

Corporate Citizenship



Performance Indicators to Monitor the Achievement of the Medium- to Long-Term Vision and FY2021 Results

Performance indicators	Targets	FY2021 results
(1) Number of external participants in social contribution activity programs	(1) Achieve an accumulated total of 10,000 persons (2,000 per year) from FY2020 to FY2024.	(1) Accumulated total: 2,693 (1,400 in FY2021)
(2) Number of employee participants in social contribution activity programs	(2) Achieve an accumulated total of 6,000 persons (1,200 per year) from FY2020 to FY2024.	(2) Accumulated total: 1,383 (709 in FY2021)
(3) Number of fair trade-related products consumed in-house	(3) Achieve an accumulated total of 250,000 items (50,000 per year) from FY2020 to FY2024.	(3) Accumulated total: 59,048 (19,858 in FY2021)
(4) Number of dishes served in company cafeterias to support disaster areas and groups engaging in future generations' development	(4) Achieve an accumulated total of 70,000 dishes (14,000 per year) from FY2020 to FY2024.	(4) Accumulated total: 35,151 (30,635 in FY2021)

DNP believes that the realization of a more affluent and sustainable society requires efforts not just in business activities but also from the viewpoint of corporate citizen-

ship. Under this belief, we undertake a range of activities mainly focusing on future generations' development and humanitarian aid.

Launching "D-smile menu" in Company Cafeterias to Support Elimination of Educational Inequality

DNP has been providing various support under the idea, "Continue doing what we can," for helping people affected by the Great East Japan Earthquake and the recovery and reconstruction of the disaster-stricken areas. As one such initiative undertaken in our daily lives, we have provided special menus to support the reconstruction of the Tohoku region in our company cafeterias across Japan and donate a portion of proceeds from these menus. The purpose is threefold: to make monetary donations to the affected people and areas; to provide financial support by purchasing foodstuffs from these areas; and to offer an opportunity for employees to participate in a social contribution activity. Since its launch in 2011, many



Example local dish menu: *Ishinomaki Yakisoba* (fried noodle) and *Imoni-jiru* (taro soup) of Miyagi Prefecture, which sustained serious damage from the Great East Japan Earthquake

employees have joined the initiative, and we continue to support the area through donations to NPOs working to eliminate the educational inequality caused by the disaster.

In April 2021, which marked the 10th year since the earthquake, we updated the initiative to expand its scope and started providing special menus to support future generations' development ("D-smile menu"). To date, we have provided support to areas affected by the Great East Japan Earthquake, 2016 Kumamoto Earthquakes, 2018 West Japan Torrential Rains and 2019 Typhoon Hagibis. The new menus feature local dishes of these areas and are provided every month at 30 company cafeterias nationwide. We purchase as many foodstuffs as possible from the corresponding areas and donate a portion of the proceeds to groups working to eliminate educational inequality. In FY2021, we sold 30,635 dishes and donated 1,533,425 yen.

Donations made to:

- [Chance for Children](#) [Link](#)
- [USNOVA](#) [Link](#)
- [Shinjuku School for Children with Disabilities run by Shinjuku Ward](#) [Link](#)

Promoting Activities to Contribute to the International Community

In support of the United Nations' Sustainable Development Goals (SDGs), which aim to realize a world where no one is left behind, we have been promoting a range of social contribution activities, mainly providing support for those facing relative poverty or difficult situations.

▶ Engaging in fairtrade activities over the long term

Fairtrade activities aim to improve the living conditions of relatively vulnerable producers and laborers in developing countries and help them become self-independent through fairtrade. In 2006, DNP started buying coffee bearing the

FAIRTRADE mark (certified product) to serve visitors. In 2018, in-house consumption of Fairtrade-certified coffee reached 1 million cups, and we became the first company in Japan to be recognized by the NPO Fairtrade Label Japan as the pioneer of buying Fairtrade-certified coffee for in-house consumption. We also support and participate in the Fairtrade Million Action Campaign, which Fairtrade Label Japan hosts every May to coincide with World Fair Trade Day, and offer dishes that use certified products at our company cafeterias across Japan. In FY2021, even though we limited the number of employees coming to the office due to the COVID-19 pandemic, we consumed 19,858 certified product items within the entire Group.



Example cafeteria menu during the Fair Trade Month Campaign

► **Supporting safe and secure childbirth by donating postcards and stamps**

To support safe and secure childbirth, mainly in Asia and Africa, we have been donating spoiled postcards, used stamps and unused postcards and stamps to the Japanese Organization for International Cooperation in Family Planning



DNP employees delivering donations to Ms. Sachiko Sato of JOICEP (right)

(JOICEP) since 2018. JOICEP sells used stamps to collectors and uses the proceeds to provide medical supplies and other support, which are necessary for women to give birth, mainly in Asia and Africa. Spoiled postcards and others are used to cover some of the organization's activity expenses. In FY2021, we donated 73,086 yen worth of spoiled postcards and unused stamps (cumulative total amounting to 300,710 yen) and 7.2 kg of used stamps (cumulative total amounting to about 23 kg).

► **Providing picture books affixed with translation seals to children in developing countries**

Since 2017, DNP has been participating in the Campaign to Deliver Picture Books run by the Shanti Volunteer Association (SVA) to increase the literacy rate of children in developing countries. The campaign sends Japanese picture books worldwide, affixed with seals bearing translations into the local languages of the supported developing countries or refugees. In

FY2021, employee volunteers at DNP affixed translation seals to 110 picture books for donation (cumulative total of 589 books).

The SVA delivers donated picture books to Cambodia, Laos, Myanmar, Afghanistan, Nepal and Thailand, as well as a refugee camp in Myanmar. DNP plans to continue this activity to supporting refugees around the world.



A note from an employee attached to the completed picture book, worrying about the local children

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Initiatives for Supporting Refugees

One key theme of DNP's social contribution activities, which we undertake to realize a better society, is "humanitarian aid and disaster reconstruction support." Besides providing support to areas and people affected by large-scale natural disasters, we will conduct support activities to help resolve the refugee issue in the international community.

The DNP Group Code of Conduct advocates "Respect for human dignity and diversity" and requires us to respect diversity, or the individual differences in all people, and act in a disciplined manner. In 2020, we took the opportunity to formulate the DNP Group Human Rights Policy and have renewed our efforts to give humanitarian consideration and respect human rights while maintaining a broad yet close view of our globally expanding supply chain of DNP products and services.

As part of these efforts, we provide more proactive, continued support to refugees. For example, we plan to donate a total of 50 million yen over the five years from FY2022 to the Office of the United Nations High Commissioner for Refugees (UNHCR) through the NPO Japan for UNHCR. We also plan to provide donation-included special menus and set up donation boxes at

our company cafeterias across Japan on World Refugee Day (June 20), during Human Rights Week (December 4 to 10) and at other occasions.



DNP's Senior Managing Director Kenji Miya (left) handing a donation list to Mr. Masayuki Kawai, Executive Director of Japan for UNHCR

DNP Group's Corporate Citizenship Activities in FY2021

Key activity theme	Program	Details	Event / Main location	Key outside partner	Results data * Participants are approximate numbers.
1. Environmental conservation 	Conservation of biodiversity	Creating green spaces at business sites, activities to conserve local ecological systems and others	Nationwide: DNP Group bases	—	Example Initiatives of Each Site (in Japanese) Link
	Cleanup activities	Local cleanup activities by each business site	Nationwide: DNP Group bases	—	No. of local cleanup activity participants: Over 30 participants (more than 4 locations nationwide)
2. Contribution to local and international communities 	Fairtrade activities	"Fair Trade Month campaign (adding fairtrade sesame to the company cafeteria menu) In-house consumption and sales of fairtrade products"	Nationwide: DNP Group companies' cafeterias Nationwide: DNP Group cafes and shops	Fairtrade Label Japan Art Coffee Co., Ltd. and others	No. of dishes (using fair trade sesame) sold: 1,162 No. of cups of fair trade coffee and tea sold: 18,696
	Support for women in developing countries (donation of postage stamps and postcards)	Collecting stamps and postcards (FY2021)	—	Japanese Organization for International Cooperation in Family Planning (JOICEP)	¥70,000 of unused stamps and postcards (face value) and about 7 kg of used commemorative stamps * Cumulative total since 2018: ¥300,000 of unused stamps and postcards and about 23 kg of used stamps
	Local community contribution activities (overseas business locations)	Telaga Desa Agro-Enviro Education Park (local community contribution program involving technical guidance and technology transfer) and others	Overseas: PT DNP Indonesia and others	Karawang International Industrial City community association and others	—
3. Future generations development 	Visiting classes and workshops	"The Wonder of Colors," "Picto Challenge," "Etiquette Seminar" and "New Way of Appreciating Arts"	Tokyo, Chiba, Aichi, Osaka and Fukuoka: Schools and educational facilities	—	No. of visiting class participants: 796 from 11 schools and educational facilities
	Educational support for developing countries (volunteer activity to prepare translated picture books)	Employees and their families: Preparing translated picture books (FY2021)	Nationwide: Homes of DNP Group employees	Shanti Volunteer Association	No. of translated picture books prepared: 110
	Company visits and plant tours	Accepting company visits and plant tours	Nationwide: DNP Group bases	—	No. of schools accepted for company visit (approximate) Elementary schools: 1 (6 participants) Junior high schools: 1 (7 participants) University: 1 (40 participants) Total: 53 participants
	Support for business education for high school students	Providing business education lessons in collaboration with the Tokyo Metropolitan Government (total of 4 lessons)	Tokyo: Tokyo Metropolitan Third Commercial High School	Education Bureau of the Tokyo Metropolitan Government Commercial Education Consortium Tokyo	No. of business education lesson participants: 210
	Charity events	Tokyo Great Santa Run 2021 (online award ceremony and volunteering to help select books given to children)	Tokyo: DNP Plaza Tokyo: Maruzen bookstore in Marunouchi Osaka: Junkudo bookstore in Osaka	OSAKA Akaru Club	No. of participants in the online award ceremony: Approx. 20 No. of books donated to children fighting illnesses: 607 (Cumulative total since FY2018: 2,248)
4. Arts and culture 	DNP's cultural activities	Promotion of graphic design and graphic art Providing more opportunities to see and appreciate arts	Tokyo: ginza graphic gallery Kyoto: kyoto ddd gallery Fukushima: Center for Contemporary Graphic Art (CCGA) Tokyo: DNP Museum Lab Kyoto: DNP KYOTO UZUMASA CULTURAL HERITAGE GALLERY Tokyo: Maison des Musées du Monde Website: artscape	DNP Foundation for Cultural Promotion Association for Corporate Support of the Arts and others	DNP's Cultural Activities Link Graphic Art & Design Annual (DNP Foundation for Cultural Promotion Annual Report) Link
5. Humanitarian aid and Disaster reconstruction support (donations) 	Support for disaster reconstruction and future generations' development (donations)	D-smile menu (donations made through special menus in company cafeterias to activities to eliminate educational inequality)	Nationwide: DNP Group companies' cafeterias (30 bases)	Chance for Children, Inc. USNOVA Shinjuku School for Children with Disabilities run by Shinjuku Ward	Amount donated: ¥1,533,425 (corresponding to 30,635 dishes)