

豊かなコミュニケーション社会の発展に向けて

Toward the Development of a Prosperous Communications-Oriented Society

KDDIは、全従業員の物心両面の幸福を追求すると同時に、お客さまの期待を超える感動をお届けすることにより、豊かなコミュニケーション社会の発展に貢献します。

KDDI values and cares about the material and emotional well-being of all its employees, and delivers a thrilling customer experience by always going further than expected with the ultimate goal of achieving a truly connected society.

KDDIのCSR

KDDIは、持続的な社会と会社の発展のため、4つのCSR重要課題「安心・安全な情報通信社会の実現」「安定した情報通信サービスの提供」「地球環境保全への取り組み」「多様な人財の育成による活力ある企業の実現」を掲げています。KDDIは、ステークホルダーとの対話および「KDDIフィロソフィ」の実践を通じて、こうした課題の解決に向けた取り組みを行っています。

安心・安全に向けた取り組み

携帯電話やスマートフォンを、子どもたちが安心・安全に利用するリテラシーを身に付けられるよう、「KDDIケータイ教室」を全国の学校などで開催しています。2015年3月末までに累計1万3千回以上開催し、受講者数は230万人を超えています。また、シニア世代にも、スマートフォンとタブレット端末を安心・安全にご利用いただくための教室を開催しています。KDDIは、このような取り組みを通じ、豊かなコミュニケーション社会の発展に貢献します。



365日守るのが使命

KDDIは、社会インフラを担う通信事業者として、24時間365日、いかなる状況においても通信サービスを提供する使命があります。東日本大震災の経験を踏まえ、災害に強い設備の導入、継続した災害対策訓練の実施、役員による輪番勤務体制など、大規模災害発生時におけるあらゆるシーンを想定し、準備と対策を日々実施しています。私たちの責務は、お客さまの「思いをつなぎ、笑顔を届ける」ことなのです。



KDDI's CSR

KDDI has identified four material issues for CSR as being essential to corporate sustainability and growth. These issues are “creating a safe and secure information and communications society,” “offering reliable information and communications services,” “initiatives to conserve the global environment,” and “vitalizing the Company by developing a diverse workforce.” We undertake initiatives to address these issues through stakeholder dialogue based on them and by practicing the “KDDI Philosophy.”

Efforts Targeting Safety and Security

We conduct KDDI Mobile Phone Learning Classes at schools throughout Japan to enhance children's literacy with mobile phones and smartphones so they can use them safely and securely. As of March 31, 2015, we had held these classes more than 13,000 times for over 2.3 million people. We have also developed courses for seniors on the safe and secure use of smartphones and tablets. Through initiatives such as these, KDDI is contributing to the development of a prosperous, communications-oriented society.

Our Mission of Year-Round Protection

KDDI recognizes that as a telecommunications company that provides social infrastructure, it has the mission of providing telecommunications services that are available around the clock, 365 days a year, regardless of conditions. Based on its experiences from the Great East Japan Earthquake, KDDI has introduced facilities that are strong in the face of disaster, conducts disaster response training, adopted a rotational work system for executives, and implemented other measures anticipating various large-scale disaster scenarios. Such activities underscore KDDI's understanding of its imperative to connect customers and make people smile.

地球環境保全への取り組み

KDDIは、2012年度からの環境保全5カ年計画として、第3期中期環境保全計画「KDDI GREEN PLAN 2012-2016」を策定しました。「低炭素社会」「循環型社会」「生物多様性」の3つを重点課題とし、具体的目標を定めています。これら目標を実現するため、自社の環境負荷低減のほか、社会の環境負荷低減に寄与するICTサービスの提供、お客さま・社員と取り組むさまざまな環境保全活動の推進を行い、社会的責任を果たします。

ダイバーシティの推進

KDDIは、会社の目指すべき姿や、その実現のために、社員が持つべき考え方、価値観、行動規範を示した「KDDIフィロソフィ」を掲げています。第1章 目指す姿の第1項を「ダイバーシティが基本」とし、性別・年齢・国籍・障がいの有無・信仰など、多種多様な個性や価値観をお互いが尊重し、理解し合うことが、会社の持続的な成長に不可欠であると明記し、全社でダイバーシティを推進しています。2012年度からは、女性リーダーの育成、登用に注力するとともに、障がい者、LGBT (Lesbian, Gay, Bisexual, Transgender) に対する社内啓発にも努め、誰もが働きやすい環境を整備しています。

Initiatives to Conserve the Global Environment

During the fiscal year ended March 31, 2013, KDDI formulated the KDDI GREEN PLAN 2012–2016, its Third Medium-term Environmental Conservation Plan, as a five-year plan for environmental conservation. This plan defines three priority measures: a low-carbon society, a recycling-oriented society, and achieving biodiversity, and sets specific targets for each. To achieve these targets, in addition to reducing its own environmental impact KDDI fulfills its social responsibility by providing ICT services that help to reduce the environmental impact of society and by promoting a host of activities involving customers and employees.

Promoting Diversity

We have created the KDDI Philosophy to outline the sort of company we wish to become and the attitudes, values, and standards of conduct that employees of such a company need to maintain. Chapter 1 states “Embracing diversity,” setting forth clearly our belief that mutual respect for and understanding of people regardless of gender, age, nationality, religion, disability, and other diverse characteristics and values is essential to the sustainable growth of society. We promote diversity throughout the Company on this basis. Since fiscal 2012, we have worked to cultivate and promote female leaders and bolster internal awareness toward people with disabilities and Lesbian, Gay, Bisexual, Transgender (LGBT) to provide a workplace that is amenable to all types of people.

◆「なでしこ銘柄」に3年連続で選定

KDDIは、女性登用の具体的な数値目標を掲げ、女性リーダーの育成・登用に努めています。また、柔軟な働き方推進のため、仕事と家庭の両立を積極的にサポートしています。これらの取り組みが評価され、積極的に女性活躍推進に取り組む上場企業を選定する「平成26年度なでしこ銘柄」として、3年連続で選定されました。「なでしこ銘柄」は、女性活躍推進に積極的に取り組む企業を魅力ある銘柄として、経済産業省と東京証券取引所が共同で選定・紹介する事業で、2012年度から実施されています。KDDIは、今後も引き続き女性活躍推進の取り組みを継続し、女性の視点を経営に生かすことで、お客さまの満足度向上を図っていきます。



◆ Selected as a “Nadeshiko Brand” for the Third Consecutive Year

KDDI has set specific targets for the number of women to be promoted, and strives to cultivate and promote female leaders. We also encourage flexible working styles as part of active support for a balance between work and home life. As an evaluation of such initiatives, KDDI was one of the listed companies selected as a “Nadeshiko Brand” in fiscal 2014 for its proactive steps to promote women—the third consecutive year for this designation. Under a system introduced in fiscal 2012, “Nadeshiko Brand” are stocks jointly designated by the Ministry of Economy, Trade and Industry and the Tokyo Stock Exchange as being attractive for their proactive efforts to promote an active role for women. KDDI plans to continue encouraging the professional advancement of women, and we believe management that incorporates a female viewpoint will lead to increased customer satisfaction.