

Community Involvement and Development

KDDI will fulfill our role as a member of the community through social contribution programs and by contributing to the development of the community.

Our Social Contribution Programs

Contributing to the Community

Cooperation with Antarctic Classes

KDDI supports the “Antarctic Classes” held by the National Institute of Polar Research. Antarctic Classes are provided via KDDI’s satellite leased line to connect elementary schools, junior high and senior high schools using a video conference system. In FY2010, Antarctic Classes were held in Kirigaokasato Elementary School in Kita Ward, Tokyo, and 19 other schools.

In the Antarctic Classes, the Antarctic observation team members at Showa Station communicate to the children in Japan about what it is like in Antarctica and about life in the Antarctic. They introduced the ecology of penguins, videos of northern lights, and how a towel freezes instantly when the temperature is below -35 degrees Centigrade, delivering surprises and inspiration to the children. We will continue to convey the message of the importance of conserving Antarctic nature and the global environment through high-quality video transfer of the Antarctic Classes.



Antarctic Class held at elementary school

Two Students Receive Doctorate Using Radio Telescopes at the Yamaguchi Satellite Earth Station

In March 2011, two Yamaguchi University students received their doctorates for their studies using the radio telescopes at KDDI’s Yamaguchi Satellite Earth Station.

The radio telescopes utilize the parabolic antennas offered by KDDI to the National Astronomical Observatory of Japan without compensation in 2001. We received a message of gratitude from the university



Radio telescopes at the Yamaguchi Satellite Earth Station

that “the study could not have materialized if it had not been for KDDI arranging for environment to use the antennas.”

+α Project

The “+α Project” is a social contribution program run proprietarily by KDDI and driven by employee participation. In this project, we grant points to project members for their social contributions performed in conjunction with or independent of KDDI. The points earned are converted into monetary amounts, based on which KDDI donates to charity groups recommended by members. The total earned amount of JPY 3,188,700 in FY2010 was donated to 16 charity groups, NPOs, and NGOs, such as World Vision Japan.

• Charity Bazaars

In June and November of 2011, KDDI co-hosted charity bazaars with a social welfare group that assists mentally challenged people to lead independent lives. We sold puddings and rice crackers made by this social welfare group to our employees. The proceeds of the bazaars, approximately JPY 200,000, were all donated for the employment support activities of this social welfare group.



Charity bazaar held at the KDDI Shinjuku building

Lifesaving Seminars

To prepare people for lifesaving rescues in the case of accidents and disasters, KDDI holds basic lifesaving seminars with the cooperation from the community and local administration. We plan to make this a continuing program, as the need for these skills are expected to rise in the future.

Major Events

• ai-MARK Building (Chiyoda-ku, Tokyo)

A total of 110 people participated in the past 3 years. Training is offered twice a year.

• KDDI Shinjuku Building (Shinjuku-ku, Tokyo)

In September 2010, 37 people participated in the lifesaving seminar intended for employees working in the Shinjuku district. This seminar was held in cooperation with Shinjuku Fire Station and Tokyo Disaster Prevention & Emergency Medical Service Association.

NPO Support

Click Donation Site “Pieces of Hope”

“Bring together many small pieces of friendly feelings to make a big hope”—With this wish in mind, KDDI has opened a click donate site “Pieces of Hope” on its website. Each click on the donation page is converted to one yen, and KDDI donates the total amount to NPOs that undertake social contribution activities. In FY2010, KDDI donated a total of JPY 3,570,661.

• “Establishing Educational Environment in Developing Countries” Program (March 2010 to January 2011)

Dynamite fishing, where fishermen toss explosives into the water to collect fish that died or were stunned by the shock of the explosion, is practiced in the Philippines and a few other countries. The impact of the explosion destroys the coral reefs, causing serious environmental destruction. KDDI made donations, which included computers, projectors, and Internet access devices, to the Marine Resources Protection Center to support the people on Bantayan Island (Philippines) who use radio systems to provide education to protect the beautiful marine environment.



Devices delivered to Bantayan Island

• “Vitalizing the Forests in Japan” Program (Ongoing from March 2009)

KDDI supports the Organization for Industrial, Spiritual and Cultural Advancement International (OISCA), a non-profit incorporated foundation that



proactively engages in the conservation of forests in Japan and abroad. In our support through this program, we performed forest thinning in Tabayama Village (Yamanashi Prefecture) and Funagata Town (Yamagata Prefecture). The trees that were cut in the thinning operations are used to build lodging facilities or put to other effective use.



"Forests in Japan" environmental education in Yamagata Prefecture

• **"Make a Wish" Program
(Ongoing from August 2007)**

KDDI helped make children's dreams come true, joining in the activities of Make-A-Wish of Japan, a general incorporated foundation that grants wishes to children fighting life-threatening medical conditions.



Boy's dream comes true in Australia

Support for Disaster Relief Efforts

Supporting Overseas Areas Devastated by Disasters and Donating to Disaster Relief Funds

KDDI launches a "Disaster Area Support Donation Site" on EZweb whenever a serious disaster occurs. All proceeds from the sale of wallpapers are contributed to relief funds. We also accept donations from our employees and deliver them on their behalf along with the above proceeds.

In FY2010, we donated funds to disaster relief efforts after the China Qinghai earthquake disaster (April), the Pakistan flood disaster (August), the China Gansu landslide disaster (August),

and the New Zealand earthquake disaster (February 2011).

KDDI Foundation Initiatives

The KDDI Foundation's engagements are not limited to ICT-oriented social contribution programs and granting subsidies for social and/or cultural research, studies, and efforts that promote mutual understanding and exchange between countries, but also include a consulting business and educational support for developing countries.

• **Grant Programs**

During FY2010, the KDDI Foundation provided grant support to 50 organizations, including the "Society for Bridging Japan and Thailand with Language," which uses Thai to support Thai children living in Japan.

As grant programs for students studying abroad, the Foundation provides grants for foreign students who conduct ICT-related research in the course of their regular post-graduate studies at a Japanese institution. Starting from FY2011, we will start grant programs for Japanese students who are studying abroad (particularly in developing countries).

• **Charity Concert and School Building**

Cambodia is still on the road to recovery from the civil war that persisted from the 1970's to the early 1990's, and its school education is no exception. The KDDI Foundation has been holding annual charity concerts since 2005 to support Cambodia. All proceeds and contributions are donated to the NGO "Japan Relief for Cambodia." The donations have helped build six "KDDI Schools," whose mission is to foster a new generation of Cambodians that are adapted to internationalization and ICT.



Opening ceremony at Chhue Teal KDDI School in Cambodia (6th KDDI School)

In February 2011, the Foundation donated approximately JPY 4 million from the charity concert held in Tokyo. We plan to open the seventh "KDDI School" in Cambodia in the Spring of 2012.

• **Overseas Training**

To cultivate human resources that contribute to the development of ICT in developing countries, the KDDI Foundation plans and operates training courses for mobile communication, broadband communication, and information security in the overseas training program sponsored by the Asia-Pacific Telecommunity (APT). In the FY2010, approximate 50 trainees from developing countries in Asia Pacific region took part in the training.

• **Project for Reducing Digital Divide***

The digital divide issue in developing countries must be tackled on a global scale. The KDDI Foundation has been working on this issue since FY2002.

In FY2010, the Foundation installed computers and printers contributed through the click donation program and the Internet access devices donated by KDDI Foundation in the Internet-ready local radio network base that was built on Bantayan Island (Cebu, Philippines) in March 2006. The donations are utilized for video conferencing with remote areas and are helping the vitalization of the community through the Internet.

* Gap between those who have access to ICTs, such as computers and the Internet, and those who do not



Video conference at high school on Bantayan Island