# Overview of OLC's CSR

# OLC Group CSR Policy

The OLC Group upholds the following five values to enrich
The our society and to create a future filled with hope.

# Caring for the environment

Environmental issues come first in our business activities, so that we leave behind a healthy and clean environment for the next generation.

# Trust and integrity

OLC will continue to inspire trust through honesty and integrity in every aspect of our business including promoting sound business activities and management, open communication, and commitment to our community.



### Children are our future

Children are what help bring families and communities together. As responsible corporate citizens, OLC will focus on nuturing children to advance the development of a healthy and happy society.

# Dynamic and inspiring workplace

OLC will cultivate a work environment in which each and every employee is encouraged to develop to their full personal and professional potential

#### Commitment to our Guests

OLC will consider the needs, happiness and best interrests of our Guests in all of our business activities.

Oriental Land Co., Ltd. was established in 1960 with the purpose of contributing to the cultural life of the nation and the welfare of Japanese citizens.

What the OLC Group has consistently offered to the public is a unique brand of happiness not to be found anywhere else. While the OLC Group has been expanding its business from Theme Parks to Theme Resorts and other services, its core values have remained unchanged, namely, a commitment to "helping people feel more invigorated by offering magical dreams, moving experiences, delight and contentment" under the guiding principle of "spreading happiness."

Based on our corporate mission of "creating happiness and contentment by offering wonderful dreams and moving experiences created with original, imaginative ideas," our aim is to help create a future filled with dreams that enrich people's lives.

This is why our Corporate Social Responsibility revolves around the Group's Five Values.

# **Corporate Management**

Trust and Integrity



- ★ We engage in Theme Park operations with top priority on Guests' safety.
- ★ We are determined to ensure greater transparency and fairness in corporate management by strengthening corporate governance and compliance.
- ★ We strive to build partnerships with suppliers to fulfill social responsibility throughout the entire supply chain.

# **Key initiatives**

- Corporate Governance
- Compliance
- Human Rights
- Risk Management and Information Security
- Active Information Disclosure
- Healthy Partnerships with Our Suppliers
- OLC Group Vendors Code of Conduct
- Safety First and Providing a Sense of Security

# **Stakeholders**

Guests

Shareholders and investors

Suppliers

Administration

# **Relevant SDGs**





# «PICK UP»



# Measures Taken to Enhance Safety on The Whirlpool

# Tokyo Disney Resort's

In FY 2018, the height of The Whirlpool backrest was increased to prevent Guests from stretching their arms outside the ride. We repeatedly reconsidered the materials and design so that the views of children on the ride would not be blocked by the heightened backrest.



Improved backrest design



- ★ We engage in a variety of initiatives not only to improve our employee's workplace environment so that they can continue to work in good physical and mental health and with peace of mind, but also to realize their full potential and help them work efficiently.
- ★We encourage employees to understand, interact with, and support one another to enhance our distinctive corporate culture, while supporting them to gain a tangible sense of personal growth and fulfillment in their work and to work with peace of mind.

# **Key initiatives**

- Basic Approach to Human Resources
- Training and Development
- Corporate Culture and Employee Satisfaction
- Work-Life Balance
- Labor Safety
- For Healthier Bodies and Minds
- Attracting and Retaining Female Talent and Supporting Employees who give Family Care
- Employment of people with Disabilities

# **Stakeholders**

**Employees** 

# **Relevant SDGs**





# «PICK UP»



# \* Supporting Career Building: OLC Career College

We established OLC Career College for Cast Members in October 2018. Through a variety of seminars, workshops and career consultation services provided at this college, we are offering strengthened support to Cast Members in their career building. College attendees have voiced such comments as, "I now understand the advantages of being a Cast Member," and "The program has prompted me to think about my career."



**OLC Career College** 

# Our Guests and the Community Commitment to Our Guests

- ★Focusing on the increasingly diverse needs of our Guests including families of various forms and visitors from abroad, we are determined to constantly deliver greater happiness to our customers and society at large through business activities that embody a broader social perspective.
- ★ We listen to what our Guests have to say and share it internally to make improvements across a broad spectrum of areas including safety, services and facilities.

# **Key initiatives**

- Bringing Happiness to Guests and the Community
- Our Commitment to Full and Equal Access
- Learning from Guest Feedback

### **Stakeholders**

Guests

Corporate sponsors

Licensors, business partners

# **Relevant SDGs**









# «PICK UP»



PSmiles for Tomorrow, a Donation Program Commemorating 35th Anniversary

Tokyo Disney Resort's

From November 1 to December 25, 2018, with the aspiration of delivering happiness to our Guests as well as children around the world, Tokyo Disney Resort carried out a donation program named Smiles for Tomorrow in commemoration of the 35th Anniversary of opening. Under the program, we donated 3.5% of the sales price (excluding tax) of special Christmas goods purchased by Guests and an amount gained by multiplying 3.5 yen by the number of Guests who used the program's designated attractions to UNICEF through the UNICEF Inspired Gifts, an initiative for delivering supplies to children of developing countries around the world. The donation money amounted to a total of 14,330,613 yen.



Smiles-for-Tomorrow-designated items

<sup>\*</sup>Among UNICEF Inspired Gifts, we designated measles vaccines, therapeutic milk, oral rehydration salt, and School-in-a-Box educational kit, among others, for which a donation was made to Japan UNICEF Association on February 28, 2019.



- ★Leveraging our unique corporate feature of delivering happiness to Guests and society, we engage in a variety of social contribution activities for children, with whom our business is profoundly involved.
- ★In particular, we aim to foster the next generation and contribute to developing the local community by engaging in activities to foster and support children.
- ★We support people affected by large-scale disasters on an ongoing basis through activities aimed to deliver smiles on the faces of children.

# **Key initiatives**

- Our Community Action Programs
- Activities to Nurture and Support Children
- Initiatives for Local Communities
- Support for Those Affected by Large-scale Disasters

### **Stakeholders**

Guests

Local community

Partners for collaboration (NPO, NGO, etc.)

# **Relevant SDGs**











# «PICK UP»



# \* Special Set Meals with Donation at Employee Dining Halls

On two days of each month since November 2011, we have been offering a special set meal called "We Are One" at the seven dining halls for employees located on our premises.

The price of the special set meal includes a 30-yen donation, which, along with a matching donation by Oriental Land Co., Ltd., goes toward presenting necessary supplies to elementary schools affected by earthquake disasters. As of April 2019, we have supported a total of 162 schools in Iwate, Miyagi and Fukushima Prefectures.

In June 2018, we donated books and geometry sets to two elementary schools in Minamisoma, Fukushima Prefecture.



Employees originally from Minamisoma

# **Environmental** Commitments Caring for the environment

- ★We are committed to working in harmony with the environment in all our businesses so that we may continue offering magical dreams and moving experiences to future generations.
- ★With regard to climate change, we are working to take adaptation measures in order to minimize the impact of rising temperatures on our Guests, in addition to reducing emissions of greenhouse gases in our efforts to mitigate their impact.

# **Key initiatives**

- Our Policy and Systems for Conservation
- Environmental Impact Status of Tokyo Disney Resort
- Measures Against Climate Change
- Waste Reduction
- Water Conservation
- Proper Chemicals Management
- Giving Due Consideration to Biodiversity

### **Stakeholders**

Environment

### **Relevant SDGs**









# «PICK UP»



# **\*** Energy Management System

Our proprietary energy management system (EMS) visualizes electricity consumption within our Theme Parks. The EMS collects and analyzes data on energy consumption using IT through sensors attached to all facilities in the two Theme Parks. This system has enabled us to identify inconsistent or wasteful electricity use by monitoring the operation hours and temperature settings of air conditioners, and the lighting time and illumination level settings of lighting equipment, among other factors, and to implement measures to make improvements based on collaborations with organizations across our Theme Parks, contributing to the establishment of a PDCA cycle for CO2 emissions reduction.

In recognition of our organizational EMS-based energy-saving initiative, we received the 2018 Minister of the Environment Award for Global Warming Prevention Activity in the category for practical environmental measures and proliferation.



Visualization of electricity consumption