

Environmental Report

Environmental Protection

<Social Issues>

- Promotion of environmental communication
- Efforts on reducing the environmental burdens by each employee

<Dentsu Group's Approach>

Dentsu considers environmental issues a key CSR issue and established the Environmental Strategy Council, chaired by the president & CEO. As an 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.

Environmental Policy

The Dentsu Group aims to make each employee strongly conscious of its corporate philosophy of “Good Innovation” and, based on the Dentsu Group Code of Conduct, reduce the environmental burden generated through its business operations in order to contribute to the realization of a sustainable society.

- In order to realize a sustainable society, we will correctly assess the environmental impact of its business activities and work to reduce its burden on the environment.
- Work to develop and propose environmentally conscious business activities and contribute to the improvement of environmental issues.
- Ensure thorough implementation of environmental compliance and engage in ongoing improvements to boost environmental performance through more precisely defined environmental objectives and outcomes.

<Environmental Protection>

- Actively endeavor to prevent pollution, alleviate climate change, and conserve biodiversity and ecosystems.

<Environmental Communication>

- Actively engage in environmental education for the next generation and environmental communication activities to business partners and employees to raise recognition of environmental issues.

Environmental Objectives

1. Promotion of activities to business partners, consumers and employees to raise recognition of environmental issues
2. Promotion of activities to prevent global warming and conserve ecosystems
3. Maintaining waste reduction and recycling at a high rate

Structures for Environmental Activities

In July 2008, Dentsu strengthened its arrangement for implementing environment-related measures with the establishment 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 hold this certification as of December 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 promised that the Dentsu Head Office building would release 21% less CO₂ than its average emission for FY2003–2004, and that 90% of its waste would be recycled by fiscal 2015. In fact, in FY2015, the head office released 28.5% less CO₂, while the waste recycling rate was 89.4%. We still play a leading role in the industry and continue to practice our environmental approach.

Raising Awareness

Environmental education

Dentsu provides employees with a broad range of environmental knowledge so that they might play a leading role in addressing environmental issues. As an example, Dentsu encourages its employees to take the Certification Test for Environmental Specialists, sponsored by the Tokyo Chamber of Commerce and Industry. Employees who acquire the certification are appointed as eco officers to promote Dentsu's environmental activities.

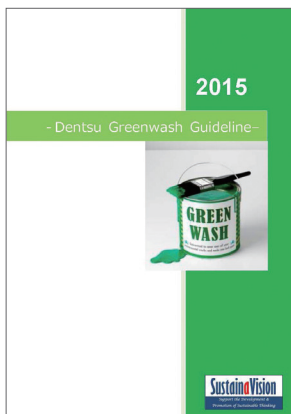
These employees also contribute to the promotion of the Dentsu Group Eco Program by acting as inspectors when internal environmental audits are required, and as judges of environmental slogans. In fiscal 2015, the certification was awarded to 89 employees.

Awareness-raising using handbooks

Dentsu creates handbooks as part of its awareness-raising activities for employees and uses them for new employee training and other purposes.

For example, 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 environmentally 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 to enhance employee knowledge. Based on the guidelines on greenwash in Europe and the initiatives of leading overseas companies, Dentsu revised the Greenwash Guide and strives to raise awareness of the Group companies in Japan and overseas from a global perspective.

Dentsu defines a “green event” as an event that is an environmentally friendly one, and the Green Event Guide is used for organizing such events. The guide describes how to organize green 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. The guide includes case studies that are useful in putting these instructions into practice.



Greenwash Guide



Green Event Guide

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 2015, there were a total of 8,133 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 2016

Curbing Global Warming

Governance and Climate Change

The CSR Committee takes a lead in determining Company policies and key items related to global climate. These are discussed by the Group’s Environmental Strategy Council and CSR Committee, before being reported to the Executive Management Committee.

Strategy and action plan

Based on the Group’s environmental policy, the CSR Committee conducts performance evaluations on sustainability, and provides feedback to the business units through the CSR Promotion Committee. During the process, the risks and opportunities are discussed from medium- and long-term perspectives. This is imperative, given that environmental protection one of the key targets of the Group’s Medium-Term CSR Strategy 2020.

Risks and opportunities

With the recent expansion of our international business involving M&As and other means, our global environmental burden may increase. Recognizing the issue as a long-term emerging risk, in collaboration with DAN we are working on ways to reduce this burden.