

Editorial Policy

This report is intended to provide a faithful account of the CSR activities of Dentsu Inc. and Dentsu Group companies worldwide, and every effort has been made to present the material in a manner that is readable and easy to understand.

Overall planning and editing were handled in-house. Staff in each of the relevant group companies wrote the original drafts, in which they were asked to review their activities and share the thinking behind each of their programs. It is our hope that this will help readers to better understand the efforts that Dentsu is making toward the realization of a sustainable society. This report has not been produced merely to disclose information. Rather, we view it as an important tool to help us improve our CSR activities. We look forward to hearing the views and opinions of our readers.

Reference guidelines | GRI (Global Reporting Initiative) 'Sustainability Reporting Guidelines, Version 3.1 (G3.1)', UN Global Compact, ISO 26000

Period covered by the report | Centered on activities during fiscal 2014 (April 1, 2014 through March 31, 2015), but also describes some activities from preceding or more recent periods.

Organizations covered | Dentsu Inc. and Dentsu Group companies

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For fiscal 2014, we again held meetings with the Musashino University Faculty of Environmental Science to exchange opinions.



PDCA cycle to edit the Dentsu Sustainability Report

