

“CSR Booklet 2015” wins the UCDA Award 2015 (Another Voice Award)

Tokio Marine Holdings, Inc. (President: Tsuyoshi Nagano, hereinafter “TMHD”) proudly announces that its “CSR Booklet 2015” wins “Another Voice Award” in the UCDA Award 2015 (Category: CSR Report) hosted by Universal Communication Design Association (UCDA).

In order to present Tokio Marine Group’s activities for creating a secure, safe and sustainable future in a manner that is easy for everyone to understand, TMHD has annually published “CSR Booklet” since fiscal 2011.

“CSR Booklet 2015” is designed and contrived to be compact-sized with pictures and illustrations considering user-friendliness and understandability for all readers so that it can serve as a CSR communication tool with various stakeholders.

In the selection process of the UCDA Award 2015, TMHD’s aforementioned initiative on “CSR Booklet 2015” was highly evaluated and it led to the winning of “Another Voice Award.”



(Major award-winning points)

- The booklet is compact-sized and well-organized so as to be differentiated from Integrated Annual Reports, and its contents are understandable and comprehensible for a broader range of readers.
- It is a communication tool with high degree of perfection excelling in handling of characters, pictures and illustrations.

Tokio Marine Group will continue to strive to provide information on our CSR activities for a secure, safe and sustainable future in a manner that is easy to understand for all stakeholders.

“CSR Booklet 2015” is available on TMHD’s website.

http://www.tokiomarinehd.com/en/sustainability/highlight/pdf/csr_booklet2015.pdf

「第三者」による客観的な評価



The UCDA Award: An award which prizes excellent communication designs by evaluating communication processes and tools which corporations and organizations disseminate to ordinary people based on standards developed by integrating industry, academic and consumer knowledge.

Universal Communication Design Association: An only institution in Japan which formulates standards to improve the “easy to look at, easy to understand, and viral” qualities of communications through discussions among industry, academia, and ordinary people as well as evaluates and certifies communication processes and tools from “easy to look at, easy to understand, and viral” viewpoints for ordinary people.