

DSR (Dai-ichi's Social Responsibility) Management

DSR represents the Dai-ichi Life Group's original approach to improving management quality.

DSR (Dai-ichi's Social Responsibility) Management

Dai-ichi has traditionally viewed efforts to increase corporate value while improving management quality as its own corporate social responsibility (CSR). To evolve this framework further, under the new banner of Dai-ichi's Social Responsibility (DSR), all the employees will fulfill their social responsibility to each stakeholder (customers, society, shareholders, investors, and employees) and strive to increase corporate value through consistent efforts to improve management quality through the autonomous execution of PDCA (Plan-Do-Check-Action) cycle in each organization.

Dai-ichi Life Group's Corporate Action Principles (DSR Charter)

Dai-ichi will contribute to the building of a sustainable society by adopting its corporate action principles (DSR Charter) so that it continually meets the expectations of customers, society, shareholders, investors, and employees.

DSR Management Promotion System

The DSR Promotion Committee, which is chaired by our president, promotes DSR management. Every special committee dealing with key DSR issues is established under the DSR Promotion Committee. They develop and execute plans and manage progress. It enhances the effectiveness of DSR activities.

DSR management promotion system



Dai-ichi Life Group's Corporate Action Principles (DSR Charter)

[Customer satisfaction]	With the aim of becoming a lifelong partner for our customers, we will provide high quality products and services that emphasize customer satisfaction.
[Communication]	We will fulfill our accountability to all stakeholders and accept opinions from them with sincerity to actively reflect their opinions in our corporate management.
[Compliance]	We will maintain high ethical standards and full compliance in all business activities. We also respect privacy, and will fully enforce the protection and management of personal and other information.
[Respect to human rights]	We will respect the culture and customs in each country and region and operate in a way that contributes to local development. We will also respect and proactively protect human rights.
[Diversity]	We will provide a motivating and rewarding working environment where people of all backgrounds can play an active role, and will encourage both personal development and good health.
[Environmental protection]	Recognizing that preserving the global environment is our social responsibility, we will be active in environmental protection on a daily and ongoing basis.
[Social contribution]	We will operate social action programs, aiming to grow together with the communities in which we operate as a good corporate citizen.
[Corporate value]	To create sustainable corporate value, we will seek to effectively use our management resources and improve business productivity, striving to maintain and strengthen our capital base.