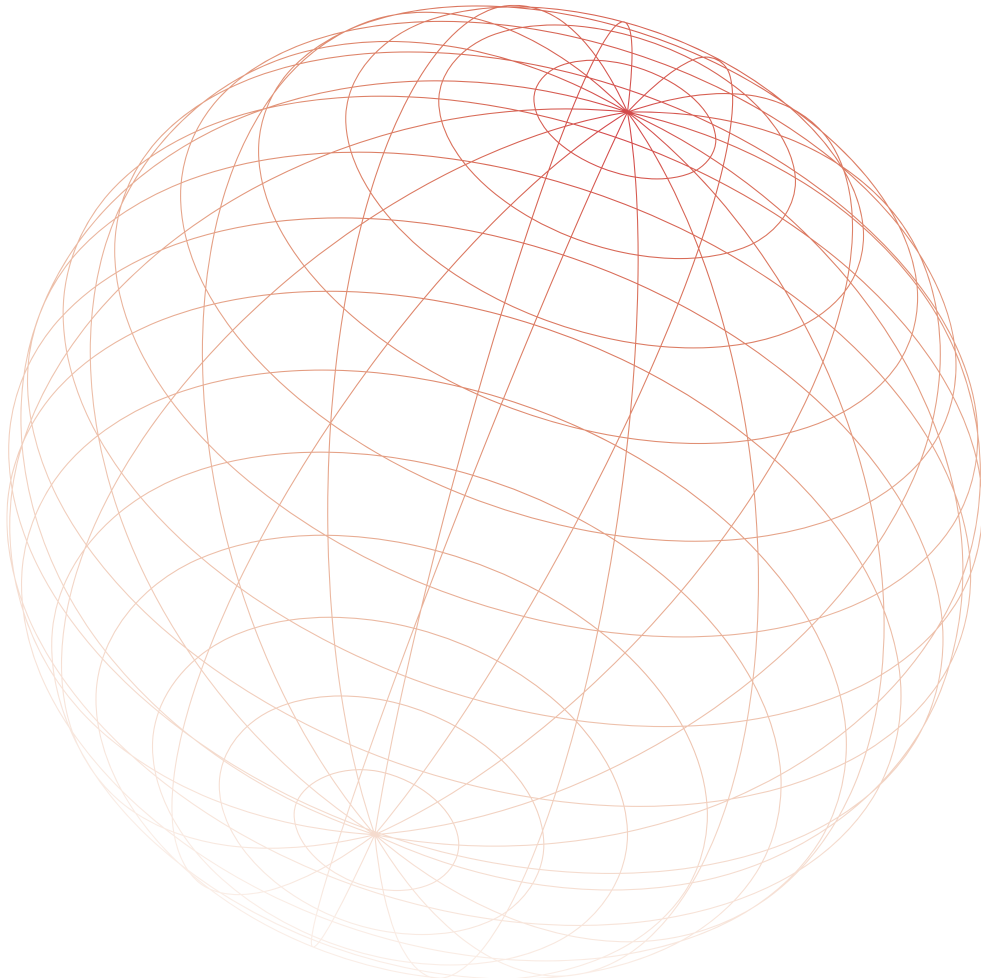




VI. Addressing Consumer Issues

Dentsu engages in various projects in cooperation with government organizations that cover topics such as improvement of people's diet and food self-sufficiency rate. The Company also makes proactive efforts for the promotion of diversity such as for LGBT (sexual minority) communities and the resolution of social issues associated with the declining birth rate and aging population. Those efforts are made through 'Lab activities,' which are voluntary initiatives by employees.





Dentsu Diversity Lab (DDL)

Dentsu Diversity Lab (DDL) is a cross-sectoral organization within the Dentsu Group which values the differences between people as expressions of individuality rather in comparative terms, and which undertakes various activities to promote diversity. In fiscal 2014, DDL engaged in efforts to promote and spread commercials with subtitles for the hard of hearing, in cooperation with the Ministry of Internal Affairs and Communications and Japan Advertising Agencies Association. It also created a checklist for senior citizen-friendly sales floors and actively promoted the resolution of issues relating to senior citizens' consumption behavior. In July 2014, DDL had the opportunity to present the results of its activities to date at the CSR forum hosted by the Tokyo Foundation.



What do you think about DDL activities?

Since its establishment in June 2011, DDL has undertaken activities in the four categories of disabilities, generation, gender, and multicultural coexistence. Today we hear a great deal about diversity, but the definition and scope of the term have not been set. DDL considers diversity issues broadly, not limited to these four categories, as issues that affect everyone and explores opportunities for the resolution of social issues and innovation from a wide perspective.

Comments



Yoshihiro Ito
Business Creation Center
(DDL Representative)
Dentsu Inc.



Promotion of the 'Smart Life Project'

Under the slogan 'healthy life expectancy,' the Ministry of Health, Labour and Welfare is promoting the Smart Life Project, a national campaign aiming to ensure that people can maintain energetic, healthy, and enjoyable lives. Dentsu is responsible for the implementation and operation as the project's secretariat, and promotes healthy living by providing information to some 2,500 participating companies and organizations and handling publicity for the Healthy Life Expectancy Awards, which commend pioneering efforts in the area of healthy living. Celebrities from various fields are appointed as "Ikiki Health Ambassadors" aiming to further improve and promote awareness on project themes such as exercise, diet, non-smoking, and receiving physical check-ups and medical examinations. Through this project the ambassadors and a support team participate in various events nationwide, including giving presentations.

Involvement in the Food Action Nippon Campaign

Since October 2008, Dentsu has been responsible for the strategic administration (secretariat) of the Food Action Nippon campaign, a national campaign aimed at boosting Japan's food self-sufficiency rate. In fiscal 2014, Dentsu engaged in various publicity activities to introduce the current situation about food self-sufficiency and related activities. Dentsu also organized the Food Action Nippon Award as an incentivizing campaign, and also operated and conducted publicity for Kokubo, a system which grants points for domestic food products to encourage procurement and increase consumption. We developed activities in collaboration with numerous food and beverage companies, distribution-related companies and organizations, as well as various groups such as local roadside stations.

Additionally, against the backdrop of an aging society, we promoted a collaborative project in the fields of medical care-welfare-food-agriculture, themed on nursing care foods and health foods, which are attracting increasing interest. We held symposiums across Japan to introduce best practices by companies and organizations using domestic food products in the healthcare and nursing sectors.

The Dentsu Group will continue to engage in a variety of specific projects to improve the value of domestic food products in a diverse market and encourage increased consumption for the improvement of Japan's food self-sufficiency rate.

VI. Addressing Consumer Issues

