Our commitment to the environment

The global environment is irreplaceable. As a responsible corporate citizen, KDDI has formulated its own Environmental Charter, a set of principles that govern its environmental activity programs.

KDDI Environmental Charter

Basic philosophy

KDDI recognizes the importance of fulfilling its duty as a responsible global corporate citizen to conserve and protect the Earth's irreplaceable environment so that it can be inherited by future generations. The KDDI Group is committed to pursuing its business in eco-conscious ways through programs of activities that span the entire company.

Corporate principles

- We will strive to evaluate the quantitative effects of our activities as a company on the global environment and to implement programs of continuously improving activities aimed at providing effective environmental protection. Specific objectives are described below:
- (1) Construction and operation of environmental management systems required to tackle environmental problems, based on continuous improvement in terms of the conservation of energy and other resources and the reduction of wastes
- (2) Compliance with environmental laws and regulations and related demands (in particular, implementation of policies designed to cut electric power consumption from the perspective of global warming prevention)
- (3) Promotion of appropriate disclosure of information within the company and to the public based on a proactive communications stance
- 2. We will develop and supply next-generation IT services to target reductions in environmental impact.
- Aiming to contribute to a recycling-oriented society, we will implement and promote policies to mitigate and reduce the environmental impact of those activities that necessarily entail mass consumption, such as the supply of mobile handsets.
- We will promote purchasing policies that favor eco-friendly equipment and products in our corporate procurement activities.
- 5. As a responsible corporate citizen, we will contribute to society and local communities through activities that promote an affluent society that is in harmony with the environment.

Handset recycling

KDDI collects and recycles post-use cellular, car and PHS handsets, together with accessories such as batteries and chargers. This service to customers is designed to maximize the effective use of limited resources.

Manual disassembly processes at recycling plants enable the recovery of plastics, metals, circuit boards and other valuable items from the collected handsets, batteries and chargers. The first set of processes yields a number of separate categories of items that then undergo further recycling steps to separate out the different types of plastic and metal. For instance, circuit boards produce rare metals, including gold, silver and palladium, while batteries yield cobalt, nickel and cadmium. Recycling rates to the level of original materials approach 100%.



Collection and recycling flow diagram for mobile handsets

