

Corporate Citizenship



Performance Indicators to Monitor the Achievement of the Medium- to Long-Term Vision and FY2020 Results

Performance indicators	Targets	FY2020 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) 1,293 persons
(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) 674 persons
(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) 39,190 items
(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) 4,516 dishes

Activities to Support Measures to Counter COVID-19

Under the COVID-19 pandemic, we have been undertaking support activities unique to the DNP Group, providing our products and services free of charge mainly to healthcare professionals working on the frontline as well as children enduring limited in-school learning.

▶ Support for medical and educational fields leveraging DNP's strengths

As an effort to counter shortages of medical supplies, DNP has donated about 87,000 high-performance N95 medical masks as a group as a whole, which were stockpiled internally based on its business continuity plan (BCP), to local medical institutions and government entities. We have also donated about 10,000 face shields, air-borne droplet protective boards and other infection prevention products, including those manufactured within the Group, to local medical institutions, government entities and schools for the hearing impaired and other educational institutions. Of these, DNP's ultra-low reflection face shield leverages our proprietary coating technology to reduce light reflection, is comfortable to wear and makes it easier to see the wearer's facial expression. This face shield has been highly acclaimed by those who have used it, as being easier to see the mouth and facial expression of the wearer when communicating in sign language and being stress-free to wear with its clear field of vision.

In the education field, we offered a DNP-designed learning platform service free of charge for a certain period to elementary and junior high schools to help children facing school closures or receiving limited in-school learning in a smaller group. This service provides, both at school and home, the optimal educational material for each student based on his or her progress in learning. We have also undertaken social contribution activities that capitalize on the digital archive and virtual reality (VR) technologies unique to DNP, such as providing a content service to enjoy art or cultural heritage remotely and making available free online learning materials for manga and anime production.

[DNP Group's Response to COVID-19 \(in Japanese\)](#) [Link](#)



DNP's ultra-low reflection face shields were donated to three schools for the hearing impaired in Tokyo, University of Tsukuba's Special Needs Education School for the Deaf and the Japanese Federation of the Deaf as well as to ward offices, police stations and fire departments in Shinjuku-ku, Tokyo.

VOICE Providing Face Shields

Tomoyuki Ito, Principal Special Needs Education School for the Deaf, University of Tsukuba

Our students have a hearing disability, and they listen to the voice of people through a hearing aid or implanted cochlea and communicate by looking at the mouth and facial expression of the speaker or in sign language. The COVID-19 pandemic has made it a normal to wear a face mask and caused inconvenience

to many children, teachers and school staff.

Then, DNP donated face shields to us in December last year. These shields, which are a culmination of DNP's technologies, reflect much less fluorescent lights, and many students, teachers and school staff have commented that they offer a clearer visibility and are eye-friendly. I would like to express my sincere appreciation for your efforts to develop products that simultaneously ensure better learning and greater comfort and for your initiatives for contributing society.



Corporate Citizenship Activities Accelerated under the New Normal

As the COVID-19 pandemic has restricted face-to-face activities and long-distance travel, we reexamined our existing social contribution programs and at the same time worked to come up with a new set of DNP's unique corporate citizenship activities. These consider enhancement of value while adapting to the new normal, such as by integrating real and remote.

▶ Strengthening the use of internet and social contribution programs for employees working from home

In FY2020, substantial restrictions on domestic and overseas travels made it difficult to conduct social contribution activities that require employees to come to the office or visit disaster-affected areas. As an alternative, we geared our efforts to enhance social contribution programs that can be done using our in-house information network or at home.

DNP has been focusing on fair trade activities that aim to improve living conditions of people, including producers, in developing countries and help them become self-independent by continuously and stably trading raw materials and products at a fair price. In 2018, in-house consumption of fair trade certified coffee reached 1 million cups, and we became the first company in Japan to receive a certificate of commendation from the NPO Fairtrade Label Japan. We also specify every May as Fair Trade Month to coincide with the World Fair Trade Day (the second Saturday of May) and provide dishes that use fair trade certified foodstuff at our company cafeterias across Japan. In FY2020, instead of providing such special dishes at company cafeterias, which have

become underused due to COVID-19, we started online sales of fair trade coffee to employees. We

set up an employee e-commerce system and make available certified instant drip coffee packets, which had only been sold at company stores, to all employees throughout the country. We held a sales campaign from December 2020 to March 2021 and sold about ten times as many coffee packets than an average year.

As an activity that can be done from home, many employees participated in the Campaign to Deliver Picture Books run by the NGP Shanti Volunteer Association as usual. The campaign sends Japanese picture books, affixed with seals bearing translations into the local language, to children in developing countries to increase literacy.

[Conducting a Campaign to Promote Consumption of Fair Trade Certified Products In-House \(in Japanese\)](#) [Link](#)

[Donating Translated Picture Books to Increase Literacy in Developing Countries \(in Japanese\)](#) [Link](#)



Fair trade certified instant drip coffee packets jointly planned with Art Coffee Co., Ltd. We also sold smaller size packages containing eight packets each, suited as a small gift.

▶ Initiatives for future generations development using online tools

The Tokyo Metropolitan Government has organized the Commercial Education Consortium Tokyo jointly with the Tokyo Metropolitan Board of Education, companies and local communities as an effort to create opportunities for commercial high school students to learn how business is actually conducted. DNP has sympathized with this objective and has been providing a lesson curriculum since FY2018. In FY2020, employees from our Packaging Business Unit handling packaging materials for food and daily necessities gave a total of four lessons under the curriculum, mainly online, over the course of a half year to 210 second-year students of Tokyo Metropolitan Third Commercial High School. On a topic of thinking about a new souvenir of Tokyo, they generated excellent ideas that well convey the attractiveness of Tokyo and could actually be commercialized.



Snapshot of our high school business education lesson. Even though it was held online, students took the lesson seriously and actively engaged in exchange of opinions and Q&A sessions.

DNP has also supported the Tokyo Great Santa Run, a charity event to deliver Christmas gifts to children fighting illnesses, for three consecutive years. In FY2020, even though the actual running by people wearing Santa Clause and other fun outfits was cancelled, we provided various forms of support to the event. For example, we connected the DNP Plaza, which is a facility run by DNP in Ichigaya, Tokyo, a hospital and student volunteers online and used our virtual customer attendance service to hold a Christmas party for hospitalized children and their families. FUN'S-CHAN, a DNP's original virtual character, was also present at the party wearing a Santa hat and spent a joyful time with the children, reading a picture book story and hosting a quiz session. Until 2019, children had gathered in the hospital's playroom to have a Christmas party. This year, the party was held online and allowed other children confined to bed to join it via tablet and similar devices. Holding it online also eliminated the spatial limitation and restriction on the number of children allowed into the playroom, enabling many more employees to participate and learn many things from children's smiles.



Online Christmas party held as part of the Tokyo Great Santa Run event

[Providing Lessons to Generate Business Ideas to Second-Year Students of Tokyo Metropolitan Third Commercial High School \(in Japanese\)](#) [Link](#)

[Supporting the Tokyo Great Santa Run 2020 \(in Japanese\)](#) [Link](#)

DNP Group's Corporate Citizenship Activities in FY2020

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	Cleanup activities in and near Nakanoshima Park (Katsura River) in Arashiyama, Kyoto and others	Nationwide: DNP Group bases	—	No. of local cleanup activity participants: Over 330 (more than 9 locations nationwide)
	Others	Activity to donate children's clothing Providing soy meat during a campaign at company cafeterias	Nationwide: DNP Group bases Nationwide: DNP Group company cafeterias (20 bases)	Specified NPO Sanno-Gakusha (via Lynks service)	Children's clothing donated: 1,284 items by 40 participants No. of soy meat dishes sold: 1,203
2. Contribution to local and international communities 	Fair trade activities	Limited-time sales campaign for instant drip coffee packets In-house sales of other fair trade products	Nationwide: DNP Group coffee shops and company stores	Fairtrade Label Japan Art Coffee Co., Ltd. and others	No. of cups of fair trade coffee sold: 39,190 * Including 3,592 instant drip coffee packets
	Support for women in developing countries (donation of postage stamps and postcards)	Collecting stamps and postcards (FY2020)	—	Japanese Organization for International Cooperation in Family Planning (JOICEP)	¥40,000 of unused stamps and postcards (face value), and about 4 kg of used commemorative stamps * Cumulative total since 2018: ¥230,000 of unused stamps and postcards and about 16 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 	External lessons and workshops	"The Wonder of Colors," "Picto Challenge"	Tokyo & Saitama: Schools and educational facilities	—	No. of external lesson participants: 100 from 3 schools and educational facilities
	Educational support for developing countries (volunteer activity to prepare translated picture books)	Employees and their families: Preparing translated picture books (FY2020)	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 (100 participants) Junior high schools: 1 (90 participants) Total: 190 participants
	Support for business education for high school students	Providing business education lessons in collaboration with the Tokyo Metropolitan Government (total of 4 lessons) Participating in a career fair held at schools in Kasaoka City, Okayama Prefecture and others	Tokyo: Tokyo Metropolitan Third Commercial High School Okayama: Okayama Prefectural Kasaoka Commercial High School and two other schools Kanagawa: Kanagawa Prefectural Kawasaki Senior High School of Science and Technology	Tokyo Metropolitan Office of Education Commercial Education Consortium Tokyo Kasaoka City, Okayama Prefecture and others	No. of business education lesson participants: 560
	Charity events	Tokyo Great Santa Run 2020 (co-hosting an online Christmas party, creating mosaic artwork and volunteering to help select books to be given to children)	Tokyo: DNP Plaza Tokyo: Maruzen bookstore in Marunouchi	OSAKA Akaru Club	No. of online Christmas party participants: Approx. 70 children fighting illnesses and their families No. of photos submitted by participants for the mosaic art project: 365
	[COVID-19] Providing online content to support learning at home for free	Providing the learning platform service to support learning at home, free of charge	—	Tokyo Nara City, Nara Prefecture and Minamiboso City, Chiba Prefecture	DNP Group's Response to COVID-19 (in Japanese) Link
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
	[COVID-19] Providing online content to enjoy art and support learning at home for free	Providing virtual reality (VR) tour of the ginza graphic gallery during a period when the Japanese government asked people to stay at home Providing some online learning materials of DNP's FUN'S PROJECT COLLEGE free of charge Making available some of the content of the TOMORROW'S KYOTO Cultural Heritage Platform project online and free of charge	—	DNP Foundation for Cultural Promotion Mainichi Broadcasting System, Inc.	DNP Group's Response to COVID-19 (in Japanese) Link
5. Humanitarian aid and Disaster reconstruction support (donations) 	Disaster reconstruction support (donations)	Great East Japan Earthquake: Proceeds from special menus in company cafeterias	Nationwide: DNP Group company cafeterias	Chance for Children, Inc.	Amount donated through special menus in company cafeterias: ¥252,345 (Great East Japan Earthquake, FY2019)
	[COVID-19] Providing infection prevention products for free	Donating infection prevention products to medical institutions, public entities and others	—	Local medical institutions and public entities Shinjuku Ward Office, Ushigome Police Station, Ushigome Fire Department and others Three Tokyo Metropolitan schools for the hearing impaired and Special Needs Education School for the Deaf, University of Tsukuba Japanese Federation of the Deaf Yumeshima New Industry and City Creation Institution Keidanren (Japan Business Federation) and others	Donating: Approx. 87,000 N95 medical masks; Approx. 10,000 face shields and air-borne droplet protective boards; Approx. 3,000 protective clothing; and 120,000 bottles of drinking water and others DNP Group's Response to COVID-19 (in Japanese) Link