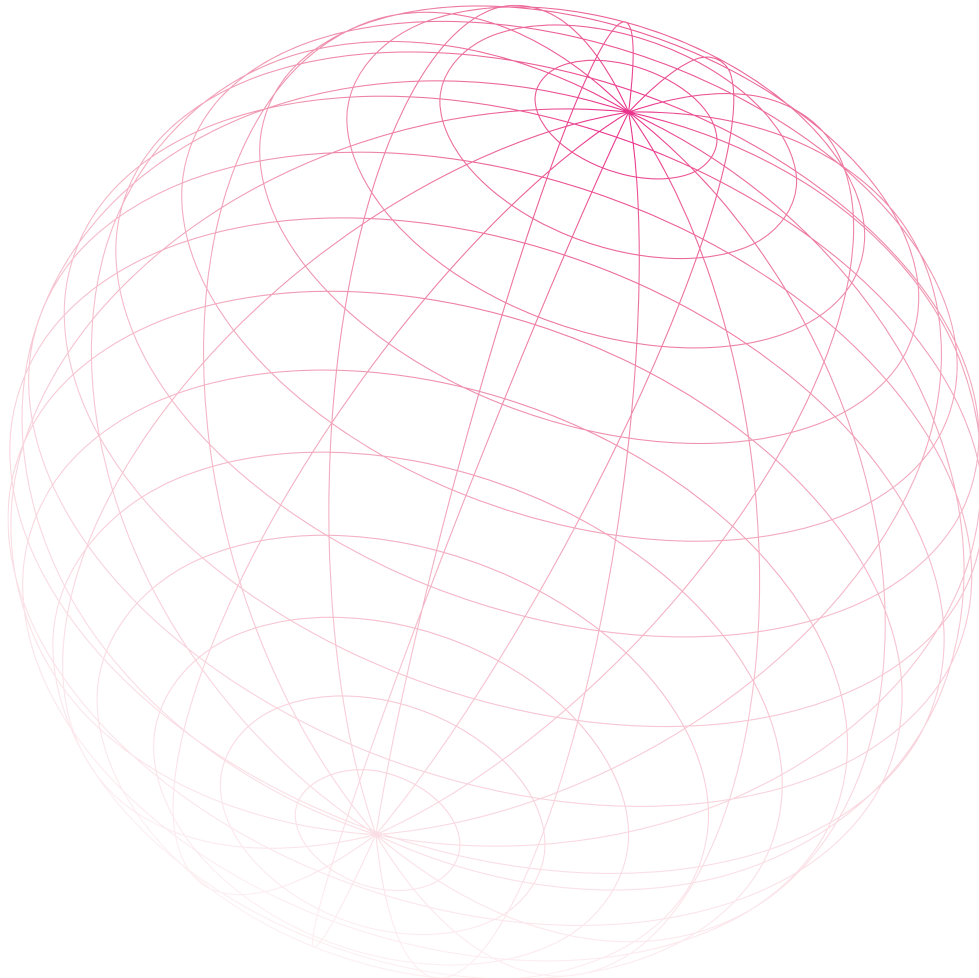




II. Respect for Human Rights

The Dentsu Group aspires to enrich its advertising and business communications activities from a human rights perspective. It regularly conducts Group-wide employee training programs designed to provide employees with a sound understanding of human rights that they can then apply to their work.

We at Dentsu also consider that the thorough prevention of harassment and protection of employees' human rights are important themes to address to ensure employees can fully exercise their capabilities.





Human Rights Awareness Activities through Training Programs, etc.

The Dentsu Group's human rights awareness training programs are run in a systematic manner based on both the employees' hierarchy and occupational fields. Additionally, the Dentsu Group human rights education conference is held twice a year for those responsible for human rights education at Dentsu and human rights education managers at Group companies.

There are also various opportunities other than training programs to raise awareness of human rights. Original textbooks with information on human rights and an explanation on their relationship to advertising expression are distributed to employees when they join the Company. The Human Rights College, a site that collects past examples of advertising expressions related to human rights, is posted on the Company's intranet. A human rights newsletter containing timely human rights-related topics is distributed within the Group twice a month. The Group also established a permanent consulting contact related to advertising expression and human rights in order to maintain the appropriateness of expressions communicated to the world and respond to inquiries from within the Group.

Training Program Contents (Examples)

Advertising Work and Human Rights For Better Communication

- I. The Dentsu Group's Human Rights Awareness Activities
 - Why is a human rights perspective needed in advertising?
 - The Dentsu Group's Basic Policy on human rights awareness
 - The Dentsu Group Code of Conduct based on ISO 26000
 - Social media and human rights

- II. To Not Infringe on Human Rights in Advertising Work
 - Discrimination based on ancestral background
 - The context of gender equality
 - Are you considerate of those with disabilities?
 - Are you considerate of foreign citizens living in Japan?
 - Are race and nationality being expressed appropriately?
 - Points to remember when using religious motifs or words of religious origins in advertising expressions
 - The role expected of media communications

Human Rights Newsletter Titles (Examples)

- Bringing in 250 multilingual volunteers to help at the Tokyo Marathon
- Corporate awareness of sexual minorities is increasing, as is consideration in the workplace
- The Nobel Peace Prize focuses attention on child labor and the improvement of children's education
- Various activities to provide correct understanding of Islam

II. Respect for Human Rights



Human Rights Slogans and Posters

Since 1988, the Dentsu Group has been holding an annual competition for human rights slogans for Group employees and their families. The term “slogan” is used, but the entries are usually freestyle short messages such as ad copy rather than mottoes. It is an in-house initiative that is unique to Dentsu. In fiscal 2014, there were a total of 8,584 entries (7,765 entries in the employee category and 819 entries in the family category).

The best slogans are incorporated into human rights posters produced by Dentsu art directors and a total of 117 posters have been produced as of fiscal 2014. Although the competition started as an in-house initiative, now local government bodies and corporations make requests to use the slogans and the posters are used for human rights events across Japan.

Dentsu Human Rights Posters Produced in 2014 (The 27th Program)



Eliminating discrimination against Buraku communities

Meaning
This poster was inspired by the feeling that discrimination is not “someone else’s problem,” and that victims of discrimination are all around us.

It's not that we don't exist. It's just that we can't tell you who we are.



Towards the establishment of a gender equal society

Meaning
We often read in today’s newspapers about “making use of women in the workforce.” The aim of this slogan is to raise objections to this condescending view of women as “something to be used.”

Correct your prevailing perceptions about the “use of women”



Protecting children's rights

Meaning
This poster was inspired by the feeling that childhood seems to have been relegated to nothing but a “period for preparing for the future.” The slogan is a message that, for children, childhood is not preparation; real things happen; it counts.

Childhood is more than preparation for adulthood. It's real. It counts.

Comments

What was your impression of the Human Rights Art Project?



Ms. Ogoto Mikami
College of Art and Design, Musashino Art University

I aimed for a visual that had a message that both children and adults would understand and would make them happy. The two months I spent producing this piece while receiving advice from Dentsu employees were enriching and very enjoyable.

One piece of advice I received was that even if I created a visual that I thought fit the slogan, depending on who saw it, it might be taken in completely different ways. I truly felt the difficulty of creating a design that would convey the proper meaning to the people who see the poster. The breadth of vision of Dentsu employees and the clarity of their advice was very refreshing.

I hadn't thought about the words “children” and “human rights” together before and I think that participating in this project made me aware of the issue.



II. Respect for Human Rights



Human Rights Art Project

The Human Rights Art Project has transformed the Dentsu Group's previous human rights poster production activities into a more open activity involving a broader sphere of society. Students at art universities collaborate in the production of posters by providing designs to accompany the human rights slogans.

The collaboration started in fiscal 2007 and currently we are collaborating with Joshibi University of Art and Design, Musashino Art University, Tokyo University of the Arts, and Kyoto University of Art and Design. Students work with Dentsu creative staff from the initial idea stage to produce the posters. In fiscal 2014, 79 students participated and to date, some 750 students have participated in the project. It is an initiative that enables Dentsu to contribute to the social issue of human rights awareness using the communications skills honed through advertising work.

Human Rights Art Project Posters produced in fiscal 2014



Anti-harassment Activities

At Dentsu, separate from the internal reporting and proposal system Compliance Line put in place in fiscal 2012 in order to prevent in-house actions that violate laws and other regulations, the contacts for harassment-related issues were centralized at the Harassment Counseling Section.

The Harassment Counseling Section has contact points at Dentsu branches as well as outside the Company, and it provides consultation to achieve and maintain employees' respect for human rights as well as a safe and civilized working environment. Consultation is given for various harassment issues, in-house human relationships, breaches of manners, troublesome behavior, and more. Additionally, the Harassment Counseling Section coordinates with harassment contacts at each Dentsu Group company to prevent harassment throughout the entire Group.

Moreover, holding a harassment prevention caravan at Dentsu Head Office and branch offices, implementing employee awareness activities to prevent power harassment and sexual harassment, issuing the STOP! HARASSMENT educational guidebook, holding training sessions for those requiring them, posting on Company bulletin boards, and utilizing employees to promote awareness of CSR at each Company department serve to call attention to issues and thus help prevent them from occurring.

In fiscal 2014, there were 53 consultations at the Harassment Counseling Section (FY 2013: 50 consultations, FY 2012: 47 consultations, FY 2011: 43 consultations), which were individually handled to make improvements to the working environment.