

CSR Targets, Achievements, and Issues

CSR Targets, Achievements, and Issues in Fiscal 2014

The chart below provides an overview of principal targets and achievements during FY2014 and reports our main issues for FY2015 and their measures.

[Evaluation standard]

A+: Significant achievements made on the issue

A: Certain achievements were made

B: Action was taken, but with no achievements

C: No action was taken

	FY2014			FY2015
	Targets	Primary Achievements	Rating	Primary Issues and Measures
Environment	Roll out Third Medium-term Environmental Conservation Plan	·Excluding improvement of the recycling rate of general waste material, we are progressing at a pace that will achieve the FY2016 targets for power consumption amount, power consumption amount per subscriber, zero emissions for dismantling of communications equipment, recycling rate of used mobile phone material, etc.	A+	Issue: Create initiatives for achieving KPIs (Medium-term Environmental Conservation Plan) and begin considering the Medium-term Plan for FY2017 and beyond Measure: Execute the Third Medium-term Environmental Conservation Plan (strengthen approach of supply chain)
	Understand the supply chain issue	·Respond to all 15 items of Scope 3 (calculate and verify all 15 items for FY2012 and FY2013)	A +	Issue: Strengthen Scope 3 response Measure: Calculate all items of Scope 3 for FY2014 and consider future reduction measures by understanding the trend of the past 3 years
	Promotion of biodiversity conservation	·Promote environmental conservation activities nationwide	A	Issue: Create new initiatives for biodiversity conservation Measure: Conduct surveys of endangered species on land owned by KDDI
	Reinforce environmental communication	·Implement mandatory e-learning program from all employees on the subject of environmental regulations surrounding KDDI (1 time per year) ·Implement stakeholder engagement with experts (environment)	A	Issue: Strengthen environmental communication Measure: Continue implementing stakeholder engagement with experts (environment)

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Society	Further promote diversity (Female managers and achievement of targets)	<ul style="list-style-type: none"> • Progression rate of cultivation and recruitment of female leaders at the end of FY2014 (female line managers: 74; comparison rate of female line managers: 5.7%) • Implement IT education for persons with disabilities and continued educational activities related to LGBT 	A	<p>Issue: Further promotion of diversity</p> <p>Measure: Achieve target for female line managers by the end of FY2015 (KPI: Female line managers: 90; Comparison rate of line managers: 7%)</p> <p>Measure: Continue IT education for persons with disabilities and LGBT educational activities</p>	
	Improve society dialogue and workplace environment	<ul style="list-style-type: none"> • Dialogues with unions (total of 18 times a year) • Implement awareness survey for all employees (extract and improve issues) • Promote mental health care • Ensure safety and health in developing countries 	A+	<p>Issue: Further improve society dialogue and workplace environment</p> <p>Measure: Promote improvement activities through stakeholder dialogue</p>	
	Expand disaster area support through collaboration	<ul style="list-style-type: none"> • Disaster relief for areas affected by the Great East Japan Earthquake (Implement tablet classes led by volunteer employees, support IT education for the Otsuchi Scallop Fishermen's Union, etc.) • Activities of the Reconstruction Support Office (dispatch employees to municipalities) • Hold the KDDI Reconstruction Support Marche (Market) (Fukushima, Miyagi) 	A+	<p>Issue: Implement continued support activities that acknowledge the needs of disaster areas</p> <p>Measure: Support activities by the Reconstruction Support</p> <p>Measure: Expand disaster relief that utilizes IT</p> <p>Measure: Hold the KDDI Reconstruction Support Marche (Market) (Iwate)</p>	
	Create new social value by strengthening relations with local communities	<ul style="list-style-type: none"> • Expand society contribution activities of regions by employees by utilizing the +a Project (achieved highest number of points ever in FY2014) • Implement career education for junior high and high school students (total of 8 times) 	A+	<p>Issue: Strengthen relations with regional communities by further invigorating employee volunteer activities</p> <p>Measure: Set new record for social contribution activities by employees (+a Project)</p>	
	Contribute to development of the international community through the utilization of ICT	<ul style="list-style-type: none"> • Provide support services for venture companies • Provide support for closing the digital divide and technology to developing countries through the KDDI Foundation 	A	<p>Issue: Continue contributing to the sustainable development of the global society by utilizing ICT</p> <p>Measure: Expand range of support for venture companies</p> <p>Measure: Provide support for closing the digital divide and technology through the KDDI Group</p>	
	Improve quality of KDDI Mobile Phone Learning Classes	<ul style="list-style-type: none"> • Implement 3,283 security and safety lectures with about 570,000 participants (3% increase compared to last year) • Revise programs so they respond precisely to the needs of schools 	A+	<p>Issue: Further improve quality of KDDI Mobile Phone Learning Classes</p> <p>Measure: Create and provide learning materials that respond to the latest society issues</p>	
	Expand usage methods and support for seniors	<ul style="list-style-type: none"> • Implement lectures for seniors roughly under the age of 70 (200 times per year with about 3,600 participants) • Release the first smartphone for seniors • Conduct awareness activities for measures against money transfer scams 	A	<p>Issue: Close the digital divide (seniors)</p> <p>Measure: Establish tablet classes for seniors</p> <p>Issue: Strengthen response to measures against money transfer scams</p> <p>Measure: Develop products</p>	

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Governance	Strengthen our system for promoting CSR activities	<ul style="list-style-type: none"> • Promote purchasing activities based on the KDDI CSR Procurement Policy (Implement CSR procurement survey with response rate of 72%) • Educate all employees using the company newsletter (5 times per year) and e-learning (20 times per year) 	A+	<p>Issue: Promote CSR activities externally Measure: Promote purchasing activities based on the KDDI CSR Procurement Policy (further improve response rate of CSR procurement survey)</p> <p>Issue: Promote CSR activities internally Measure: Strengthen system for promoting CSR activities (implement continued educational activities for management and all employees)</p>	
	Further strengthen large-scale disaster response measures	<ul style="list-style-type: none"> • Hold training drills of BCP measures (all executives participate) (2 times per year) • Sign the Disaster Agreement from the Ministry of Defense • Improve verification and system by holding disaster countermeasure training drills that include public training • Expand disaster countermeasures that disaster conditions on land do not affect KDDI, such as demonstration experiments on shipboard base stations • Install infrastructure equipment that can withstand disasters (data centers, etc.) 	A+	<p>Issue: Provide stable services continuously 24 hours a day and 365 days a year even during times of large scale disasters Measure: Hold training drills of BCP measures where all executives participate 2 times per year, and further extract and create measures for issues Measure: Continue demonstration experiments through collaboration with stakeholders Measure: Strengthen disaster countermeasures of KDDI infrastructure equipment</p>	
	Meet customer demands by improving network quality and providing stable information and communications services	<ul style="list-style-type: none"> • Launch the VoLTE service and release devices that support it • Improve signal conditions by analyzing the Area Quality Information Transmission Function 	A+	<p>Issue: Improve network quality by responding to customer demands and provide stable information communication services Measure: Continue to reflect the opinions of stakeholders in services through committees that include management</p>	
	Provide reliable networks and increase communications quality	<ul style="list-style-type: none"> • Promote measures and system preparation to prevent the recurrence of major accidents leading to the disruption of communications 	A	<p>Issue: Further improve the highly reliable network communication quality Measure: Prepare and execute internal systems that prevent communication disruptions</p>	
	Enhance internal communications	<ul style="list-style-type: none"> • Spreading of the KDDI Philosophy (in FY2014, informational sessions for all employees were held 833 times with a total of 36,953 participants) • Hold the 2nd KDDI Sports Festival (about 2,200 participants attended including management, employees, and their families) • Hold awards ceremonies to award the President's Prize, MVP Prize, Operational Quality Improvement Prize, etc. 	A+	<p>Issue: Strengthen internal communication Measure: Continued activities to spread the KDDI Philosophy Measure: Hold the 3rd KDDI Sports Festival</p>	
	Augment information security	<ul style="list-style-type: none"> • Implement inspections of KDDI Group companies for compliance with KDDI Group Information Security Standards • Educate all employees through e-learning programs 	A	<p>Issue: Strengthen information security Measure: Implement PDCA for information security management Measure: Continued information transmission and awareness activities for employees</p>	
	Promote risk management	<ul style="list-style-type: none"> • Provide support for the reduction of significant risks and support for improvement of business operations in consideration of the business environment, and implement internal inspections 	A	<p>Issue: Promote risk management Measure: Continue re-evaluating details</p>	
	Promote measures to eradicate compliance-related accidents	<ul style="list-style-type: none"> • Periodically convene the Business Ethics Committee for the entire KDDI Group • Implement group training and e-learning programs relating to compliance • Strengthen governance by holding informational sessions for the KDDI Philosophy 	A	<p>Issue: Promote and strengthen measures for the eradication of compliance accidents Measure: Strengthen and expand the details of the Business Ethics Committee</p>	