

NTT Docomo – Creating new lifestyles sustainably

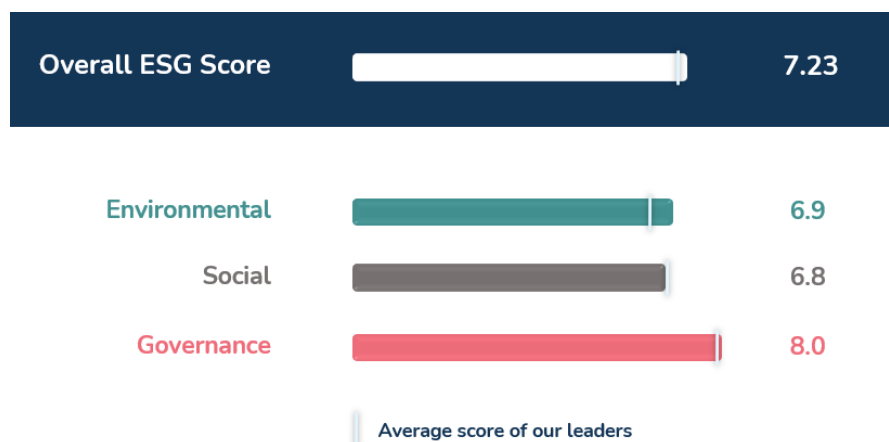
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“In tackling climate change, DOCOMO has worked on reducing CO₂ emissions across all of society. It has also organized internal expert subcommittees to set specific related goals and implemented action plans to manage and reduce its own electricity consumption and effectively use resources.”

Motoyuki Ii,
President and CEO

Sustainability is key to everything they do at NTT Docomo. The setting up of internal expert subcommittees to set goals and align action plans for environmental, social and corporate governance (ESG) initiatives has been a key driver for success

Exhibit 1
ESG score according to the twimbit framework



Environment: A paper-free Docomo

Effective measures, continuous resource monitoring and the increase in employee awareness are what NTT Docomo continuously acts on in the pursuit of a paperless environment.

Exhibit 2

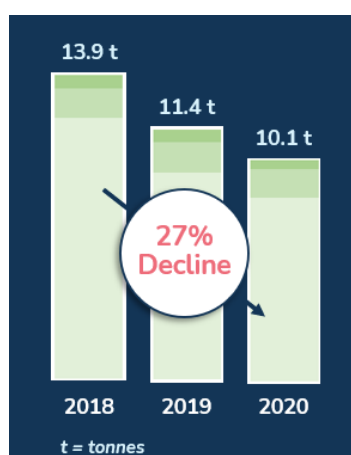
Reducing paper usage across all functions



The telco actively makes an effort to visually communicate each person's paper usage throughout the month to each division, creating a collective effort for everyone to be more eco-friendly.

Exhibit 3

Percentage decline in paper usage



Replacing plastic bags with 100% paper

Plastic plagued the surfaces of bags at Docomo shops. Aiming to be more eco-friendly, NTT Docomo now uses 100% paper bags with zero plastic since fiscal 2020. The telco has also gone above and beyond to ensure their designs on the bags now use environmentally sound water-based ink to reduce the global

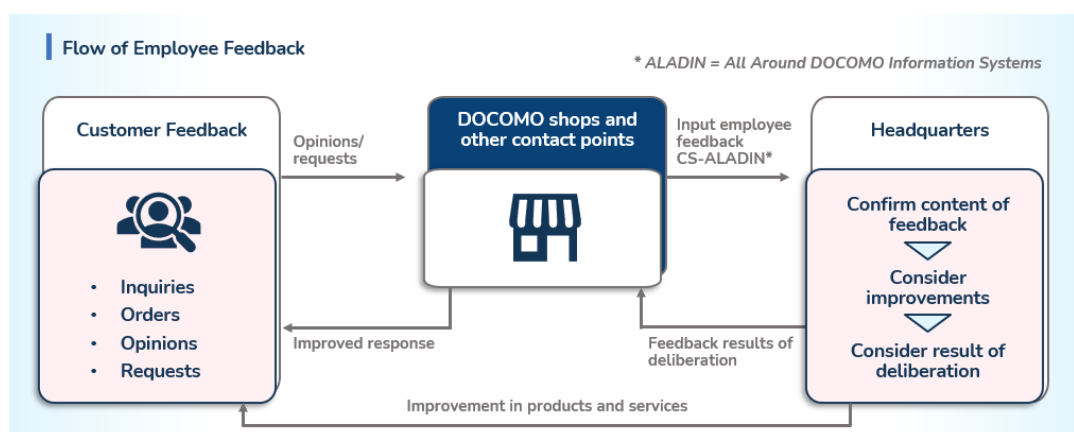
environmental impact.

Social: The NTT Docomo flow of employee feedback

Employees gather requests and suggestions from customers related to products and services through their daily interactions. To further increase the level of satisfaction, DOCOMO has been implementing improvement strategies that incorporate employee feedback.

The result: Frontline employees annually submit ~44,000 suggestions to improve CX

Exhibit 4
NTT Docomo's Flow of Employee Feedback



Key improvements from the Docomo Flow of Employee Feedback in FY20:

- **Launching the online DOCOMO smartphone class**

Attend classes from home with the online version of the DOCOMO smartphone class

- **Improving the emergency services for the Kids Keitar cellular phones**

Call the 'Disaster Emergency Message' service with a single tap on your home screen.

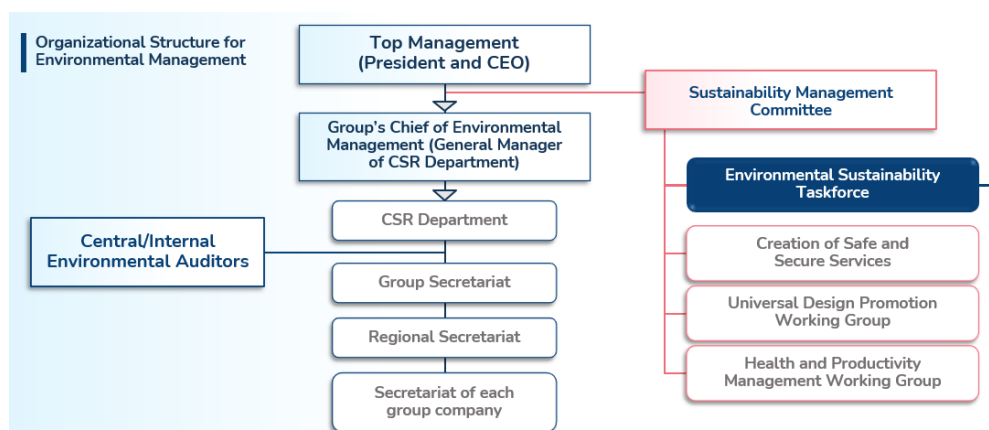
- **Enabling customisation for the upper bill limit on the 5G Giga Plan**

Fix the monthly charges of your 5G Gigalight plan with the Giga Plan Upper Setting Option

Government: Personalised expert subcommittees ace environmental management

NTT Docomo has established a 'Sustainable Management Committee' system as an organ for top management to regularly confirm and discuss climate change issues.

Exhibit 5
Sustainable Management Committee System



Regular reports and updates on climate change initiatives and future policies help supervise the board's progress and provide avenues to deliver more precise guidelines. Also, any deliberations by the committee, including the Group's response to climate change, are thereby reflected in any revisions made to business strategies and instructions issued by the BOD.

Each subcommittee of the 'Environmental Sustainability Taskforce' sets specific sustainability targets every year

- **ICT utilisation**

The utilisation of ICT will help reduce the contribution of CO₂ emissions by 40 million tonnes.

- **Energy conservation**

The 7X increase in energy conservation has helped Docomo significantly increase its power efficiency compared to 2013.

- **Resource Use**

The lower final disposal ratio of waste to 1.4% or lower has led to effective resource management.

- **Biodiversity**

The active measures to conduct forest maintenance activities and the expansion of activities on biodiversity have led to enhanced environmental management.

A sustainable-focused Docomo

To create a sustainable society, NTT Docomo has learned to restructure its foundation on an integral level, prioritising all sectors to pursue business growth and ESG practices equally.

- Use first-principle thinking to manage resource usage
- Leverage frontline employees for product and service improvements
- Create accountability by having dedicated teams with specific ESG targets