

# Communication between people and the global environment

Close Up

## Waste Reduction and Mitigation of Global Warming



Environmental problems require large scale action, which is why efforts by leading companies are so important.

The Group needs to take a more united approach to environmental issues.



I want to learn more about effective use of ICT and resources.



### NTT Group initiatives

Under its Principal Activity Plan Targets, the NTT Group is making a concerted effort to address environmental issues in three specific areas.

With the aim of reducing its environmental impacts up to 2010, the NTT Group established Principal Activity Plan Targets in the three areas of combating global warming, reducing waste, and reducing paper consumption, and is taking actions to monitor and improve its progress towards achieving quantitative targets.

Where mitigating global warming is concerned, we are working to reduce both our own CO<sub>2</sub> emissions

and those of society as a whole, and to provide services that help to change consumer lifestyles and business models.

We are also reducing waste through recycling programs for communications equipment, phones, and batteries, and reducing paper consumption through providing Internet-based billing services and recycling telephone directories.

## Recycling mobile phones with the cooperation of customers



NTT DOCOMO has long recycled mobile phones to reduce waste and make more effective use of resources. The company began to collect used battery packs in 1993, and all DOCOMO products including mobile phone handsets from 1998. Since 2001, as a member of the Mobile Recycle Network, an independent organization established by mobile and PHS carriers as well as handset manufacturers, DOCOMO has been collecting all applicable products irrespective of carrier.

Collected mobile phones are separated into handsets, chargers, battery packs, etc. and then incinerated or pulverized. In addition to retrieving gold, silver, copper, palladium, and other metal resources, DOCOMO is striving to achieve zero waste by measures such as turning recycling

process residues into slag (artificial sand) as a raw ingredient for concrete and cement, and utilizing the various plastics to make supplementary fuel for incinerators and recycled plastic.

To further boost handset collection, DOCOMO used dedicated tools during fiscal 2009 to explain recycling activities to customers visiting docomo Shops, and some shops played videos about recycling (Chuo, Kansai, and Tokai regions only). DVDs were also distributed for the training of all docomo Shop staff throughout Japan.



Collection publicity sticker

### Raising customer awareness

The cooperation of customers is vital for the collection of mobile phones. In fiscal 2009, we focused our efforts on raising customer awareness, putting particular priority on explanation at docomo Shops, the point of contact with customers, by providing dedicated tools and PR stickers. We also began playing videos on recycling at some shops for customers to watch while they are waiting their turn. We will continue our efforts to enlist the cooperation of even more customers.



Atsuko Murase  
Corporate Citizenship Department

## Expanding renewable energy use to support Green NTT



Green NTT is a project aimed at reducing CO<sub>2</sub> emissions by promoting the use of solar and other renewable energy in NTT Group business activities.

Leveraging its strong track record of deploying solar energy systems and technical prowess that has supported nationwide electrical and communications networks for more than 100 years, NTT FACILITIES is playing a major role in the Green NTT project by installing solar energy systems in research facilities, communications buildings, data centers and other Group facilities.

In August 2008, the NTT Group also set up NTT-Green LLP, a limited liability partnership charged with the task of developing energy supply services using solar energy and issuing Green Power Certificates\*. Eventually, NTT-Green LLP

has its sights on expanding the scope of its renewable energy activities to encompass society at large by attracting investment and installing systems on properties of other companies and local authorities.

\*Green Power Certificate  
Tradable certificates that carry the environmental value of power generated using renewable energy sources



Solar panels (NTT West, Kochi Branch)

### A business model for expanding solar energy systems

Normally, a company would install a solar energy system just on its own building, but the Green LLP project is working to install solar systems jointly with several corporations at once. I think that this environmental protection initiative not only boosts the company's green credentials, but also helps create a solar system business development model. We hope to create new environmental value through this initiative.



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Communication between people and their communities

Communication between people and the global environment

Safe and secure communication

Team NTT communication