

Promoting a Voluntary Environmental Action Plan

Environmental Targets and Results

JVC outline

JVC established the “Green Plan 2010” (GP2010) voluntary action plan in 2001, and has been involved in reducing its environmental burden ever since.

This plan promotes the creation of green products (GP) that conform to global environmental regulations to conserve energy, use resources effectively, and do not use harmful substances according to policies to prevent global warming and eliminate the environmental impact of harmful substances. In addition, in clean factories (CF) it helps to reduce shipping and the flushing of VOCs and PRTR chemicals into the environment by strengthening chemical management, reducing waste and lowering greenhouse gasses.

Although our business configuration changed in FY2008, we were able to meet our targets in all areas.

FY2008 Results for Green Plan 2010, and Targets Until 2010

Activity	FY2008 targets/results	Evaluation of results	Reference page	FY2009 targets	FY2010 targets
Product-related (green products)					
1. GP development products	GP development rate: Over 82%/89%			GP development rate: Over 86%	GP development rate: Over 90%
(1) Energy-saving products	Warming prevention factor x1.72 (compared to FY2000)	○	38	Warming prevention factor x1.86 (compared to FY2000)	Warming prevention factor x2.0 (compared to FY2000)
(2) Resource reduction and recyclability (3Rs)	Resource factor x1.62 (compared to FY2000)			Resource factor x1.66 (compared to FY2000)	Resource factor x1.7 (compared to FY2000)
2. Replacement of harmful unused PVCs	PVC-free wiring in the camcorder Phthalate ester-free HP cable	○	42	Elimination from internal wiring and AC adapter cables	Elimination of PVC and brominated flame retardant
3. LCA introduction	Main LCA model/100% implementation	○		EU LCA model 100% implementation	All LCA models 100% implementation
4. Green procurement	Examination of introduction of REACH-compatible system/Easy system introduction completed	○		Introduction of REACH-compatible IT system	Complete database of materials and substances
Plant-related (clean factories)					
	CF certification rate over 80%/87% (Global)			CF certification rate over 85% (Global)	CF certification rate over over 90% (Global)
1. Energy savings	Emissions reduced over 1% annually; over 8% compared to FY2000/65%	○		Over 9% (compared to FY2000) [Worksites achieving GP2010 maintain energy-saving activities to reduce energy consumption by 3.5% compared to previous year.]	Over 10% (compared to FY2000)
2. Chemicals			43	Over 8% (based on FY2005)	Over 10% (based on FY2005)
(1) Main chemicals to reduce (global)	Reduction of emissions and transfer (compared to 2005) over 6%/89.7%	○		Over 4% (based on FY2005)	Over 5% (based on FY2005)
(2) Controlled chemicals (global)	Reduction of emissions and transfer (compared to 2005) over 3%/82.1%			[Worksites achieving GP2010 maintain energy-saving activities to reduce emissions and transfer amounts by 2% compared to previous year.]	
3. Waste reduction			47	18% reduction (based on FY2000)	20% reduction (based on FY2000)
(1) Total waste reduction (global)	Waste creation reduction rate (compared to FY2000) 16% reduction/72.6%	○		Over 99%	Over 99%
(2) Zero emissions (Japan)	Recycling rate over 99%/99.7%			[Worksites achieving GP2010 maintain energy-saving activities to reduce waste by 2% compared to previous year.]	
4. Environmental risks	Aquifer, PCB, and asbestos surveys/No leaks discovered	○		Reexamination of closed factories. Implement suitable measures if pollution is verified.	Verify 100% safety in storage plants and offices. Complete survey of all offices.
Environmental activities					
1. ISO 14001	Reinforcement of global promotion system Software companies certified	○	32 }	JVC group unified within Japan by FY2009 examination	JVC KENWOOD Holdings comprehensive certification
2. Environmental accounting	Reinforcement of environmental accounting system	—	46 }	Ongoing data management	Improve accuracy and reflect in environmental management

Kenwood Outline

Kenwood is involved in reducing its environmental burden by creating three-year plans for “green product promotion activities” and “environmental preservation promotion activities.” We achieved our goals for FY2008 for almost all business areas.

1. Low-energy, compact products

In the home electronics business, we are involved in reducing standby energy consumption to reach the highest industrial standards (i.e., be the top runner) as an energy conservation activity since 1998. Further, we have been involved in energy conservation through more compact on-board products in the car electronics business since FY2002.

In the communications business, we have been reducing the standby current for radio devices since FY2003, which has greatly increased the operating time that is possible from a single charge.

We achieved our goals for FY2008 for almost all business areas.

2. FY2008 targets were met for LCA method trials, creation of design standards, supply of environmentally-friendly products (reducing harmful substances), and green procurement.

FY2008 Results for “Green Product Promotion Activities” and “Environmental Preservation Promotion Activities,” and Targets Until 2010

Activity	FY2008 targets/results	Evaluation of results	Reference page	FY2009 targets	FY2010 targets
Green product promotion activities					
1. Low-energy, lightweight products		○	38	(1) Reduce power consumption	(1) Reduce power consumption
• Car electronics business Lower weight of newly-designed models	Lightweight target (commercial): 4% compared to base models/ <u>Achieved</u>			(2) Energy saving through lighter weights 2% reduction compared to previous model	(2) Energy saving through lighter weights 2% reduction compared to previous model
• Home electronics business Reduced standby power consumption and power consumption during use for newly-designed models	• Standby power consumption target 0.1w max./ <u>Not achieved</u> • Reduction in power consumption during use 5%/ <u>Achieved</u>	△		Energy saving of power consumption during use	Plan created at end of 2009
• Communications business New onboard designs standby Current reduction	Standby current target: 25% compared to base models/ <u>Achieved</u>	○		Same or less than base models Reduction of standby current for specified new design models	Reduction of standby current for specified new design models
2. LCA method trial Evaluations from each sales office	Achieved	○		} Reorganization for FY2010 ISO 14001 comprehensive certification	---
3. Formulation of design standards Implement environmental design evaluation method to all product types	Targets achieved as planned	○	42 Reorganization for FY2010 ISO 14001 comprehensive certification	---	
4. Environmentally-friendly products supplied (Reduction of toxic substances) Database management Maintenance of a self-analysis system	Achieved	○	Reorganization for FY2010 ISO 14001 comprehensive certification	---	
5. Green procurement Monitoring of suppliers	Targets achieved as planned	○	Periodic environmental audits	Periodic environmental audits	
Environmental protection activities					
1. Reduction in energy-saving CO ₂ emissions	CO ₂ reduction 6,051 tons/ <u>5,523 tons</u> (compared to 1997: 33.0%/ <u>38.4%</u>)	○	43	CO ₂ reduction target 5,454 tons or less (39.1% reduction compared to 1997)	CO ₂ reduction target 5,340 tons or less (39.7% reduction compared to 1997)
2. Waste Reduction of final disposal amount	Final disposal amount 0.93 tons/ <u>0.78 tons</u>	○	} 47	Final disposal amount maintained at less than 0.78 tons	Final disposal amount maintained at less than 0.78 tons
3. Waste Recycle rate	Zero emissions maintained (99.7%/ <u>99.8%</u>)	○		Zero emission base 99.5% or more	Zero emission base 99.5% or more

Evaluation standards: ○ Target achieved; △ Target partially unachieved; × target not achieved
FY2008 indicates the period from April 1, 2008 to March 31, 2009, FY2009 is from April 1, 2009 to March 31, 2010.