

CSR Activities

As a community-based company, the J:COM group values the customers and local communities that it is in contact with through its daily operations, and consequently is strongly focused on social contribution activities. Also, as a media company that entails a public role, J:COM meets its social responsibilities.

Community Friendly

The J:COM group is striving to be even more of a community-friendly company through the various CSR activities that it engages in as a part of its daily business operations, as well as through the activities that it engages in with members of these local communities.

Working with Members of the Community

Nicology Activity (Nicology = Nico (Japanese for “smile”) + Ecology)

In order to deliver smiles to people, communities, and the environment, the J:COM group acts as a company, as a broadcaster, and as a community service provider, and is proactively developing its own unique CSR activities through the J:COM Nicology Activity program.

The J:COM group has designated September as a month for increased social “nicology” activities. Deeming September as “Nicology Month,” we engage in a number of activities. In 2009, we broadcasted a variety of programs about the environment across our channels and held a number of events in line with the theme of eco-friendly activities that you can start easily at home or in your neighborhood.

The Iki-Iki Project

The J:COM group launched the *Iki-Iki* Project in May 2006 as a way to invigorate local communities. The goal of this program is to enrich the everyday lives of people in local communities, and it is geared toward people who want to make the most of their skills in their own communities as well as those who want to build local support networks. A number of popular activities are offered in each local community including computer and culture classes and walking events. The management of these activities is centered on Community Representatives assigned in each local community. In 2009, there were approximately 640 Community Representatives registered across Japan, and a total of approximately 860 events were attended by around 9,400 people.

As a Broadcaster

The J:COM group operates 48 cable television systems throughout Japan, through which it provides information to 8.5 million households*. As a broadcaster with roots in local communities, we are working to promote greater communication within local communities through such means as the community-based J:COM Channel (community channel), which delivers local announcements / notices in cooperation with local governments and public entities, and provides information that pertains specifically to local communities.

* Households capable of viewing J:COM Channel

Donations on Demand Program

Taking advantage of its two-way communication functionality, the J:COM group offers the Donations on Demand (DoD) program, which allows subscribers to make donations to charitable organizations with their TV remote controller. When subscribers purchase the DoD program, its sales are subsequently donated to a charitable organization. We collect two types of donations: year-round donations to the Japan Committee for UNICEF, to be used in the case of a major disaster, and limited period donations including disaster relief donations collected to help assist the recovery of the affected communities in the event of a major disaster. Through the latter program, donations were made in 2009 through the Japanese Red Cross Society to support victims of Typhoon No. 9 in Yamaguchi, Fukuoka, Okayama, and Hyogo prefectures. Additionally, as a part of “Nicology Month” in September 2009, the DoD program was used to collect donations under the name of “Nicology Donations,” which were sent to the “Green Fund” conducted by the National Land Afforestation Promotion Agency.



Nicology Activity



The Iki-Iki Project



Nicology Donations

CSR Activities

As a Community Service Provider

The J:COM group operates 48 cable television systems throughout Japan. Our approximately 2,400 direct sales representatives visit subscribers in these local communities on a daily basis, addressing any issues subscribers might have and asking what J:COM can do to better serve them. It is not just our direct sales representatives, but every employee at the J:COM group works on a daily basis to live up to the expectations subscribers have of us as representatives of the community.

Anticrime Patrol

As the J:COM group employees who are in charge of sales and installation activities visit local communities on a daily basis, signs that read “neighborhood patrol in force” are posted on their vehicles. As each of our employees is aware of the importance of engaging in anticrime activities as a part of their daily work activities, these measures are put into place as a representation of the desire of employees to make local communities a better place. Additionally, the J:COM Channel works in cooperation with local police departments to offer local news and information related to crime prevention.

Cleanup Activities

The J:COM group is actively involved in regional cleanup activities regularly. Starting in 2008, all companies and systems in the J:COM group, from Hokkaido to Fukuoka, host an annual CLEAN UP OUR TOWN event on the same day. On Sunday, September 6, 2009, over 12,000 people, consisting of J:COM group employees and members of local communities, engaged in cleanup activities in 62 locations across Japan, collecting approximately 9,100 kilograms of garbage.

Environment Friendly

Through its daily operations and working together with its subscribers in local communities, the J:COM group aims to be a company that is friendly toward the environment. We are combining our small daily efforts into something even bigger.

Proper Disposal of Used Equipment

The J:COM group is promoting the efficient use of natural resources by recycling equipment in use that has exceeded its usable period. In 2009, we recycled approximately 290,000 home terminals and approximately 240,000 Internet modems. The home terminals and Internet modems that are collected from subscribers homes are disassembled at a factory. Components of these devices are then separated into their raw materials such as iron and plastic, and are consequently reborn as new resources through recycling.

Additionally, the network cables used to carry J:COM's services to our subscribers are replaced once every several years, and the large amount of used copper cable that is accumulated is then properly disposed of.

CO₂ Emission Reduction

The J:COM group is aiming to reduce its CO₂ emissions by introducing low-emission vehicles.

In the fleet of vehicles used by our direct sales representatives, we have replaced a part of cars with motorcycles, as well as a part of motorcycles with bicycles. Currently, we are using over 250 bicycles throughout Japan. We are also sequentially replacing our installation vehicles with those that use clean diesel.

J:COM Green Curtain

The J:COM group promotes the cultivation of green curtains. A green curtain is a curtain made of vine plants by a window to create a natural curtain that blocks out sunlight.

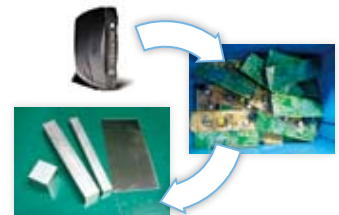
In 2009, we distributed a total of 50,000 packets of “goya” (bitter melon) seeds to subscribers and community members through J:COM Shops and other facilities, as well as through our direct sales representatives. Through these efforts, the J:COM group is encouraging people to be aware of the environment and to reduce their use of air-conditioners during summer.



Anticrime patrol



Cleanup activities



Recycling

Equipment is disassembled, the circuit boards are removed and then broken-down, and all components are reverted back to raw materials.



Bicycle



Motorcycle



Green curtain

