

Corporate Citizenship and Efforts regarding Environmental Issues

Corporate Citizenship

Basic Policy

Since by its very nature the life insurance business is devoted to enriching people's lives by offering them stability and well-being, one of Dai-ichi's most important aims is to grow as a good corporate citizen along with the communities in which it operates.

To retain the public's trust, we undertake corporate citizenship activities that enrich the lifecycle of our customers and make a contribution to their daily lives and their communities. These activities also include volunteer efforts by Dai-ichi employees.

Dai-ichi's corporate citizenship activities cover six areas: health and welfare, the living environment, education and research, local community support, fine art and culture, and sports. Our corporate citizenship activities are based on a concept of "nurturing" and "continuity." We try to increase the benefit of our activities by periodically reviewing and revising them in light of changing needs.

Public Health Award

In 1950, not long after the end of World War II, a Public Health Award was established to honor outstanding achievements by organizations or individuals in public health and sanitation. The Award has been presented every year since then with the sponsorship of the Ministry of Health, Labour and Welfare and other organizations. In the 62nd presentation of these awards in the fiscal year ended March 31, 2011, 10 organizations and 5 individuals were honored. To date, a total of 916 award winners, 605 organizations and 311 individuals, have been honored. Award winners every year receive an audience with the Emperor and Empress.

This award is highly regarded as the most prestigious in this field.



The achievements of the award winners are wide-ranging, and include medical treatment, local medical care, improvements to the living environment, maternal and child health, health and welfare for senior citizens and the physically challenged, initiatives to address the declining birth rate, and international health. The award clearly shows the history of the development of public health care in Japan after World War II.

Education and Research

■ Activities of FALIA

With an aspiration to assist in developing the life insurance industry, the Foundation for the Advancement of Life & Insurance Around the world (FALIA) holds a training program for people working in the life insurance industry in Japan and overseas. As of the end of March 2011, 3,260 trainees had attended the seminars in Japan and overseas. FALIA also holds seminars in other countries, totaling 152 seminars overall with more than 5,000 participants. In November 2010, the FALIA received the Golden Umbrella Award for its contribution to the healthy development of the insurance market in the Republic of Uzbekistan.



Research Activities

■ Dai-ichi Life Research Institute Inc.

Dai-ichi Life Research Institute Inc. (DLRI) operates in a broad spectrum of fields, from the economy to life.

The area of research and study covers a wide range, including the following:

- Macro economy, finance, and market trends relating to insurance and pension
- Life security, welfare, and population issues, etc.
- Life design, health, medical services, and nursing care

Some of the research and study results, including the Dai-ichi Life Research Institute Report and the Life Design Report, are published through news releases and on the Company website (<http://group.dai-ichi-life.co.jp/dlri/>). DLRI also contributes its work to newspapers and magazines and sends speakers to seminars hosted by Dai-ichi. At seminars for companies and groups, DLRI offers the YoYo Jinsei No Susume, a life design program which gives advice on post-retirement life design, and the Well Life Seminar with health among others as its theme.

Accompanying this rapid advance in a declining birthrate and an aging population in Japan, social and economic frameworks are also changing. DLRI will continue to engage in research and study activities, making full use of its characteristics as a life insurance think tank.

Local Community Support

■ Volunteer Activities

In their local communities, the Dai-ichi employee groups volunteer to take part in various activities, such as neighborhood cleanups, charity bazaars, support for welfare facilities, and fund-raising drives. In fiscal 1992, Dai-ichi has also established a “Matching Gift” program to give monetary support as donations or as expenses to employee groups. The company is encouraging employee participation in volunteer activities to contribute to their local communities.

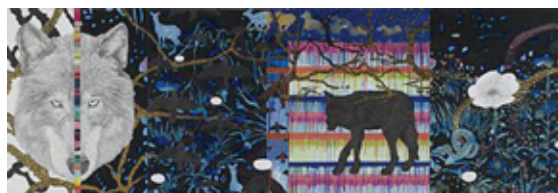
In fiscal 2010, the Company introduced the Action Gift System, in which it contributes a certain amount to activities that do not raise donations, such as cleanups, according to the number of participants, for donation to environmental protection groups. The number of participants in these activities was 4,840 in the Group as a whole.



Fine Art and Culture

■ VOCA Exhibition

We support the “Vision of Contemporary Art” (VOCA) exhibition as a part of our philanthropic efforts in the fine arts. The exhibition is intended to support the fostering of promising young modern artists and serve as a stimulus to the art world. In the 18th VOCA exhibition held in 2011, works of 36 young artists nationwide were exhibited, one of which was honored with the VOCA award, while others received other awards. Works honored with the VOCA award or the VOCA encouragement award are possessed by Dai-ichi, and are displayed periodically in the Dai-ichi Life Gallery located in the lobby on the ground floor of our Tokyo Head Office.



■ Dai-ichi Seimei Hall

In November of 2001, we opened “Dai-ichi Seimei Hall,” formerly a company facility, at Harumi Island Triton Square, located in Tokyo, as a hall hosting concerts, featuring a diverse range of performers. Dai-ichi Seimei Hall is managed by a non-profit cultural organization (NPO), Triton Arts Network (TAN). By supporting TAN, we are helping to promote music and develop communities. For these activities, Dai-ichi won the Grand Mécénat Award of 2009, which were presented by the Association for Corporate Support of the Arts, Japan.



Initiatives to Protect the Environment

To help achieve a sustainable society, Dai-ichi is pursuing comprehensive environmental conservation activities, seeking to (1) strike a balance between the development of societies and economies, and the global environment (2) contribute to the “building of a sustainable society.”

Establishment of an Environmental Management System to Promote DSR Management

The Dai-ichi Life Group’s Corporate Action Principles (DSR Charter) stipulate that “Recognizing that preserving the global environment is our social responsibility, we will be active in environmental protection on a daily and ongoing basis.” To put this into practice, we have adopted a set of basic environmental policies and developed a system to encourage environmental management to make concerted efforts as a group, in line with the PDCA cycle.

■ Formulation and Implementation of the Medium-Term Environmental Plan for FY2011 and FY2012

To become a global insurance group that contributes to the “building of a sustainable society” over the medium to long term, the Company has developed a Medium-Term Environmental Plan for FY2011 and FY2012 as part of its initiatives to promote the DSR management. The Plan sets out specific figures to target going forward through our business activities.

We will combine our efforts as a group to address environmental issues to achieve the Plan and contribute to harmony between social and economic development and the global environment through sound business activities, seeking to gain support from as many stakeholders as possible.

Medium-term Environmental Efforts Plan

Targets for FY2011 and FY2012

(1) Efforts to Prevent the Global Warming (Energy Saving)

Reduction of energy in offices

- CO₂ emissions (CO₂-ton)
Reducing CO₂ emissions by 10% compared to FY2007

Reduction of energy for distribution

- Energy for distribution (ton-km)
Reducing energy for distribution by 10% compared to FY2009

(2) Efforts to Build a Recyclable Society (Resource Saving)

Reduction of paper usage

- Total use of paper (ton)
Reducing the total use of paper by 20% compared to FY2009
- Use of office automation paper (ton)
Reducing the use of office automation paper by 15% compared to FY2009
- Number of kinds of business forms in mail box
Reducing the number of kinds of business forms in mail box by 20% compared to FY2009

Paper recycle

Promotion of the use of recycled paper

- Recovery of roll box resources
Maintaining a 100% recycling rate
- General waste in major offices
Maintaining a 100% recycling rate

Promotion of green purchase

- Green purchase rate 80%

(3) Corporate Efforts for Environmental Protection

Pro-environmental behavior through core businesses

- Promoting pro-environmental behavior in investment

Response to biodiversity conservation

- Promoting subsidies and support for environmental conservation activities

(4) Establishment of a System to Facilitate Environmental Management

Establishment of a system to facilitate environmental management

- Embedding the PDCA cycle in environmental efforts
- Raising awareness of directors, executive officers and employees about environmental efforts
- Stepping up disclosure of information relating to the environment