

TOTAL CUSTOMER SATISFACTION (TCS) AT THE CORE OF KDDI'S CORPORATE SOCIAL RESPONSIBILITY (CSR)

As a comprehensive telecommunications company and a social infrastructure provider, KDDI is deeply involved with society in numerous ways. KDDI considers all stakeholders “customers”—not just those who use its services, but also suppliers, employees, shareholders, investors, government institutions, and other groups of people. We promote TCS as an activity to pursue customer satisfaction.

KDDI encourages each executive and employee to remain aware of TCS and embody its principles in their daily operations, thereby meeting society's expectations and KDDI's CSR.



PRIORITY ISSUES FOR KDDI'S CSR

In order to sustain growth along with society, KDDI identified four priority issues from among the social issues that caught public interest during the year ended March 31, 2009. We have also drawn on opinions from stakeholders and experts to promote methods for solving problems that lie ahead.

Priority Issue 1: Ensure a Safe and Secure Social Environment for Information and Telecommunications

We began offering Mobile Phone Learning classes in the year ended March 31, 2006. During the year ended March 31, 2010, KDDI held 1,190 classes, raising its cumulative total to 2,180 classes. KDDI offers these classes, which aim to ensure to safe and secure usage of mobile phones by all users, by dispatching our employees as instructors to elementary, junior high, and senior high schools, as well as other locations throughout Japan.

In March 2010, we held a symposium on the current state of information and telecommunications usage by children and communicated proactively with our stakeholders by drawing opinions from care providers and educators on how to solve the issues related to these current problems.

In an effort to create an environment for the safe and secure usage of mobile phones, we have developed an au mobile phone called “mamorino” to ensure the safety of children and comfort of their caregivers. Also, we have introduced an Internet filtering service called “EZ Safety Access Service” for all customers under 18 years of age.



KDDI Mobile Phone Learning class



Symposium 2010 held in March 2010

Priority Issue 2:

Offer Reliable Information and Telecommunications Services

KDDI recognizes that its primary responsibility as a provider of information and telecommunications services—the “lifelines” of society—is to ensure stable services to its customers. Accordingly, we make every effort to secure continuous service even in the event of an emergency by holding training drills to prepare for times of natural disaster and by deploying vehicle-mounted wireless base stations equipped with satellite communication functions.

KDDI started “au signal survey” in October 2009 to improve the telecommunications environment. The service includes surveying signal strength at individual homes, as well as installation of “au repeater”—an indoor relay—at some locations to strengthen signals. This is one example of the Company’s efforts to enhance the telecommunications environment to make services more convenient for each of its customers.



Individual house call service to determine signal strength and improve transmission areas



“au repeater”

Priority Issue 3:

Initiatives to Conserve the Global Environment

As a global company, KDDI recognizes the important responsibility of promoting conservation of the global environment, and the Company’s activities reflect this environmental consideration. In the year ended March 31, 2010, KDDI developed a mobile phone base station equipped with “tribrid” power control technology to conserve energy used by its telecommunications equipment. This technology controls three kinds of electric power—power generated by solar panels, power saved in charged storage batteries, and power supplied by power companies—and provides power to mobile phone base stations in the most efficient way. KDDI launched test operations in December 2009 and plans on a full-fledged launch of these stations after completing various inspections, such as testing installation methods and optimizing supply power control.

KDDI also began employing environmental accounting standards in the year ended March 31, 2010, to enhance the quality of its environmental management.

In the year ended March 31, 2009, KDDI began conducting lifecycle assessments of its products and services to determine the amount of CO₂ generated at each stage of operations—from manufacturing and use to disposal or recycling. Quantifying emissions is the first step of our “Green by ICT” initiative to reduce the Company-wide environmental impact resulting from the utilization of our ICT.



au mobile phone base station employing “tribrid” power control technology

Priority Issue 4:

Vitalizing the Company by Developing a Diverse Workforce

KDDI has defined the promotion of diversity as one of its management strategies targeting sustainable corporate growth and is working proactively on related initiatives.

The Company has adopted systems to allow employees to take workplace leave and flexible working hours to support the dual roles of employee and child care-giver, or providing nursing care. As a result, KDDI acquired certification by the Ministry of Health, Labour and Welfare as a company that promotes employees to maintain child care in July 2009. In September 2009, we extended our activities to hold “K Papa Support Seminar” for male employees to learn about child care as fathers and the importance of maintaining a work–life balance.

KDDI is also making progress in its initiatives to employ people with disabilities and senior workers. We have also adopted human resources training systems to allow our employees to engage in fulfilling activities both domestically and internationally.



Special subsidiary KDDI Challenged Corporation was established to provide broader employment opportunities for people with disabilities.



“Kurumin” mark given to companies supporting employees to maintain next-generation child care.

SOCIAL CONTRIBUTION ACTIVITIES

Employee Social Contribution Activity “+α Project”

The “+α Project” is a unique social action project by KDDI that allows employees to engage in social contribution activities. As of March 31, 2010, approximately 4,200 employees nationwide have participated in the project. Members receive points in exchange for their social contribution activities inside and outside the Company, and these points can be converted into cash for donation to the charity of the member’s choice. Approximately ¥3.7 million worth of points were accumulated during the year ended March 31, 2010, and these funds were donated to 14 charitable organizations, including the United Nations World Food Programme.

We also participate in the Ecocap Movement, through which we collect plastic bottle caps, and donate the money earned from sales of the caps for the purchase of vaccines. In the year ended March 31, 2010, we collected more than 4.2 million caps, generating enough money to purchase approximately 5,200 vaccines.



“+α Project” logo created by a member

Contributing to Society through the KDDI Foundation

In October 2009, we established the KDDI Foundation to return to society some of the benefits of ICT. The foundation is also intended to promote the harmonious and sound development of ICT throughout the world and assist in social contribution activities that deliver social, economic, and cultural benefits.

During the year ended March 31, 2010, the foundation’s activities included provision of study grants to universities and research institutions, scholarships for foreign students, and support for NPOs and NGOs. The grants and financial assistance during the year totaled approximately ¥80 million. As part of its support for developing countries, KDDI holds technical training for research students from these countries and promotes projects to improve the telecommunications environments in these countries. We also hold charity concerts to raise funds to be donated for the education of children in developing countries, who serve as the key factor for such nations. These funds are also used in a wide range of activities, such as the construction of a school in Cambodia.



Charity concert classic 2010