Community Involvement and Development

KDDI conducts a variety of social contribution activities and aids community development through the development of technologies and grant activities. In these ways, we fulfill our role as a member of local communities.

Social Contribution Activity Promotion

Social Contribution Policy

Basic Principles

Operating in accordance with the KDDI Philosophy, by satisfying all its stakeholders the KDDI Group seeks to contribute to society's happiness by encouraging fulfilling lives for people around the world in a sustainable manner.

Behavioral Guidelines

1. As a company involved in information and communications business, KDDI recognizes its social responsibility to address societal issues through the use of information and communications technologies (ICT). We aim to provide appropriate communication environments that are safe and secure for all people.
2. KDDI has established medium-term themes for its social contribution activities in five areas: "bridging the digital divide*," "sound development of youth," "environmental conservation," "social and cultural support," and "support in times of disaster." By maximizing our application of such resources as networks, products and services, we conduct social contribution activities through ICT, in a manner characteristic of KDDI.
3. Through communications with stakeholders, we notify and share information concerning ongoing improvements in the content of our operations, thereby contributing to society's development.
4. By sharing with KDDI Group employees our directions on social contribution activities, we pursue independent-minded activities as a good corporate citizen in the aim of achieving sustainable growth in tandem with society.

* Issues that arise are a result of disparities between the "haves" and "have-nots" of access to PC and Internet information and communications technologies.

The "+α Project" for Employee-participatory Social Contribution Activities

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, whether performed in conjunction with or independent of KDDI. Accumulated points are converted to monetary amounts, at the rate of ¥100 per point, based on which KDDI makes donations to charity groups recommended by members. As of March 31, 2012, approximately 4,500 employees throughout Japan were registered as project members. During FY2011, through this project we contributed ¥3,315,300 to 14 organizations including NPOs and NGOs, such as the NPO Association for Sending Wheelchairs to Children Overseas.

"Pieces of Hope" Click Donation Site

"Bring together many small friendly feelings to make a big hope." With this wish in mind, KDDI has opened a click-based donation site, "Pieces of Hope," on its website. Each click on the donation page is converted to ¥1, and KDDI donates the total amount to NPOs that undertake social contribution activities. In FY2011, KDDI donated ¥2,327,727.

Educational Support for Local Communities

Educational Support via Tablet Terminals (Multifunction Portable Terminals)

Based on the "Vision to Introduce Information Systems into Education" announced by Japan's Ministry of Education, Culture, Sports, Science and Technology, KDDI is contributing to the adoption of ICT for high-quality education, specifically for schools, home education, and personal learning.

To start out, in October 2011 KDDI embarked on a trial using Android™ tablet terminals as tools for both personalized basic learning programs and cooperative learning programs with cooperation from the Yokohama Municipal Shirata Elementary School. For this trial, KDDI provided the tablet terminals (multifunctional mobile terminals) and network environment, as well as a variety of applications, such as arithmetic drill applications* that cater to individual progress by remembering their response history.
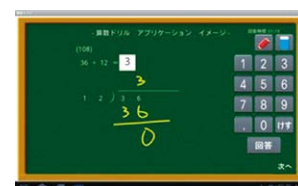
In December 2011, we used a video application to hold open classes for all education providers throughout Japan. Tablet terminals were used to record and evaluate student speeches. This application was also used in gymnastics classes, using the two-screen comparison function to see differences between the model and their own form.

Going forward, we will continue to conduct tests on the viability of ICT in the educational environment, providing support in response to those needs.

* Drills were provided by Shogakukan.

Open class in session

Application screen for arithmetic drills

Communication with Local Communities

KDDI strives to deepen communications with people in local areas and takes part in activities that contribute to local communities.

Principal Social Contribution Activities during FY2011

FY2011	Apr.	Participated in the "City of Yamaguchi Niho Region Ayu Outfall Event" (Yamaguchi Pref.)
		Held "Opening for the General Public" at the Koyama Network Center (Tochigi Pref.)
	Jun.	Participated in the "No Trash Clean Walk" (Hiroshima Pref.)
		Participated in the "Love Earth Cleanup in Hokkaido" (Hokkaido Pref.)
		Participated in the "Nakaumi-Shinji Lake Complete Cleanup" (Shimane Pref.)
		Participated in the "City of Takamatsu Mitani Region Cleanup Activity" (Kagawa Pref.)
	Aug.	Conducted "CSR Seminar" at Kochi University of Technology (Kochi Pref.)
		Participated in "Yamaguchi Polity / Yamaguchi Rally Cleanup Movement" (Yamaguchi Pref.)
	Sep.	Participated in the "Tottori Sakyu Complete Cleanup" (Tottori Pref.)
	Oct.	Participated in the "Hirosegawa 10,000 Person Project Complete Cleanup" (Miyagi Pref.)
	Nov.	Participated in the "Yamaguchi Prefecture Noho Agricultural Festival" (Yamaguchi Pref.)
		Participated in the "Cleanup Movement by Three Companies Near Yamata Region in the City of Goga" (Ibaraki Pref.)
		Participated in the "Clean Day Cleanup Activity in Front of Hakata Station" (Fukuoka Pref.)
	Dec.	Participated in welfare activities by "Team Santa," a volunteer organization (Tochigi Pref.)
FY2012	Jan.	Participated in "Chiyoda-ku Disaster Evacuation Preparations for People Unable to Return Home" (Tokyo Pref.)

Charity Concerts and School Construction

Cambodia, which was embroiled in civil war from the 1970s through the early 1990s, is currently in a recovery phase, including on the educational front.

Each year since 2005, the KDDI Foundation* has held charity concerts to support Cambodia. KDDI augments the funds that are raised through these concerts, which are provided to Japan Relief for Cambodia, an NGO, to build schools.

Through these activities, each year a "KDDI School" is constructed to cultivate human resources that are adapted to internationalization and the use of ICT. In January 2012, the seventh such school was built, in Takeo Province. The school's opening ceremony was attended by several hundred people, including students, staff, village inhabitants, and Cambodia's Minister of Posts and Telecommunications, who hails from Takeo Province. One cultural activity that took place during the school's opening involved a performance of "Sbaek Thom" (large shadow puppets), a traditional Cambodian art. A workshop was also held to help children learn about Sbaek Thom and uphold their cultural heritage. After sunset, a fire was kindled in the school yard and, guided by the theatrical troupe,

Sbaek Thom lesson

children decorated the night with Sbaek Thom shadow puppets of their own.

* This public interest incorporated foundation's mission is to share the benefits of ICT more broadly throughout society and to contribute to the creation of global harmony through ICT.

Educational Support in Developing Countries

At the schools funded by the revenues from charity concerts and other contributions in Cambodia, KDDI supports English-language instruction and computer classes, in addition to the standard school curriculum. Recognizing that these skills will be essential for children to become proficient in using PCs and other equipment that is connected to the Internet, we provide contributions to pay the salaries of specialized instructors and work to improve the educational environment at these schools in other ways.

Development and Provision of Technological Expertise

Development of Grant Activities

The KDDI Foundation contributes to the proliferation and development of ICT through survey-based research, social and cultural activities at NPOs and other organizations, grant assistance to foreign exchange students, and through awards for research projects of particular merit, providing ¥80 million for such activities each year. The Foundation also conducts scientific demonstration classes for students at university-affiliated elementary and junior high schools.

The Foundation provides financial assistance to overseas students who come to Japan to conduct ICT-related research in official graduate school programs. In FY2011, the Foundation also began funding grants for Japanese students for study overseas (particularly in emerging markets and developing countries).

Grant Presentation Ceremony

Project Aimed at Bridging the Digital Divide

As a company that provides information and communications services, we recognize bridging the digital divide in developing countries as a social issue that requires proactive initiatives. The KDDI Foundation has been working to resolve this problem since FY2002.

In FY2011, we designed and built a communication system linking Majuro, the capital of the Marshall Islands, with the island of Megit, where only shortwave-based voice communications had been available. We also conducted a survey and research on promoting ICT activities to improve the lives of people in Vietnam with visual disabilities.

Accepting Trainees from Overseas and Provision of Technological Consulting

The KDDI Foundation has conducted activities involving the "acceptance of trainees from overseas" since 1957, via Kokusai Denshin Denwa Co., Ltd. (KDD). As of March 2012, through this program the Foundation had accepted a total of 5,600 trainees, from 144 countries. As many of these trainees take up key positions after returning to their home countries, through this program the Foundation makes a major contribution to the cultivation of human resources in developing countries.

The Foundation also conducts technological consulting as official development aid. Projects conducted in this vein include the "North-South Submarine Fiber Optical Cable Link Project in Vietnam" and the "Greater Mekong Telecommunications Backbone Network Project."
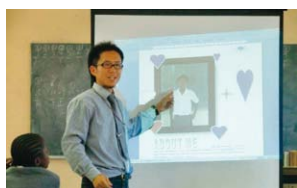

Overseas trainees

Training

Japan Overseas Cooperation Volunteers and Senior Overseas Volunteers

KDDI participates in Japan International Cooperation Agency (JICA) programs involving young overseas cooperation volunteers and senior volunteers, enabling employees to maintain their ties with the company while participating in such programs. We also provide support so that they can be of ample assistance to developing countries during their stay there. To date, 61 KDDI employees have taken part in these two programs, providing ongoing assistance to 22 countries.

Employees conducting a computer class at a junior high school in the Republic of Namibia, where he were dispatched

Computer class

"KDDI Sponsored Classes" Conducted at Tamagawa University

KDDI and the KDDI Foundation have cooperated so far in the planning and introduction of 15 "KDDI Sponsored Classes" for students of Tamagawa University's Department of Software Science. A class introduced in FY2010, involved looking at the ICT business, with a focus on mobile systems, providing a macro overview from an engineering perspective through lectures attracting a broad range of students. By augmenting the content of courses such as these, we plan to continue with efforts to attract and cultivate a broader base of young engineers.

Establishment of "KDDI ∞ Labo"

In August 2011, KDDI introduced a program called "KDDI ∞ Labo (Mugen Labo)" to spark the imagination of young engineers toward the creation of innovative Internet services that could be used globally. From its perspective as a provider of communications services, KDDI screens applicants who have applied to the program through open recruitment, providing those selected with broad-ranging support, spanning development support, management support for business startups, and help with promotion, funding, and business alliances. We also provide space for communication within KDDI's offices and loan engineers the terminals and servers they need to develop services while also offering support in various other areas.

In the first phase of this program, conducted between August and October 2011, from nearly 100 applications we selected five teams to participate. After screening, the winning application was for "Social Lunch," an application that can be set to allow Facebook users to invite each other to lunch.

The second phase of this program commenced in March 2012, and we continue support the transformation of creative ideas and technologies into viable businesses.

"KDDI ∞ Labo" program participants

International Cooperation for R&D on Cyber Attack Forecasting Technology

KDDI represents a research institution comprising six companies and organizations on a publicly subscribed R&D project tendered by the Ministry of Internal Affairs and Communications, "Proactive Response Against Cyber-attacks Through International Collabotative Exchange."

In recent years, unauthorized access, information exploitation, and other types of cyber attacks have grown in scale and become increasingly sophisticated. Through this project, the Ministry of Internal Affairs and Communications seeks to enhance information collection networks and international collaboration related to cyber attacks. To this end, the ministry is promoting cooperation among Internet service providers (ISP), universities, and other organizations on the promotion of "Proactive Response Against Cyber-attacks Through International Collaborate Exchange"

As part of this program, KDDI has installed sensors to monitor for cyber attacks at several overseas locations. Also, in cooperation with KDDI R&D Laboratories and Nanotechnologies, the Institute of Systems, Information Technologies and Nanotechnologies, Secure-Brain Corporation, Yokohama National University, and Japan Datacom Co., Ltd., KDDI is promoting cutting-edge R&D related to the early detection and prevention of cyber attacks through international collaboration. Through this project, we aim to ensure the safety of important network infrastructure an essential part of Japan's business foundation.