

Close Up Respect for Diversity and Citizenship Activities



I want NTT to engage in citizenship activities in the local community.

Since NTT is a large corporation, I'd like it to continue offering a work-family balance that will be a model for other companies.



I want NTT to get its large workforce actively involved in environment-related citizenship activities.



NTT Group initiatives

The NTT Group is committed to becoming a good corporate citizen and creating an environment in which all people can realize their full potential.

The NTT Group has in place a range of measures to assure diversity in the workplace and enable all employees to grow and succeed, irrespective of sex, age, race, nationality, disability, or other factors. We also offer many programs and benefits that enable employees to achieve a good work-life balance and meet their various family and community commitments in line with changing life stages as well as work considerations.

We seek to address local community needs through

citizenship activities that can be divided into the following six categories: social welfare, education and cultural promotion, local community development and dialog, international exchange activities, environmental conservation, and sports promotion.

We endeavor to provide a secure, welcoming work environment for all of our employees as members of Team NTT, and to conduct citizenship activities that help to build strong ties with local communities.

Promoting diversity management to create fulfilling workplaces



In April 2008, NTT DATA established a Diversity Promotion Office to manage diversity issues and implement the three core principles of diversity promotion, work style reform, and work-life balance to create workplaces where employees can realize their full potential.

In fiscal 2009, NTT DATA ran a range of career development seminars for female employees and forums for all group employees to raise awareness and understanding of diversity issues. It also joined forces with four other like-minded Japanese companies to host the Women's Summit Tokyo 2008, a cross-industrial event for women to discuss and study career issues.

In the area of work style reform, NTT DATA held group sessions across the company for department managers — the key workplace decision makers — to discuss and review work practices and related issues. To promote work-life balance, it implemented a number of

programs to help employees balance work and child-rearing, including "Papa Seminars" for male employees.

These efforts were recognized in May 2009 with the Organization Award in the 2009 Best Mother Awards.



Japan Mothers Society 2009 Best Mother Awards Ceremony

Raising employee awareness and encouraging action

In fiscal 2009 when the Diversity Promotion Office was first established, we worked hard on measures to raise awareness of diversity issues among employees, and these measures have largely succeeded in their goal.

However, some employees are unable to participate in programs even if they want to due to busy work schedules, and some are not that interested. Going forward, our goal is to be rated as the IT industry No.1 for employee satisfaction, and to leverage such awards to promote diversity awareness across the entire NTT DATA Group.



Atsushi Tateno

Manager, Diversity Promotion Office, Personnel Department

Reducing CO2 emissions and contributing to health care in developing countries through supporting the Ecocap Movement



The Ecocap Movement is a non-profit organization that uses funds from collecting and recycling plastic bottle caps to provide vaccinations for children around the world. NTT COMWARE endorses these activities, and the entire company now participates in collecting bottle caps for the NPO.

The company's involvement began in September 2008 with the collection activities of a single employee that subsequently inspired other employees, and by February 2009, bottle caps were being collected on every floor of the head office. Employees at other NTT COMWARE locations have also joined in of their own accord, turning participation into a company-wide program run by volunteers from within the company during their lunch breaks and after work. As of the end of June, 2009, 71,000 bottle caps (177 kg) had been collected, enough to provide vaccinations for 88 people and

reduce CO2 emissions by 557 kg.

This program and others such as environmental cleanups and fundraising campaigns are part of what is known across the NTT COMWARE Group as COM-HEART, and all NTT COMWARE employees work together to make a success of them.



Bottle cap collection box

Promoting CSR activities from the bottom up

I started collecting bottle caps when I saw them thrown away with the plastic bottles. I made my own collection box and put it with the other recycling bins. I asked my colleagues to use the box, and within three months we collected 3,000 caps. I figured that we could collect a lot more caps if we did this throughout the company, so I submitted a proposal to management. I think it's great when a CSR program grows like this from the bottom up.



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