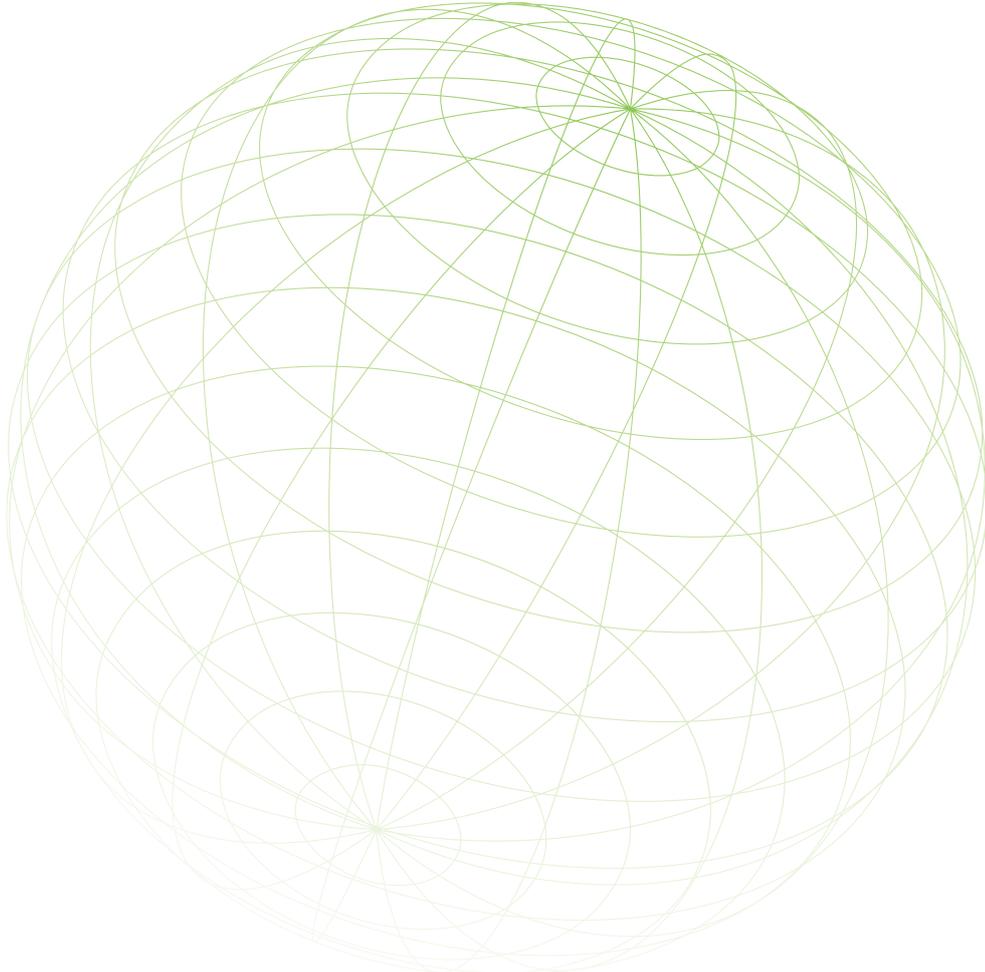




IV. Environmental Protection

Dentsu considers environmental issues a key CSR issue and established the Environmental Strategy Council, chaired by the President & CEO. The environmental management system Dentsu Eco Program sets out an environmental policy and environmental targets to advance company-wide efforts for environmental protection. These efforts have been recognized and Dentsu was certified as an Eco-First Company by the Ministry of the Environment. Dentsu will continue to advance environmental protection activities not only through internal activities, but also through efforts in cooperation with our stakeholders and the implementation of environmental communications, in order to contribute to the realization of a sustainable society.





Structures for Environmental Activities

Company-wide Efforts

Dentsu strengthened its arrangement for implementing environment-related measures with the establishment in July 2008 of the Environmental Strategy Council, chaired by the President & CEO, to promote environmental strategy as a corporate group. Additionally, the CSR Committee, one of the Company's principal committees, designated environmental managers to advance Group-wide efforts for the environment. CSR promotion committee members and eco committee members advance environmental activities at respective Dentsu divisions (offices). At each Group company, board members in charge of the Eco Program, environmental managers, supervisors, and promotion committee members are appointed to advance environmental activities.

Adoption of the Dentsu Group Eco Program

In January 2005, we adopted the Dentsu Group Eco Program (ongoing), and in May 2005 we acquired ISO 14001 certification. Integrated Group certification that included subsidiaries in Japan was acquired in June 2006. Dentsu and 16 Group companies held this certification as of March 31, 2015.

Eco-First Commitment (Revised)

Dentsu presented a revised Eco-First Commitment to the Minister of the Environment in March 2012, citing the following three points as focus areas.

1. We will actively promote environmental communications, thereby spreading the environmental message to the public.
2. We will support next-generation environmental communications and the environmental efforts of our employees.
3. We will promote further advancements in 'green' office buildings.

The revised Eco-First Commitment promises that Dentsu will reduce CO₂ emissions at the Dentsu Head Office Building by 21% of the fiscal 2003–2004 average and improve the waste recycling rate to 90% by fiscal 2015.

The Company achieved a CO₂ emissions reduction of 27.2% in fiscal 2014 and a recycling rate of 74.8%, reaching our targets before the deadline.

Environmental Policy

The Dentsu Group shall correctly assess and recognize the impact its business activities have on the environment and promote activities for reducing its environmental burden. It will also develop communication services with consideration to the environment and work to propose those while contributing to environmental improvement through various activities.

<Environmental Management Activities>

1. Build an environmental management system, make efforts to prevent pollution, and constantly work to make improvements.
2. Adhere to environmental laws and regulations and other relevant matters.
3. Set environmental objectives and promotion targets, and review as appropriate.

<Environmental Communication Activities>

4. Promote activities to employees, business partners, and consumers to raise recognition of environmental issues.

<Environmental Improvement Activities>

5. Promote energy conservation activities to prevent global warming.
6. Promote resource conservation while furthering recycling and the like to reduce waste.

Environmental Objectives

1. Promotion of activities to employees, business partners, and consumers to raise recognition of environmental issues.
2. Promotion of energy conservation activities to prevent global warming.
3. Promotion of resource conservation while furthering of recycling and the like to reduce waste.



Raising Environmental Awareness

Dentsu Group Eco Prize



The awards ceremony

Dentsu established the Dentsu Group Eco Prize in 2009 as one of its programs to improve environmental communications, and it is awarded every year. By recognizing excellence in the area of environmental activities, the prize is intended to bolster environmental communications across the Dentsu Group and enhance the sharing and accumulation of expertise and knowledge. There are two types of prize: Category A for educational and awareness activities within the Group and Category B for activities that target activities in operations. In 2014, Dentsu received 16 applications in Category A and 16 applications in Category B. The Eco Prize winners were selected from both categories.

Awareness-Raising Using Handbooks

Dentsu creates handbooks as part of its awareness-raising activities for employee and uses them for new employee training, etc. The term 'greenwash' is used in reference to labels and advertising that use unsubstantiated information or partial data to give the impression that products or corporate activities are more environment friendly than they actually are. This practice is under scrutiny by corporations and NPOs. Dentsu uses the Greenwash Guide in order to eliminate the risk of greenwashing in advertising communications and enhance employee knowledge. Dentsu defines a 'green event' as an event that is an environment friendly one, and the Green Event Guide is used for organizing such events. The guide describes how to organize such events from the viewpoint of a PDCA cycle, in line with the flow of event management, from the planning stage to implementation and post-event evaluation. It also includes case studies that are useful in putting these instructions into practice.



Greenwash Guide



Green Event Guide

Helping Employees Acquire Eco Test Certification

Dentsu actively encourages its employees to take the Certification Test for Environmental Specialists (Eco Test), sponsored by the Tokyo Chamber of Commerce and Industry, and has done so since the test was the first offered in 2006. The goal is to nurture, with a broad range of environmental knowledge, those employees who will play a leading role in addressing environmental issues. Employees who acquire the certification are appointed as eco officers to promote Dentsu's environmental activities, and they also carry out such roles as inspectors for internal environmental audits and judges for environmental slogans. A total of 770 employees had acquired the certification as of the end of March 2015.

IV. Environmental Protection



Environment-related Slogans and Posters

To fully utilize its communication resources, in 2005 Dentsu began inviting Dentsu and Dentsu Group employees and their families in Japan to submit environmental slogans. In 2014, there were a total of 8,082 entries in both the employee and family categories. The winning entries are used in posters designed by Dentsu art directors, thereby helping to raise environmental awareness among employees.

Dentsu Environmental Posters Produced in fiscal 2014



Don't just regret that it's the last of the species.



What does the color "light blue" mean to you?



Don't print out things unnecessarily - take a screenshot with your smartphone instead.

Reducing CO₂ Emissions

Energy-saving at Office Buildings

The Dentsu Head Office Building in Tokyo's Shiodome district is replete with cutting-edge equipment chosen to fit the concepts 'built to last a century,' 'harmony with the global environment,' and 'energy efficiency.' The building incorporates more than 30 energy efficiency-related systems.

[Principal Facilities] Wind turbines and solar-power panels / LED lighting / air-flow windows / cogeneration system / water recycling system / green space development / improved air conditioning control system program / insulating jackets for cold water plate heat exchangers / waste water recycling systems

Raising Recycling Rates through Trash Separation

In an effort to raise recycling rates through more careful separation of trash, Dentsu has placed garbage collection centers, called 'eco counters,' on each floor of its office building, and it is working to raise awareness by posting rules regarding trash separation and a recycling chart. Trash generated in the office is placed in bins separately colored for recyclables, non-recyclables, and hazardous materials (batteries, box cutter blades and others). Detailed rules are posted regarding disposal methods. As a result of these measures, the recycling rate for fiscal 2014 was 74.8%.