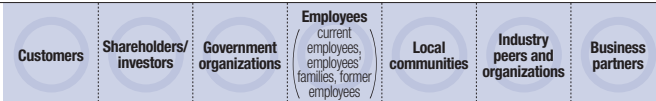


Promoting Environmental Communication

With the aim of extending the reach of its environmental protection activities throughout society, the NTT Group not only distributes information through its website and various events, but also works to raise environmental awareness of its employees and conducts a range of environmental activities with customers, business partners, government agencies, NGOs and NPOs.

Communicating and raising awareness both inside and outside the company



Fiscal 2009 priority topics

Proactive communication of NTT Group environmental initiatives



The NTT Group actively conducts environmental advertising and other environmental communication aimed at cultivating understanding of its environmental activities among its stakeholders both within and outside the Group. We conduct environmental communication internally to raise employee awareness of environmental issues and involve the whole Group in activities that contribute to the environment, and we use environmental advertising as an effective means of cultivating awareness among our customers of the way in which our services can contribute to reducing environmental impacts across society.



Environmental print ad

Participation in the Tanabata Light Down Campaign



In an effort to promote individual action to counter global warming among Group employees in their daily lives, the NTT Group is an active member of the Light Down Campaign hosted by the Ministry of the Environment. In fiscal 2010, the entire Group participated in the Tanabata Light Down held on July 7th to coincide with Cool Earth Day. At 845 locations throughout Japan, participants were asked to turn off indoor lighting and illuminated signs after 8:00 at night, an act that resulted in estimated reductions of 42,000 kWh of electricity, equivalent to the power used by 4,200 homes in one day.



Seven Group companies achieve top ranking in the 12th Nikkei Environmental Management Survey

12th Corporate Environmental Management Survey (Nikkei Inc.): Communications/Service Sector

1st place	NTT FACILITIES	5th place	NTT DOCOMO
2nd place	NTT Communications	8th place	NTT COMWARE
3rd place	NTT East	10th place	NTT DATA
4th place	NTT West		



Environmental/CSR Reporting Symposium

The NTT Group holds an annual Environmental/CSR Reporting Symposium with support from the Ministry of the Environment and Ministry of Economy, Trade and Industry. The fiscal 2009 symposium, which was held on December 12 at the Eco-Products 2008 exhibition, featured a panel discussion on the theme of "Reducing Carbon Dependency and Protecting Biodiversity: Pressing Issues of the Next Decade," and a presentation of the results of an online opinion survey on environmental and CSR reporting conducted through NTT Resonant's *goo Research* service. The event drew an audience of about 550 people. NTT DOCOMO, NTT FACILITIES and NTT DIRECTORY SERVICES also exhibited at Eco-Products 2008.



Symposium



Environmental awareness and education activities including poetry and photo contest

The NTT Group actively engages in projects designed to enlighten and educate Group members about environmental issues. In addition to displaying Cool Biz and Warm Biz* posters throughout company buildings, environmental topics are shared over the intranet and company magazine. The Group also distributes eco-cards, and holds environmental poetry and photo contests, and an Eco-Theater event to screen movies on environmental themes.



Environmental photo contest winning entry



Eco-Theater



Environmental poem calendar



*Cool Biz and Warm Biz

Japanese government initiatives to save energy and reduce CO₂ emissions through promoting dress codes that help limit the use of air conditioning.