労働環境の実現」「エネルギー効率の向上と資源循環の達成」「ICTを通じた心豊かな暮らしの実現」「人権尊重と公正な事業活動の推進」を掲げ、課題解決に向けた取り組みを進めています。

KDDI has defined the following six material sustainability issues and is working to provide solutions for them: “Safer and more robust connected world,” “Cybersecurity and privacy protection,” “Rewarding workplaces for diverse talents,” “An energy-efficient, circular economy,” “Fulfilled life brought through ICT,” and “Respect for human rights and fairness in business.”

24時間365日、安定した通信サービスを提供

KDDIは、社会インフラを担う通信事業者として、24時間365日、いかなる状況においても、安定した通信サービスを提供する責務があります。災害に強い設備の導入、継続した災害対策訓練の実施、役員による輪番勤務体制など、大規模災害発生時のあらゆる事態を想定して準備と対策を日々実施し、いかなる状況の中でも安定した通信サービスを提供できるよう、通信ネットワークの整備・強化とともに、災害からの早期復旧を可能とする種々の対策を講じていきます。

Providing Year-Round Stable Telecommunications Services

KDDI recognizes that as a telecommunications company providing social infrastructure, it has the responsibility of providing stable telecommunications services that are available around the clock, 365 days a year, regardless of conditions. To do this, KDDI implements daily measures anticipating various large-scale disaster scenarios. This includes the introduction of disaster resistant facilities and equipment, the implementation of disaster response training on an ongoing basis, and a contingency rotation for company directors to be on duty around the clock. KDDI will maintain and strengthen its telecommunications network to continue providing stable telecommunications services regardless of the circumstances as well as carry out various types of measures to enable rapid recovery from natural disasters.

災害発生時におけるauの通信エリア確保の取り組み

災害発生時、通信手段を確保するため、陸路が使える場合は「車載型基地局」、陸路が使えず海が使える場合は「船舶型基地局」、どちらも使えない場合に「無人航空機型基地局」が出動し、一時的な通信エリアの確保が行えるよう取り組んでいます。

Initiatives to Secure the au Service Area During Disasters

When a disaster strikes, au is ready to secure its service area temporarily to ensure people have means of communication. Measures include deployment of vehicle mounted base stations that can be used on land, ship mounted base stations that can be used on sea when land routes are cut off, and aerial drone mounted base stations for when neither land nor sea based equipment can be used.



安心・安全に向けた取り組み

KDDIは、子どもたちがトラブルに巻き込まれることなく通信サービスを安心・安全に活用できるよう、サービスや商品開発、啓発活動の側面から、さまざまな取り組みを行っています。全国の学校などへ出向き実施している「KDDIスマホ・ケータイ安全教室」は、2017年3月末までに累計2万回以上を数え、受講者数は370万人を超えました。また、シニア世代の方に、スマートフォンやタブレット端末を安心・安全にご利用いただき、防災対策などにもご活用いただくための教室も開催しています。



KDDIスマホ・ケータイ安全教室
KDDI Smartphone and Mobile Phone Safety Classes

Efforts Targeting Safety and Security

KDDI is engaged in various initiatives to educate children on the safe and secure use of communications services to protect themselves from trouble, as well as develop and provide safety services and products. As of March 31, 2017, we have held KDDI Smartphone and Mobile Phone Safety Classes more than 20,000 times at schools and other places across Japan and more than 3.7 million people have attended. We also hold a smartphone and tablet course to help seniors learn how to use these devices safely and securely, and how to use them for disaster readiness.

D&I（ダイバーシティ&インクルージョン）推進

KDDIは、「KDDIフィロソフィ」で目指す姿の一項目に「ダイバーシティが基本」を掲げています。性別・年齢・国籍・障がいの有無・性的指向・信仰など、多様な個性や価値観を互いが尊重し、理解し合うことが、会社の持続的成長に不可欠であると明記しています。2017年度からは、多様な人財が互いに認め合いながら共に活躍できるよう、D&I推進に取り組んでいます。その中でも、女性リーダーを育成・登用する取り組みは社外からも評価をいただき、経済産業省と東京証券取引所が共同で女性活躍推進に優れた上場企業を選定する「なでしこ銘柄」に、2013年から6年連続で選定されました。また、障がい者、LGBTの活躍支援も推進し、誰もが働きやすく活躍できる職場環境を整備しています。



Promoting Diversity and Inclusion (D&I)

One aspect of the “KDDI Philosophy” created to outline the sort of company we wish to become and the attitudes, values, and standards of conduct that employees of such a company need to maintain is “Embracing Diversity.” This sets forth clearly our belief that mutual respect for and understanding of people regardless of gender, age, nationality, sexual orientation, religion, disability, and other diverse characteristics and values is essential to our sustainable growth as a company. Since fiscal year 2017, we have worked to promote D&I to enable diverse human resources to accept one another and work together. As part of this, we have taken steps to cultivate and promote female leaders and for six consecutive years since 2013 we have continued to be chosen as a “Nadeshiko Brand,” a stock jointly designated by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange as being attractive for proactive efforts to promote an active role for women. We support active roles for people with disabilities and lesbian, gay, bisexual, transgender (LGBT) people to provide a workplace environment that is amenable to all types of people.

地球環境保全への取り組み

KDDIは、2017年度から2030年度までの第4期環境保全計画「KDDI GREEN PLAN 2017-2030」を策定しました。本計画では、「地球温暖化対策」「循環型社会の形成」「生物多様性保全」の3つを重点課題とし、具体的目標を定めるとともに、これらの目標を実現するため、自社の環境負荷低減のほか、社会の環境負荷低減に寄与するICTサービスの提供、お客さま・社員と取り組むさまざまな環境保全活動を推進しています。



KDDI GREEN PLAN 2017-2030

Initiatives to Conserve the Global Environment

KDDI has formulated and promoted the KDDI GREEN PLAN 2017-2030, its Fourth Environmental Conservation Plan, covering the period from fiscal year 2017 to fiscal year 2030. The plan defines three priority measures: climate action, creating a recycling-oriented society, and the conservation of biodiversity, and sets specific targets for each. At the same time, to attain these targets in addition to reducing its own environmental impact, KDDI will provide ICT services that help to reduce the environmental impact of society and promote a host of environmental preservation activities involving customers and employees.

