

Corporate Citizenship and Efforts Regarding Environmental Issues

Corporate Citizenship Policy and Major Activities in Fiscal 2011

Under its Basic Policy for Corporate Citizenship, Dai-ichi participates in corporate citizenship activities, focusing on promoting health, creating an affluent next-generation society, and preserving the environment. The Company aims to increase the benefits of its activities by periodically reviewing and revising them.

■ Promoting Health

● Public Health Award

Dai-ichi established the Public Health Award in 1950 to show our gratitude to and respect for those working to improve public health and hygiene. We have presented the award every year since then through the sponsorship of the Ministry of Health, Labour and Welfare and other organizations. The award commends health-related activities for a wide range of current issues, such as overseas medical activities and efforts to combat lifestyle-related diseases, and 931 organizations and individuals have been honored to date. The award ceremony is held in the fall of each year, and award winners receive an audience with the Emperor and Empress of Japan.



Winner of the 63rd Public Health Award

● The Cardiovascular Institute

The Cardiovascular Institute conducts medical studies on various cardiovascular diseases, publishes the results of its research, and offers advanced special treatments in its hospital to diagnose, treat, and help prevent cardiovascular disease. In February 2011, it relocated to a new building in Nishiazabu, Minato-ku, Tokyo, to improve the quality of its medical procedures and services, using highly advanced cardiovascular equipment. The institute aims to continue to help improve clinical treatments for cardiovascular diseases.



The Cardiovascular Institute

■ Creating an Affluent Next-Generation Society

● Supporting consumer education through the *Life Cycle Game II—Recommending a Total Life Plan*

The *Life Cycle Game II—Recommending a Total Life Plan*, developed by Dai-ichi, is a consumer education program that allows users to learn about various life risks and how to prepare for them, and review insurance policies by playing a *Sugoroku*-style game (*Sugoroku* is the Japanese version of *Parcheesi*). Dai-ichi uses this game to provide education at schools and other institutions, and offers the game to schools and consumer centers as consumer education materials.

● **The Foundation for the Advancement of Life & Insurance Around the world (FALIA)**

To help develop the life insurance business, this foundation holds training sessions and seminars for people in the insurance industry in Japan and overseas. As of the end of March 2012, the number of participants had reached a cumulative total of over 8,000. In fiscal 2012, the foundation celebrates the 50th anniversary of its establishment. On April 1, 2012, it changed from an incorporated foundation to a public interest incorporated foundation.

● **General Incorporated Foundation *Toshi No Shikumi To Kurashi Kenkyusho* (The Research Institute of City and Life Structures)**

This foundation conducts research on housing and cities, and provides subsidies to help improve living conditions.

After the Great East Japan Earthquake, the foundation decided to use its assets to help affected areas, and donated ¥100 million to each of the three prefectures that suffered serious damage (a total of ¥300 million) as funds for the restoration and recovery of public facilities.

Content of Donation

Iwate Prefecture	Reconstruction of Iwate Prefectural Takata High School
Fukushima Prefecture	Reconstruction of the disaster-stricken Fukushima Prefectural Culture Center
Miyagi Prefecture	Reconstruction of the disaster-stricken Miyagi Prefectural Ishinomaki Kobunkan High School, Miyagi Fisheries High School, and Ishinomaki Technical High School

■ **Preserving the Environment**

● **Green Environmental Design Award**

In 1990, out of a desire to help create verdant city environments, facilitate people's interactions with nature in these environments, and develop communities, Dai-ichi established the "Green Design Award." This award solicits greenery plans from around the country, picks the best one, and provides grants to realize the plan. In 2009, the Award was renamed the Green Environmental Design Award to enhance environmental responsiveness by adding evaluation criteria such as actively incorporating a green space to allow cities to coexist with the environment. To date, new green spaces have been created in 134 locations around the country.



The Agricultural Department of the Tokyo University of Agriculture
(Land, Infrastructure and Transportation Minister's Award)

Initiatives to Protect the Environment

Promoting Environmental Management

To help “build a sustainable society” where social and economic development is in harmony with the global environment, Dai-ichi is currently promoting its Medium-Term Environmental Effort Plan for FY2011 and FY2012 (Note) by establishing Basic Environmental Policies to preserve the environment.

As part of the specific measures to achieve the Plan’s goal, all officers and employees of Dai-ichi are working to reduce their power consumption and use of paper.

(Note) To reduce the environmental burden of all our business activities, we have set goals for energy saving and resource saving, such as reducing CO₂ and the amount of paper used, and strengthening biodiversity conservation efforts and the system to encourage environmental management.

● Promoting the Ecocap Movement

As part of its environmental education activities, Dai-ichi is participating in the ecocap movement with local customers at its offices around the nation. This initiative, which began at certain offices and branches in fiscal 2005 to help shift to a recycling-based society, has evolved into a special activity that allows Company employees and local customers to learn about the environment and practice environmental activities.

We had retrieved a cumulative total of approximately 40 million caps as of the end of March 2012, and donated vaccines for approximately 50,000 children through the NPO Ecocap Movement.

* The Ecocap Movement is a program to help prevent global warming by recycling discarded PET bottle caps and using the income to donate vaccines to children in developing nations.

Medium-term Environmental Effort Plan

Targets for 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

- 80% green purchase rate

(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