Corporate Social Responsibility Initiatives

As a good corporate citizen, the Konami Group has designated making positive contributions to society a core management policy and undertakes initiatives for corporate social responsibility across the entire Group.

Environmental Preservation Efforts

User-participation forest preservation event

Konami Digital Entertainment Co., Ltd. rolled out a forest conservation initiative* through an in-game event in DRAGON COLLECTION, the wildly popular social media content with over 8 million users. The goal of this initiative was to help protect woodland in Iwaizumi-chō and Kuzumaki-machi in Iwate Prefecture.

The event, which ran from September 27 to October 11, 2012, and also from April 25 to May 9, 2013 tasked players with completing a certain number of stages. KONAMI would donate for woodland preservation activities in accordance with task accomplishment of players. In the end, over 680,000 players participated in the event, enabling the support of preservation initiatives across approximately 2,820,000 m² (equal to 60 Tokyo Domes) of forest land.

Unitization of Green Power Certification System

The Konami Group participates in the prevention of global warming by utilizing a Green Power Certification System at our booth in various exhibitions, such as TOKYO GAME SHOW. Green Power refers to electricity that has relatively low impact on the environment, being generated from renewable natural energy sources including wind, solar, biomass, and mini-hydro power. We utilized 13,000 kwh of Green Power during the TOKYO GAME SHOW 2013 held in September.

KONAMI will continue to pursue initiatives to preserve the global environment.