

Awareness Activities on the Use of ICT Services

Policy

KDDI

KDDI's Approach (Awareness activities on the use of ICT services)

Smartphones and mobile phones are an important tool that is indispensable for people to maintain a social life, and they have become so widespread that it is now common for people to own more than one phone. On the other hand, accidents and troubles arising from the use of smartphones and mobile phones have become a serious social problem. To protect customers against any danger and other trouble associated with smartphones and mobile phones, KDDI is taking various measures.

Policy

KDDI

Basic Policy and Strategy on Safety and Security

We are working to protect young people against trouble arising from communication services such as mobile phones and the internet.

We will continue to work to create a truly safe and secure society for young people while building smooth communication services.

KDDI Basic Guidelines Concerning Safe and Secure Communication for Young People

At KDDI we are working to safeguard young people from trouble arising from communication services such as mobile phones and the internet. We will continue to work to create a truly safe and secure society while building smooth communication services for young people.

Activity and Results

KDDI

Safety and Security Educational Activities**■ KDDI Smartphone and Mobile Phone Safety Classes (classes for juniors)**

In FY2005, KDDI, Okinawa Cellular Telephone Company and KDDI Group Welfare Association began conducting the KDDI Smartphone and Mobile Phone Safety Classes - Safety and Security Seminars throughout Japan as a way to educate children on the safe and secure use of smartphones, mobile phones, and the internet. The class provides the necessary information on rules and etiquette and teaches them how to identify trouble and protect themselves.

The classes for young people are targeted at elementary, junior high, and senior high school students as well as parents, guardians and teachers, and were conducted a total of 3,806 times in FY2016 for some 680,000 participants. In the 12 years since they were started in FY2005, more than 20,000 classes have been provided to about 3.7 million people.

With regard to the impact of the classes on the participants, in industry-government-academia collaborative classes held in FY2015, questionnaires were conducted before and after the classes to measure their effectiveness. Improvements were observed in all 7 items relating to the avoidance of trouble after participants had taken the classes. Furthermore, a rental DVD that is a compilation of the content covered in the classes won an award of excellence in the Commendation on Instructional Materials for Consumer Education 2017 organized by the National Institute on Consumer Education.

We will continue to review our



program every year, update our videos and topics, and introduce new teaching materials in an effort to further educate young people.

■ KDDI Smartphone and Mobile Phone Safety Classes (classes for seniors)

KDDI, in collaboration with local governments, offers a class for seniors aged 70 and under. We offer the "Smartphone class for seniors" and the "Tablet class for seniors", designed for people who do not have smartphones or are not sure how to use them.

The instructors are KDDI employees who visit the regional facilities. Each participant is provided with an au smartphone or tablet to use during the class. While looking at a screen that shows the operations performed by the instructor, the participants can learn basic smartphone or tablet operations and gain experience in sending e-mail and using the internet. In FY 2016, the classes were held 215 times for approximately 3,900 participants.

In FY2016, KDDI started offering classes on disaster-prevention measures to help seniors learn the effective use of smartphones in the event of a disaster. Seniors can also learn the means of communication and confirming safety in the event of a disaster by using the Disaster Message Board Service and apps that are useful in disaster prevention.

Going forward, we will strive to continue improving the program so that seniors can live more comfortably and conveniently by making use of smartphones and tablets.

■ IT Education for the Hearing Impaired

Since 2014, we have been conducting IT classes for children with hearing impairment. The classes aim to provide job assistance for students with disabilities by solving problems that the hearing

Highlights

Awareness Activities on the Use of ICT Services

impaired face in daily life through the use of KDDI's information technologies. In FY2016, we conducted classes for students in a deaf school to develop and test an application that uses vibration on a smartphone to notify the user of the sound of an approaching ambulance. This helps to eliminate the inconvenience that the hearing impaired face in not being able to hear emergency vehicle sirens while driving.

Fiscal Year	Initiative	Number of participants
FY2014	· Classes for IT education for the hearing impaired	60 people
FY2015	· Class to develop a race starter app for the hearing impaired	11 people
FY2016	· Class to develop and test an Ambulance Notification App for the hearing impaired	10 people

〈Results〉

- KDDI received the Selection Committee Incentive Award in the large corporation category at the 2016 Awards for Companies Promoting Experience-based Learning Activities for the Youth sponsored by the Ministry of Education, Culture, Sports, Science and Technology.
- Due to the opportunity to participate in KDDI's IT class, one of the student participants went on to enroll in the Information Department of an university.



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KDDI's Approach (Accessibility Enhancements)