

Eco-Management (promoting environmental management)

We work to cultivate an environmental mind establishing an environmental management system as a pillar for it, according to Hitachi Kokusai Electric Corporate Credo and Environmental Conservation Action Guidelines.

Hitachi Kokusai Electric Action Guidelines for Environmental Conservation

Purpose

In order to realize an environmentally harmonious and sustainable society through products and services, Hitachi Kokusai Electric is committed to meeting its social responsibilities by promoting globally-applicable Monozukuri ("designing, manufacturing or repairing products"), which is aimed at reducing the environmental burdens of products throughout their entire life cycles, ensuring global environment conservation.

In August 2010, we added efforts for biodiversity to the Action Guidelines for Environmental Conservation, and thus revised those guidelines.

Home Page of Hitachi Kokusai Electric Inc.

<http://www.hitachi-kokusai.co.jp/global/csr/environment/earth.html>

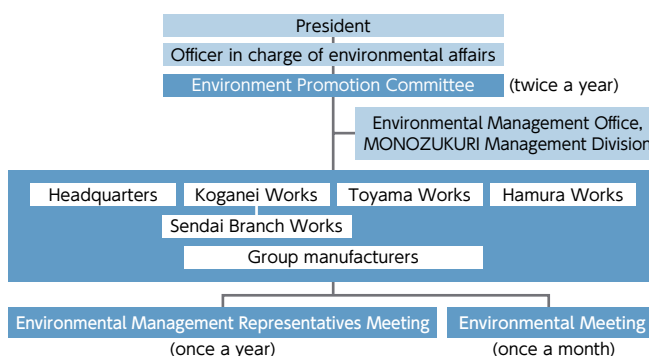
or **Hitachi Kokusai Electric Action Guidelines**

for Environmental Conservation

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Environmental Management System

The "Environment Promotion Committee" including the environmental affairs officers of Group manufacturers*1 deliberates, determines, and implements a medium-term environmental action plan, yearly targets, and important challenges for the entire Group. The Environmental Management Office of the MONOZUKURI Management Division helps promote the implementation and performs follow-ups on the progress at the "Environmental Management Representatives Meeting."



*1 Group manufacturers: YAGI ANTENNA INC., Hitachi Kokusai Denki Engineering Co., Ltd., and Goyo Electronics Co., Ltd.

Hitachi Group's environmental efforts [3rd Term Environmental Action Plan]

The Hitachi Group has thus far acted according to environmental action plans: 1st term (2000 to 2005) and 2nd term (2006 to 2010). The five years from fiscal 2011 to 2015 will be positioned as 3rd term for our activities. In order to accomplish the "prevention of global warming," "cyclic use of resources," and "conservation of ecosystems"—the three pillars of our "Environmental Vision 2025" announced

in December 2008—we aim to turn all products of the Hitachi Group into "eco-friendly products" that reflect an environmental awareness.

In response to the plans of the Hitachi Group, our own group has drafted its Phase 3 environmental action plan and will work on it.

Our group's Phase 3 environmental action plan

Category	Main item	Action goal	Target value	Fiscal 2011	Fiscal 2015
Eco-Mind & Global Environmental Management	Establishment of Environmental Management System	Improvement in environmental activity level (GP: Green Point)	GP of GREEN 21-2015	384 GP	640 GP
	Nurturing of Environmental Literacy	Fostering environmental minds by environmental e-learning	Participation ratio	90%	95%
Next Generation Products & Services	Promotion of Eco-Products	Increasing Hitachi Eco-Products	Ratio of Eco-Product sales to total sales	60%	65%
Super Eco-Factories & Offices	Preventing Global Warming	Improvement of CO ₂ emission intensity	Reduction of the basic unit of production CO ₂ emissions (reference year 2005)	Up 4%	10%
	Energy reduction during transportation	Improvement of transportation energy intensity	Reduction of the basic unit of production transportation energy (reference year 2006)	12%	15%
	Effective Use of Resources	Improvement of generation amount intensity of wastes, etc.	Reduction rate of the basic unit of the amount of production waste, etc. generated (reference year 2005)	16%	20%
		Promotion of electronic manifest	Increase of registration (issuance) ratio	70%	90% or more

Targets and Results of Environmental Activities in Fiscal 2010

	Main item	Fiscal 2010 targets	Fiscal 2010 results	Evaluation
Eco-Management	Constructing and developing the integrated environmental management system	Renewing certification for the integrated environmental management system	Renewing certification for the integrated environmental management system	🌳🌳🌳
	Encouraging colleagues to take environmental e-learning	Participation ratio : 90%	Participation ratio: 96%	🌳🌳🌳
	Promoting the purchase of eco-friendly office supplies and other products	Green procurement ratio: 90%	Green procurement ratio: 94%	🌳🌳🌳
Eco-Products	Increasing Hitachi Eco-Products	Sales ratio of Eco-Products: 57%	Sales ratio of Eco- Products: 62%	🌳🌳🌳
	Higher product environmental efficiency	Registration ratio of Super Eco- Products: 15%	Registration ratio of Super Eco- Products: 36%	🌳🌳🌳
Eco-Factories	Preventing Global Warming	35% reduction in basic unit of CO ₂ emissions in actual production* ² (from level in fiscal 1990)	45% reduction in basic unit of CO ₂ emissions in actual production (from level in fiscal 1990)	🌳🌳🌳
		11% reduction in actual production transportation energy unit requirement (from level in fiscal 2006)	25% reduction in actual production transportation energy unit requirement (from level in fiscal 2006)	🌳🌳🌳
	Waste reduction	90% reduction in final disposal (from level in fiscal 1998)	99% reduction in final disposal (from level in fiscal 1998)	🌳🌳🌳
		Final disposal rate: 1% or less	Final disposal rate: 0.5% or less	🌳🌳🌳
	Chemical substances management	40% reduction in release of "reducible substances" (from level in fiscal 2000)	57% reduction in release of "reducible substances" (from level in fiscal 2000)	🌳🌳🌳

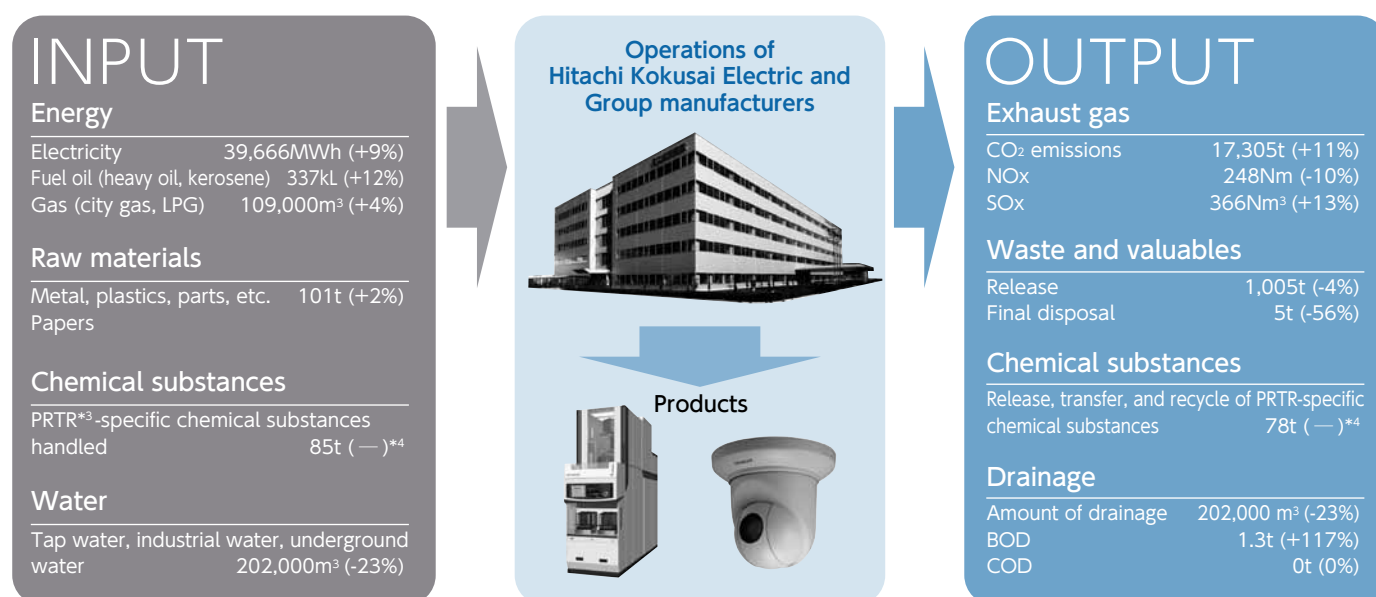
*2 Actual production: Nominal production ÷ Bank of Japan's commodity price index of domestic corporations (in the electrical appliances industry)

Evaluation standard 🌳🌳🌳: Achieved 100% 🌳🌳: Achieved 80% or more 🌳: Achieved less than 80%

Operations and Environmental Loads

In conducting its operations, our Group expends resources and energy to provide products. At the same time, such operations discharge CO₂ and waste. Hitachi Kokusai Electric and its Group manufacturers monitor the inputs and outputs of such elements, and work to reduce hazardous chemical substances

and increase energy efficiency. Regarding the procurement stage of raw materials and the reduction of environmental impact by our products, see "With Our Business Partners" and "Eco-Products," respectively.



*3 PRTR: Pollutant Release and Transfer Register

*4 There has been a change in the targeted substances due to a revision of applicable laws, and thus the changes from the preceding year have yet to be calculated.

The values in parentheses show the changes from fiscal 2009.