

- Established "NTT DoCoMo Group Code of Ethics", the fundamental ethical standard to be shared and observed by all employees to ensure lawful business operations (Apr. 2005)
- Launched "*Anshin*" mission, a campaign aimed at realizing a safe and secure society (Jun. 2005~)
- Published "CSR Report" for disclosure of CSR activities (Aug. 2005)
- Won "excellent company" award of the "15th Grand Prize for the Global Environment Award" (Feb. 2006)



DoCoMo "ANSHIN" Mission
"Safe and secure world for all with mobile"

Actions for cellular-related social issues

- Released "Kids' PHONE" (FOMA SA800i) equipped with alarm, GPS positioning and many other safety features (Mar. 2006)
- "DoCoMo *Keitai* Safety School" for safe phone usage (600 events at elementary/junior/senior high schools and local communities nationwide)
- Measures against cellular phone viruses, development of security technologies
- Stepped up measures to eliminate unwanted bulk emails



DoCoMo *Keitai* Safety School

Disaster rehabilitation support

- Operated "i-mode Disaster Message Board" service (2005 Miyagi off-shore earthquake, Typhoon No. 14, etc.)
- Provided donations to disaster-stricken areas following Hurricane Katrina (Sept. 2005), Pakistan earthquake (Oct. 2005) and Leyte mudslide, the Philippines (Mar. 2006)



i-mode Disaster Message Board Service

Environment conservation activities

- Released world's first bio-plastic handset reinforced with kenaf fiber, FOMA "N701iECO" (Mar. 2006)
- Promoted collection/recycling of used phones & accessories
- "DoCoMo Woods" forestation campaign in 28 locations in Japan and overseas (Aomori Pref. (Oct. 2005), Aichi & Fukuoka Pref. (Nov. 2005))



FOMA "N701iECO"