Eco-Products (eco-friendly products)

By setting quantitative assessment standards for environmental activities, and monitoring and analyzing such activities, we work continuously to upgrade environmental management, reduce environmental risks, and increase efficiency in environmental investment and environmental activities.

Eco-friendly Products of Fiscal 2008

To alleviate as much as possible the environmental impact of a product in each stage of its life cycle (from procuring raw materials to production, distribution, use, collection and disassembly for appropriate disposal), our Group proceeds with product development by using an "eco-friendly design assessment" unique to our Company, based on the concept of eco-friendly design.

Our Group defines environmentally friendly products as those whose eight assessment items "score at least 2 on a scale of 5, with a total average of at least 3."

Category	Life cycle stage	Assessment criteria
Resource reduction	Selection of component materials, production, and distribution	Resource conservation, compactness, lightweight, conformity, high yield, standardization
Product longevity	Usage	Upgradability, ease of repair and maintenance, durability, reliability
Resource recycling	Reuse, distribution	Reusability, conformity/labeling of component materials, use of recycled materials, promotion of resource recycling
Ease of disassembly	Disassembly	Ease of disassembly, materials, ease of sorting, labeling of materials
Ease of processing	Production, distribution, disassembly	Crumbling, fragmentation, disassembly and separation, ease of processing
Environmental safety	Materials, production, distribution, usage, disassembly, disposal	Potential toxicity, potential harmfulness, explosiveness, potential hazard
Energy conservation	Usage, production	Energy conservation, longer durability, energy efficiency
Provision of information	Usage, disassembly, disposal	Provision of information regarding products handling, scrapping and disposal

In-car radio unit "TR series Model 25W"
① Environmental conservability: RoHS-compliant
② Compact: 30% smaller
(Compared with the model released in 2000)
＊This model is scheduled to be released in October 2009.

Broadcasting-purpose HDTV camera "SK-HD1000"
①Environmental conservability: RoHS-compliant
②Compact: 13% smaller
③Power consumption: 22% reduced
(Compared with the model released in 2001)

Implementation of Guidelines for Eco-friendly Design Assessment

We provided training for the designers at each place of engineering from October 2008 to January 2009 in order to implement Eco-friendly Design Assessment Version 4, which is an upgraded version of the Guidelines for Eco-friendly Design Assessment.

Power-up booster "DPW02"
①Environmental conservability: RoHS-compliant
②Compact: 52% smaller
③Light weight: 25% reduced
(Compared with the model released in 2006)
＊This product is also introduced in "With Our Customers" on page 10.

The Hitachi Group's environmental efforts—"Environmental Vision 2025"

The Hitachi Group has been promoting its "Environmental Vision 2025" that targets the annual reduction of carbon dioxide emissions by 100 million tons as pertaining to the use of Hitachi Group products by fiscal 2025.

As a member of the Hitachi Group, we wear environmental symbol badges in collective support of "Environmental Vision 2025" and engage actively in environmental activities.
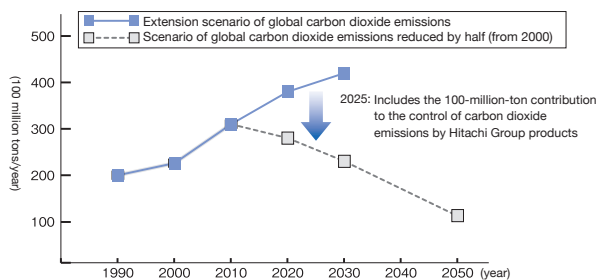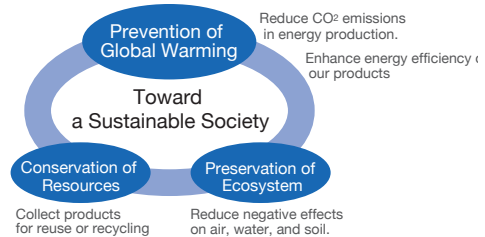
■What is the Hitachi Group's "Environmental Vision 2025"?

Prevention of Global Warming
Reduce CO_2 emissions in energy production.
Enhance energy efficiency of our products

Toward a Sustainable Society

Conservation of Resources
Collect products for reuse or recycling

Preservation of Ecosystem
Reduce negative effects on air, water, and soil.

Environmental symbol badge

Campaign poster

— Extension scenario of global carbon dioxide emissions
-- Scenario of global carbon dioxide emissions reduced by half (from 2000)

(100 million tons/year)

2025: Includes the 100-million-ton contribution to the control of carbon dioxide emissions by Hitachi Group products

1990 2000 2010 2020 2030 2040 2050 (year)

Source: "World Energy Outlook 2007" by IEA (International Energy Agency)