

Environmental Management and Social Activities

A company must fulfill its legal, social and environmental responsibilities, respond to social needs, engage in business responsibly as it works to achieve its goals, and continue to create new added value. We believe by doing so the Company will be highly valued by society and its existence cherished.

We strive to realize a society capable of sustainable growth by fulfilling our social responsibility as a green company and by implementing environmental management activities.

A company must recognize that conservation of the global environment is one of the responsibilities it must fulfill. It must also conduct all business activities from an eco-friendly viewpoint and develop new products that have less of an impact on the environment.

In its efforts toward the realization of a society in which sustainable development is possible, the Group will endeavor to lessen the burden that its overall business activities have on the environment, from development, production and sales to recycling, and will engage in protecting the global environment as a green company that has the international community's trust.

Environmental Management Promotion System

The Group's environmental management activities are promoted by the Environment Board, the Group's decision-making body, and by Expert Committees established for each type of task. Measures and policies adopted by the Environment Board are introduced in practical business by those at the business manager level and extended into concrete activities in each Expert Committee. To ensure that these activities are implemented, the Group has formulated the Voluntary Environmental Action Plan and is proactively developing procedures and guidelines under this plan.

Both JVC and Kenwood have established plans for achieving specific environmental goals. JVC formulated the Green Plan 2010 voluntary action plan, while Kenwood formulated two three-year plans, called Green Product Promotion Activities and Environmental Protection Activities. Both companies are aggressively engaged in ongoing activities to achieve their plans' goals.

International targets concerning measures against global warming are being discussed with an eye on 2050. The Group is working to achieve global targets for post-Kyoto Protocol, and is effectively implementing the ISO 14001 system to fulfill its next voluntary environmental action plan. We will contribute to the conservation of the global environment through responsible product design and responsible business activities.

Product Initiatives

We develop products that comply with global environmental laws and regulations, and develop 3R (reduce, reuse and recycle) designs with the goal of discontinuing the use of harmful substances, conserving energy and effectively using resources in order to offer products that customers can use



In Europe, JVC's LT-42DS9 model LCD TV won EISA's European Green TV 2008–2009 Award for its outstanding environmental performance. Meanwhile, in the U.S., JVC's LCD TVs earned a high rating from the EPA for their excellent performance according to new "ENERGY STAR" Specifications for 2008.

EISA: European Imaging and Sound Association
EPA: U.S. Environmental Protection Agency

with peace of mind. These initiatives have earned acclaim from users.

Operational Initiatives

The Group is working on reducing its environmental burden with a focus on energy and resource saving, not only at plants but also in sales and service activities. Furthermore, we engage in environmental activities in concert with local communities while taking into account the effects of our business activities on the global ecosystem.

JVC and Kenwood were awarded trophies from the Japan Audit and Certification Organization for Environment and Quality (JACO) for our efforts to lessen the environmental impact of our activities by adopting the ISO 14001 environmental management system.



Left: JVC
Right: Kenwood



Employees of JVC Industrial de Mexico, S.A. de C.V. who participated in beach cleaning activities in Tijuana, Mexico



Employees of Kenwood Yamagata Corporation who were engaged in beach cleaning activities in Sakata, Yamagata Prefecture

We Aim to Become a Global Corporation that Earns Customer Trust Through Various Social Activities throughout the World.

Charity and Volunteer Activities

In Panama, where the blood donation rate is low due to cultural mistrust, we assisted the Japan International Cooperation Agency (JICA) and Panama's Ministry of Health in their blood donation campaigns on World Blood Donor Day (June 14, 2008), publicized the necessity and safety of blood donation, and donated blood. On that day, 132 people donated blood, and the donated amount was enough to save more than 400 lives. In the U.S., we have participated in the American Cancer Society's Relay for Life campaign for 17 years running. For the fiscal year ended March 2009, we raised funds through car wash volunteer activities. In Malaysia, we held an event in which sections of the plant competed against each other to collect used paper, and rewarded the section that collected the largest amount of wastepaper. We also donated funds obtained from recycling used paper to an organization that supports the education of underprivileged children in Kuala Lumpur. The funds were used for children's technical education.



The Excitement of Sports

We support various sports activities so that we can share with many people around the world the inspiration and excitement that sports can provide. For example, we supported a young man who traveled alone by bicycle through one of the largest deserts in the world for five years, a Canadian curling team, a team that participated in the National Association for Stock Car Auto Racing (NASCAR) in the U.S., and the administration of sporting events



by providing audio and video equipment.

Customer Opinions

At our call center, we offer appropriate consultation services for customers under a community-based system with "Accuracy, Kindness and Speed" as our motto so that customers can use our products without worry. Our showrooms are not only a place where we explain our products to customers and help them choose, but also an important place where we can directly listen to their opinions and requests.



Shows and Events

We reach out directly to customers by capitalizing on international shows and events where we demonstrate our products. In the event DESIGNTIDE TOKYO, we displayed a speaker created in collaboration with world-renowned interior designer Claudio Colucci that fuses objects and sound, and a new experience in which people feel sound with their five senses.



Dealer Meetings

At a dealer meeting in Spain, we held product seminars and supplemented them with team- and relationship-building exercise sessions outdoors. In one session, participants formed a human tower called *Castellers tower* (or *Castell*), a tradition in the culture of the Catalonia region of Spain. One of the groups even succeeded in building a four-tier tower. Through the meeting, our dealers were able to further their understanding of our products while at the same time we were able to strengthen ties with our customers.

