

The Asahi Shimbun

Corporate Report 2016-

朝日新聞

<http://www.asahi.com/>



Tokyo head office



Osaka head office



Seibu head office



Nagoya head office

Founded in 1879, The Asahi Shimbun has been one of the most popular daily newspapers in Japan. Drawing on reporting and delivery networks throughout Japan, the paper boasts a circulation of 6.6 million (as of February 2016).

The Asahi Shimbun Credo

To contribute to Japan's full maturation as a democratic nation and to the achievement of world peace by holding to freedom of speech based on an impartial, unbiased perspective

To dedicate ourselves to the welfare of the people based on the principles of justice and humanitarianism and to fight corruption by eliminating all forms of wrongdoing and violence

To report the truth fairly and quickly and to maintain both an impartial and progressive outlook in our editorial commentary

To nurture tolerance at all times and to maintain a sense of responsibility and dignity while encouraging vitality and freshness

(Established 1952)

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Message from the President



Delivering News That Enriches Lives

The Asahi Shimbun has been one of Japan's leading newspapers since its first issue was published in 1879. As an independent news organ, our mission is to contribute to lasting peace and to the continuing development of democratic ideals.

With offices in Japan and around the world, we employ over 2,000 reporters who gather and report the news in our pages on a daily basis. Our paper has broken numerous stories of historical significance, including coverage of the Recruit scandal in the late 1980s, an event that sent shockwaves through Japan's political establishment and society at large and the coverage of which stands as a signal achievement in media history. We continue to uphold this tradition. Our work has earned consistently high acclaim; for the three consecutive years leading to 2014 we received the award for outstanding reportage in Japan from The Japan Newspaper Publishers & Editors Association. Internationally, we focus in particular on reporting on China, even breaking the story that the country's former leader Deng Xiaoping had died.

Today, technological innovation and globalization continue to change our lives at a dizzying pace, and society continues to grow ever more complex. Conflicts have deepened in various regions of the world, while major social problems that transcend national borders continue to emerge. The Asahi Shimbun is reinforcing its role as an open forum for speech that allows people of differing opinions to calmly assert their views. With the goal of serving as a media organ that thinks and creates alongside its readers, we will pursue "solutions journalism," whereby we work

to share issues with an ever broader range of people and thus contribute to the development of solutions. We have also focused on enhancing our online profile. The Asahi Shimbun Digital is now 20 years old, and we've recently developed a number of new services, including a news portal for smartphones. Our reporters also deliver the latest news via social media.

Another of our important roles is to fulfill our social responsibilities by promoting sports, arts, culture, academic and scientific achievements, and other areas; protecting the environment; and helping enhance health and wellbeing. We sponsor a national high school baseball tournament in the summer, a highly popular event in Japan, and the Fukuoka International Open Marathon Championship, among other events. We also support Japan's J-League soccer league. Further, every year we sponsor numerous exhibitions, including the recent British Museum Exhibition: A History of the World in 100 Objects. By introducing exceptional artwork from Japan and overseas, I am proud to say we have contributed to the ongoing development of culture in Japan.

The Asahi Shimbun will continue to evolve into a general media company that provides information and services to enrich lives.


President and Chief Executive Officer

渡邉 雅隆

Masataka Watanabe

Corporate Data

The Asahi Shimbun Company
5-3-2 Tsukiji, Chuo-ku, Tokyo 104-8011 Japan
URL <http://www.asahi.com/>



The Asahi Shimbun Company owns one jet and four helicopters.

Business
Daily newspaper publishing and other activities

Paid-in capital and sales
Paid-in capital:
¥650 million (3.2 million shares)

Sales: Nonconsolidated ¥274,827 million
Consolidated ¥420,069 million
(163rd fiscal year; April 1, 2015 to March 31, 2016)

Employees (as of April 1, 2015)
Men: 3,785
Women: 812
Total: 4,597

Group Companies and Related Organizations

● **Newspapers, Publications, Web**
The Asahi Gakusei Shimbun Company
Asahi Shimbun Media Production
The Nikkan Sports News
ASAHI Shimbun Publications Inc.
ASAHI INTERACTIVE, INC.
The Huffington Post Japan
Asahi Shimbun America, Inc.

● **Advertising**
Asahi Advertising, Inc.

● **Newspaper Advertising Inserts**
ASAHI ORIKOMI, Inc.

● **Printing**
Asahi Printech Co., Ltd.

● **Real Estate**
The Asahi Building Co., Ltd.

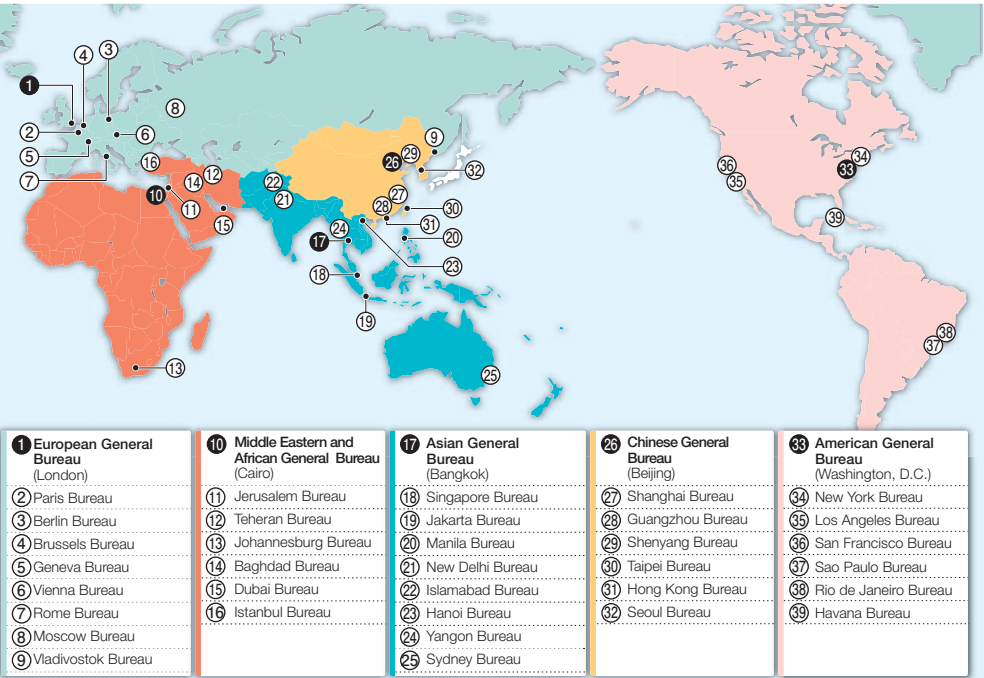
● **Broadcasting**
TV Asahi Corporation
TV Asahi's 24 network affiliate stations

Asahi Satellite Broadcasting, Ltd.
sky · A, Inc.

● **Related Organizations**
Forest Culture Association
The Association of KODOMONOKUNI
Bellmark Foundation
Japan Cancer Society
The Asahi Shimbun Foundation
THE ASAHI SHIMBUN SOCIAL WELFARE ORG.

Overseas Reporting Network (5 General Bureaus, 34 Bureaus)

The Asahi Shimbun Company draws on news-gathering and reporting networks in Japan and overseas. We operate more than 320 offices, including 39 overseas bureaus.



25/01/1879	First issue of The Asahi Shimbun is published in Osaka.
10/07/1888	First issue of Tokyo Asahi Shimbun is published. In Osaka, the paper is renamed "Osaka Asahi Shimbun."
01/04/1907	Renowned writer Soseki Natsume joins the company and publishes Gubijinso ("The Poppy"), Sanshiro, Sorekara ("And Then"), and other novels in serialized form. He dies on December 9, 1916 at the age of 50 while publishing Meian ("Light and Dark"), also in serial form.
02/04/1922	First issue of weekly magazine the "Shukan Asahi" is published.
26/02/1936	February 26th Incident. Tokyo Asahi Shimbun's head office is vandalized as part of an attempted military coup.
10/04/1937	The Kamikaze-go aircraft breaks the record for Asia-Europe flight.
01/09/1940	Osaka Asahi Shimbun and Tokyo Asahi Shimbun are renamed "The Asahi Shimbun."
07/11/1945	Accepting responsibility for not informing the public of the actual situation during the war, the paper's president and senior executives resign en masse.
01/09/1952	The Asahi Shimbun Credo is established, consisting of four clauses that include a commitment to freedom of speech.
01/01/1967	Special New Year's editorials on peace in Vietnam are exchanged with five of the world's leading newspapers.
05/02/1976	The story of the Lockheed scandal is broken, which develops into a corruption scandal of major proportions involving former Prime Minister Kakuei Tanaka.
03/05/1987	The Hanshin bureau is attacked, leaving one reporter dead and another gravely injured from gunshot wounds. The incident, along with an attack on a company dormitory in Nagoya, a shooting at the Tokyo head office, an attempted bombing of the Shizuoka bureau, and other incidents, is classified as Case No. 116 by the National Police Agency.
24/05/1988	First issue of the weekly magazine AERA is published.
18/06/1988	A story is broken regarding suspicious activity on the part of the deputy mayor of Kawasaki City in connection with the transfer of shares of a Recruit-affiliated company; the scandal is investigated and reported as it expands to involve Japan's political, bureaucratic and business establishment, ultimately leading to the resignation of Prime Minister Noboru Takeshita.
22/08/1992	The story of a suspicious ¥500 million donation from Tokyo Sagawa Express to Shin Kanemaru, the vice president of the Liberal Democratic Party (LDP), is broken, leading to the collapse of one-party rule by the LDP.
10/08/1995	The online news site asahi.com is launched.
01/01/2001	The Press and Human Rights Committee is established for the investigation of reported human rights issues by outside committee members.
06/10/2008	First issue of GLOBE is published, a new semi-monthly newspaper for reporting on global events.
21/09/2010	A story is broken on the alteration of documents seized as a part of the Postal Service fraud scandal by the lead prosecutor of the Special Investigation Department of the Osaka District Public Prosecutors Office.
11/03/2011	The Great East Japan Earthquake strikes. A lead editorial and special editorial feature are run advocating Japan to forego nuclear power in light of the nuclear disaster at Fukushima Daiichi Nuclear Power Plant.
18/05/2011	First issue of The Asahi Shimbun Digital is published.
07/05/2013	The Japan edition of The Huffington Post is published.

Partnerships with Overseas Newspapers

The Asahi Shimbun has forged alliances with The New York Times (U.S.) and The Dong-A Ilbo (South Korea). The Tokyo bureaus of both papers are located within The Asahi Shimbun's Tokyo head office, and our paper's New York and Seoul bureaus are located in the head offices of our partners. Popular columns and features appearing in The New York Times run in both the

print and digital editions of The Asahi Shimbun. In 2015, in partnership with Shueisha Inc., we began publishing T JAPAN: The New York Times Style Magazine, the Japan edition of The New York Times' free premium magazine. Public opinion surveys are undertaken jointly with The Dong-A Ilbo (South Korea).

Focus on Investigative Reporting: Uncovering the Truth about Tax Havens with International Reporters

The Asahi Shimbun focuses on investigative reporting.

Partnering since 2012 with the International Consortium of Investigative Journalists (ICIJ), we have engaged in international investigative reporting on tax-related issues with the cooperation of reporters around the world. In reporting on the Panama Papers in 2016, it was revealed that heads of states, their family members, sports figures, and other celebrities had been named as

executives and investors in companies set up in tax havens. This has spurred debate on the establishment of rules for international taxation.

In 2013, we broke the story that Naoki Inose, the Tokyo governor at the time, had received an undisclosed ¥50 million donation from a medical institution in connection with the gubernatorial election, a story that eventually led to the governor's resignation.

Impact Journalism Day: Publishing Articles on Initiatives for Social Change

The Impact Journalism Day (IJD) project seeks to promote awareness of social issues and shed light on solutions by having media outlets around the world publish articles on initiatives for social change on the same day. As Japan's sole representative, The Asahi Shimbun has participated in the project since 2014. Over 50 media outlets from around the world provide articles for the

IJD project, and special feature pages are compiled through collaborative efforts. Many prominent newspapers have participated in the past. In addition to The Asahi Shimbun, they include The Sunday Times (U.K.), Le Monde (France), La Stampa (Italy), The Straits Times (Singapore), Excelsior (Mexico), China Daily (China), and Daily Nation (Kenya).



The Huffington Post, Japan Edition: A News & Blog Opinion Site with 15 Million Users



Editors in chief from Japan, South Korea, and India (from left) engaged in discussion at an event marking the site's second anniversary, May 2015, Tokyo

The Japan edition of The Huffington Post, a news and blog opinion site from the U.S., was published in 2013. Today, The Asahi Shimbun Company collaborates with The Huffington Post as a partner company. With over 15 million monthly users and monthly page views topping 100 million, The Huffington Post introduces diverse viewpoints from Japan and overseas with an emphasis on the social media uniting people around the world. In addition to enhancing our coverage of international news, we're working to cover the important themes that define the times, among them inequality, local creation, diversity, and LGBT issues. The Japan edition serves as a driving force for the HuffPost brand being developed in 15 countries and regions around the world. The site is being made still more user-friendly through content enhancements and full-page display of all articles. (As of November 2015)

Publication of T JAPAN: The Japanese Edition of The New York Times Style Magazine

First published in the U.S. in 2004, T: The New York Times Style Magazine comes out 12 times a year, bundled with the Sunday edition of The New York Times. With a circulation of 1.2 million, the periodical features journalism backed by incisive intelligence and deep insight, starting with invaluable interviews of artists and leading creative professionals. T Magazine has attracted a large fan base and is among America's most influential periodicals. In 2015, Shueisha Inc. and the Asahi Shimbun Company partnered to publish the first issue of T JAPAN: The New York Times Style

Magazine (abbreviated T JAPAN), the Japanese edition of T Magazine. The magazine consists of articles selected from the U.S. edition, along with original Japan edition articles on topics ranging from fashion and beauty to art, food, travel, and interviews. Its target readership is both mature and intellectually curious. The magazine was published four times in 2015. It is delivered at no charge and has a circulation of around 200,000. It can be read in its entirety at the official site (<http://tjapan.jp>).



The Asahi Shimbun Digital: A Portal for Digital Information in Various Formats

The Asahi Shimbun launched the online news site [asahi.com](http://www.asahi.com/) in 1995 and transformed it into The Asahi Shimbun Digital (<http://www.asahi.com/>) in 2011. The Asahi Shimbun Digital features video, photo collections, and other digital content, as well as functions that allow readers to search and clip past articles. News and information articles are edited and distributed 24 hours a day.

In addition, reporters with particular areas of expertise deliver information via Twitter from the reporting frontlines (<http://www.asahi.com/sns/reporter>). To achieve a brand of journalism suited to contemporary times, we will continue to expand the scope of such challenges.



Cultivating a Wide Global Audience with English and Chinese News Services



The Asahi Shimbun is a major daily newspaper in Japan with a long history of quality journalism. In this time of accelerating globalization, it keenly feels the need to gear up to become a world-recognized brand that can compete in a global environment. Based on this belief, the Asahi currently offers news reporting in English and Chinese.

To further expand its global readership, the Asahi's English website Asia and Japan Watch (AJW <http://www.asahi.com/ajw/>) moved to a free platform in April. The Asahi's Chinese website "朝日新聞中文網" (<http://asahichinese.com/>), which was launched in 2012, also operates on a free platform.

The foreign language services carry a variety of news articles and content from The Asahi Shimbun, as the newspaper pursues its goal of becoming Asia's leading media company.

AJW offers coverage on a wide range of topics including Japanese politics, business and social affairs, as well as China and the Korean Peninsula. AJW also runs articles on subculture trends, the latest in anime and manga, plus tips on fun events and places to visit in Japan.

AJW, a high-quality package of news, features and analysis, is the daily "go-to" site for news about Japan and East Asia for



international readers. AJW's team of veteran translators, most of whom have experience as reporters, put together English articles that communicate the main gist of the Japanese story.

With a major increase in Chinese and Taiwanese tourists to Japan in recent years, the Chinese website carries many articles highlighting tourist spots, culture and events from across the country, in addition to coverage on Japanese business, politics and society. In November 2015, the Asahi launched a new Chinese-language website called "日本購物攻略" (Japan shopping guide <http://jpshopguide.com/>) that features useful information, discount coupons and articles on various tourist spots across the country.

The Asahi Shimbun is making an aggressive push through social media to promote English and Chinese news services as a way to expand and cultivate its global readership.

Currently, The Asahi Weekly, a bilingual weekly publication for English-language education purposes, is the company's only English print-based medium. It covers a wide variety of material and topics useful for English conversation, entrance exams and business. The publication enables English study to be undertaken in an enjoyable way.

Asahi Interactive: Publishing CNET Japan and Other Diverse Specialty Sites

Asahi Interactive, Inc., an Asahi Shimbun subsidiary, provides a diverse range of specialized news and information.

Based on the idea that new technology creates new business, these sites include CNET Japan, ZDNet Japan, and Tech Republic Japan, which provide IT business news to general users, corporate leaders, and IT professionals. Other sites include CNN.co.jp, a Japanese-language portal site for international news, and Tetsudo.com, a long-established site which is popular among train aficionados.

In addition to providing news and information, Asahi Interactive holds live events in which readers communicate with business-people involved in new IT-based market development, awards events to support ambitious entrepreneurs, and various other events.



Asahi Shimbun Publications: Publishing Books and Magazines

In 2008, the publishing division of The Asahi Shimbun Company was spun off to form Asahi Shimbun Publications Inc. While the publishing house may be young, its lineage is as old as the Asahi Shimbun Company.

Asahi Shimbun Publications publishes a total of 15 periodicals. In addition to the general weekly Shukan Asahi, Japan's longest-running periodical (soon to celebrate its 100th anniversary), these publications include the weekly AERA and the monthly Asahi Camera. The company also publishes about 500 books a year in various genres ranging from novels to nonfiction to comics.



The Asahi Gakusei Shimbun: Publishing Newspapers for Students

The Asahi Gakusei Shimbun Company primarily publishes two newspapers, The Asahi Shougakusei Shimbun (daily, 545 x 406 mm, 8 pages) and The Asahi Chuukousei Shimbun (weekly, 406 mm x 273 mm, 20-24 pages).

First published in 1967, The Asahi Shougakusei Shimbun interprets the news from the perspective of children. As a timely teaching material delivered daily, the newspaper is read not just in

households that subscribe to The Asahi Shimbun, but at elementary schools, preparatory schools, and other educational institutions. The publication hosts participatory events for readers, including various contests. Popular The Asahi Chuukousei Shimbun features include a weekly news digest, news manga, and a column for introducing various professions. Some 180 middle school and high school students are involved in preparing the paper's articles.



Applying Big Data: Analyzing and Reporting Big Data Online

We're active in an approach to news-gathering known as "data journalism," whereby articles are created by drawing on enormous volumes of data (on the scale of tens of thousands to millions of items). For example, we analyze Twitter, where almost 300 million people worldwide post information daily ("tweets"), to identify

contemporary trends. In national elections, we investigate the awareness of constituents based on their tweets and report the results in article form. Going forward, we will continue to actively gather previously unavailable information and viewpoints and strive to identify new forms of journalism.

Highly Visual Newspapers: Using Infographics for Effective Communication

The Asahi Shimbun strives to use graphics to communicate the news effectively, from lifestyle information to international disputes. Infographics have expanded year by year, and their expressiveness has deepened as well. In our coverage of the Great East Japan Earthquake, we effectively conveyed the disas-

ter following the tsunami and up-to-date conditions at Fukushima Daiichi Nuclear Power Plant. The pages of The Asahi Shimbun use visual elements to enhance the reader's experience. We plan to continue evolving in this respect.

Advanced Printing Technologies: First Place in 2012 International Contest

In the area of printing technologies, we captured first place in 2012 at an international contest for world newspaper companies sponsored by the International Newspaper Color Quality Club

(INCQC). Our Tsukiji facility in 2014 installed new digital printing presses capable of printing, on-demand, the number of copies needed when they are needed.



Digital printing press capable of printing the number of copies needed when they are needed. Rigorously checking color quality at the Tsukiji facility in Tokyo



Newspaper Ads: Connecting Readers and Advertisers

Newspaper advertisements are effective tools for conveying information. Nearly half of most newspapers consists of advertisements, which can serve as an important source of information for readers. Supported by a quality readership and a strong

reputation as an effective medium for connecting advertisers to readers, The Asahi Shimbun makes daily proposals to advertisers and ad agencies on how to make their advertisements even more effective.

The Asahi Shimbun Advertising Division

Contact Us

Strength of The Asahi Shimbun Case Study Japan Market Watch Why Do Business in Japan? Rate & Material Requirement

The best advertising method in Japan

The Asahi Shimbun has been Japan's leading newspaper since its foundation in 1879. In the dramatically changing media environment in Japan, we have kept striving to develop new solutions which will meet to your marketing needs. Clients can make the most of our media marketing methods by advertising in a range of publications across our group of companies.

We would be delighted if you wish to take opportunity to choose our media for your ad campaigns to deliver your message to your target audience.

Supplement

Supplements provide a definitive solutions. There are various options such as area-focused supplement, Panorama Wide, be etc.

Magazine

Print media focusing on weekly news, family interest, education and other topics.

The Asahi Shimbun Digital

Japan's leading news website updated 24 hours a day.

Lecture by Chancellor Angela Merkel: Chancellor of Germany Invited for Lecture Event

In 2015, based on its selection as a media partner by the German Chancellor's Office, The Asahi Shimbun Company held a lecture event with German Chancellor Angela Merkel in Tokyo. Chancellor Merkel discussed the commonalities between Japan and

Germany in their recovery from World War II and their subsequent emergence as economic superpowers, stressing the importance of responsibilities within the international communities of both countries.



Chancellor Merkel presenting the lecture



Chancellor Merkel tours The Asahi Shimbun's Tokyo head office.

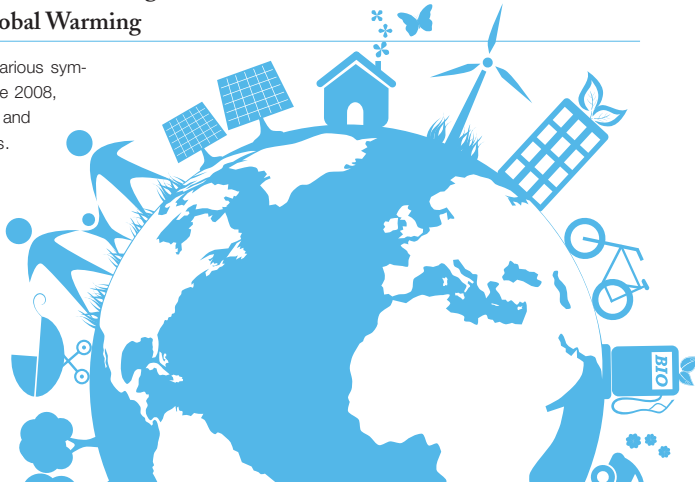
A Discussion with Bill Gates: An Approach to Social Contribution Activities

The Asahi Shimbun Company organized a discussion in 2015 with Bill Gates, Microsoft founder and philanthropist, who, together with participating young people, discussed different ways to engage in social contribution activities.



Symposium on the Global Environment: Looking Ahead Through Measures to Counter Global Warming

The Asahi Shimbun Company has organized various symposia on the global environment each year since 2008, enlisting the participation of experts from Japan and abroad, as well as corporate representatives. These discussions consider measures to address global warming from an international standpoint. In 2015, 3,600 people participated, including Shuji Nakamura, winner of the Nobel Prize in Physics for work related to the development of the blue LED. Additionally, experts from the U.S., China, and Japan discussed the development of a low carbon society.



The Future Media Juku: Publicly Engaged Individuals, Reporters, and Experts Meet to Discuss Social Issues

The Future Media Juku is a venue where publicly engaged individuals and reporters meet, discuss social issues, and generate ideas leading to solutions. The Asahi Shimbun Company is creating various opportunities for interactions between people inside and outside the company. At Future Media Juku 2015—held jointly with the Massachusetts Institute of Technology (MIT) Media Lab—reporters, experts, visitors, and MIT Media Lab researchers engaged in lively discussions on various topics, including approaches to life with robots and the future of the revitalization of

local communities. The event was broadcast live via Internet. As part of efforts to enrich our lives through news and information, The Asahi Shimbun is actively incorporating new technologies and seeking to create innovative event formats, alongside new media and reporting formats. We intend to provide venues that generate new ideas—not through unilateral presentation, but through impassioned discussion among participants with different perspectives.

A-port: A Cloud Funding Site That Connects People with Dreams to Supporters

We manage and operate A-port, a cloud funding site that enables online fundraising from any number of people. A-port connects people with dreams to people who understand and support those dreams. To date, the fund has generated significant support for

various projects. One crowd-funded film project, for example, addressed the topic of whaling. Another project sought to purchase a vehicle for a florist employing people with disabilities.



Woman who raised funds through A-port for her project to produce dishware using traditional Okinawan *bingata* designs



A proposal to create a music CD from radio wave data collected from a dying star 950 light years from Earth raised approximately ¥2.77 million. The background image shows the star.

Accelerator Program: Support for Startups

In 2015, we launched the Accelerator Program to support startups and help them grow while applying their ideas and positive energy to move society forward. Seven companies participated in the first program. Participants are given the opportunity to receive instruction from experts in service development. We ourselves invest in particularly promising endeavors.



Participants in the Accelerator Program

Exhibitions: World-Class Art Exhibitions, Plus Comics and Animation Exhibits

The Asahi Shimbun Company has built strong ties to some of the world's best-known art and science museums—relationships that allow us to host numerous world-class art exhibitions.

In 2015, we hosted the British Museum Exhibition: A History of the World in 100 Objects at three locations in Japan (Tokyo, Fukuoka, and Kobe). This is one of the results of nearly 30 years of support for the British Museum.

We also focus on comics and animation exhibits and have held exhibits of Naruto and the anime Mobile Suit Gundam.



Exhibit of Chouji-giga scrolls



Mobile Suit Gundam exhibit

Soccer Support: Broad Support for J-League and Tournaments



As a sponsor of the Japan National Team, J-League, the Asian Football Confederation, and more, we provide broad support for the world of soccer.

At National Team games in Japan, we regularly host a program that allows our readers' children to experience what it's like to work as a reporter or cameraperson. At an event with current National Team members, children are invited to participate as we help them fulfill their dreams through soccer.

©JFA
Starting lineup for National Team match against Cambodia, September 3, 2015

Asahi Shimbun Becomes a Tokyo 2020 Official Partner in the Category of Newspapers



朝日新聞

東京2020オフィシャル新聞パートナー



The Asahi Shimbun Company has signed a contract with The Tokyo Organising Committee of the Olympic and Paralympic Games (President: Yoshiro Mori) to serve as an Official Newspaper Partner of the Tokyo 2020 Olympic and Paralympic Games.

The Asahi Shimbun has supported a wide range of sports events for close to a hundred years. These include high school baseball and soccer tournaments, mothers' volleyball competitions, walking programs and sports for people with impairments. Today, the newspaper is involved in providing support to over 180 sports events annually.

The company will draw on the extensive experience and expertise gained through its efforts to work for the success of the Tokyo 2020 Olympic and Paralympic Games and the creation of new, lasting legacies by upholding journalistic fairness and engaging in various activities that will help to create a society open to diverse values.

Environmental Initiatives: Sharing Delivery Trucks with Other Companies

The Asahi Shimbun Company established The Asahi Shimbun Charter on the Environment in 2001. Each fiscal year, we create an environmental action plan that is published internally and publicly online and elsewhere, along with an environmental report that summarizes our activities over the previous fiscal year.

In fiscal 2005, we crafted a plan to reduce CO₂ emissions by 10% in fiscal 2010 compared to fiscal 2001. We achieved reductions of 23.2%, dramatically exceeding our target. Since fiscal 2011, we've set the target of reducing our specific energy consumption by 1% or more on an average annual basis. ("Specific energy consumption" is an index of usage efficiency of the energy needed to produce products.) In fiscal 2014, we reduced our specific energy consumption by 2.8%. Over the past four years, we've achieved an annual average of 4.1% reductions.

To help reduce CO₂ emissions, we launched a joint delivery program in 2011 with Panasonic that uses the return trips of The Asahi Shimbun delivery trucks to transport Panasonic products.

As part of efforts to grow more environmentally friendly, our printing facilities around the country have achieved ISO 14001 environmental certification. The Asahi Shimbun will continue to work to reduce the environmental impact of our facilities and offices.



This is the Kawasaki facility in Kanagawa Prefecture.



Some of our printing facilities have solar panels.

The Asahi Shimbun Charter on the Environment

Basic Philosophy

With environmental and resource-related problems becoming increasingly universal in the 21st century, The Asahi Shimbun Company will reinforce our traditional approaches and initiatives and work company-wide to achieve environmental improvements as an environmentally progressive company ranking among the leaders in promoting awareness of environmental issues.

Basic Policies

1. We will continue to expand the recycling of waste materials generated by our business activities.
2. We will continue to improve the efficiency of our energy use and reduce our impact on the environment.
3. Beyond mere compliance, we will work to remain ahead of environmental laws and ordinances.
4. We will seek to strengthen each employee's awareness of these issues through internal dissemination and awareness-promotion activities and incorporate this awareness into our daily activities.

(January 1, 2001)

Participation in the UN Global Compact



The UN Global Compact is an association of companies and groups that have pledged to uphold and act on the basis of ten principles established based on the Universal Declaration of Human Rights and other sources in the four areas of human rights, labor, the environment,

and anti-corruption. The Asahi Shimbun Company began participating in 2004, the first Japanese media company to do so, and is actively involved in the Global Compact Network Japan (GCNJ), the Compact's domestic body. We are committed to fulfilling both our responsibilities as a media institution and our social responsibilities as a corporate citizen.

