



Giving Shape to Ideas

G7 | CLIMATE CHANGE

THE NEW ECONOMY



INTERNATIONAL
GREENAWARDS™
FOR CREATIVITY IN SUSTAINABILITY



United Nations
Framework Convention on
Climate Change

THE G7 SUMMIT
SCHLOSS ELMAU, GERMANY
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A TECHNOLOGY COMPANY THAT IS SYNTHESIZING AN ENVIRONMENTAL MISSION WITH BUSINESS GROWTH

SHOEI YAMANA, PRESIDENT & CEO, KONICA MINOLTA, INC.



KONICA MINOLTA

C O₂ emission reduction. Resource sustainability. Preservation of biodiversity. The environmental challenges facing the earth today are global and urgent. At Konica Minolta our pursuit of business growth is predicated on environmental responsibility. Knowing that reducing environmental burden creates economic value, we pursue technological innovation both for the environment and our business.



benefits to society. Thanks to our expertise in high-performance materials, Konica Minolta has produced highly energy-efficient and flexible OLED lighting, which has the potential to revolutionize lighting in every area of our lives.

Even when transformation impacts a core business, Konica Minolta encourages the creative disruption of industry with technological innovation. This has occurred in professional printing, a field upended by digital technology. Our advanced digital printing systems allow high-quality on-demand printing directly from PCs. Not only does this bring significant value to consumers, it also yields huge environmental benefits – reducing paper waste, energy costs and need for transportation resources.

In textile printing, too, where inkjet printing is replacing traditional screen printing, Konica Minolta has embraced transformation. Our deep well of core technologies enabled us to create an innovative line

Top right: Konica Minolta President and CEO Shoei Yamana

Above: Konica Minolta digital professional printing system minimizes waste, reducing environmental burden

Right: Chart showing Konica Minolta's approach to sharing environmental knowhow with suppliers and other businesses

PUTTING ENVIRONMENTAL MANAGEMENT FIRST

To sustain growth for the next 50 to 100 years, corporations must put the environment at the forefront of business planning. At Konica Minolta, environmental management is inseparable from our growth strategies. This is the heart of our corporate philosophy of creating new values. Our long-term environmental plan, **Eco Vision 2050**, targets 80 per cent reduction in CO₂ emissions over the product lifecycle by 2050 against a 2005 baseline. In each of our operations – product development, procurement, production, distribution, sales and service, collection and recycling – we are passionate about reducing environmental burden.

EMBRACING TECHNOLOGICAL EVOLUTION AND CREATIVE DISRUPTION OF INDUSTRY

For both the environment and business growth, Konica Minolta embraces *evolution of technology* and *creative disruption of industries*. OLED (organic light emitting diode) is a prime example of how creative disruption can produce extraordinary



“OUR GREEN SUPPLIER ACTIVITIES ENCOMPASS SHARING OUR ENVIRONMENTAL KNOWHOW WITH BUSINESS ASSOCIATES AND ENCOURAGING THEM TO SHARE IT WITH THEIR OWN PARTNERS FURTHER DOWN THE LINE”

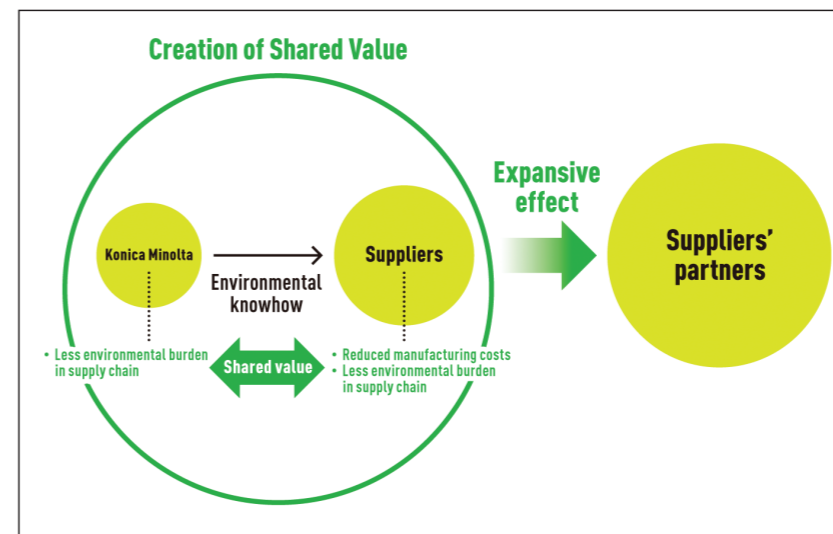
of inkjet components – printer, print head and ink. Far more environmentally friendly than traditional technologies, our new systems have reduced CO₂ emissions by 95 per cent and water use by 62 per cent.

APPLYING ADVANCED MATERIAL EXPERTISE TOWARD INNOVATION IN RECYCLING

Sustainable resource circulation is an unrelenting pursuit at Konica Minolta. Based on our advanced material expertise, we are conducting leading-edge research into sustainable plastic. One major project involves recycling PET bottles, which account for a huge amount of worldwide waste today.

Attaining material of sufficient quality for reuse has been a stumbling block in recycling PET. Our solution is to combine PET with Polycarbonate (PC) resin material used in large water dispenser bottles. This breakthrough made us the first company in our industry to use such a compound material in a major product. In our main line of MFPs (multi-functional peripherals), we currently use sustainable plastic, including recycled PC/PET, for more than 40 per cent of the resin in the exterior panels, which must be strong and flame retardant. Furthermore, we are finding ways to extend the use of this recycled material to other models.

Konica Minolta recycles approximately 4.5 million PET bottles (500 ml) annually. Turning used PET bottles into valuable high-performance material is a company-wide effort, involving divisions overseeing material technology, global procurement and production technology. The fruit of our efforts is visible in the Electronic Product Environment Assessment Tool (EPEAT) registry, which is a requirement for US government agency purchases. As of February 2015, we held the industry's highest ratio of Gold standard products registered.



RADICAL NEW THINKING IN GREEN SUPPLIER ACTIVITIES

Long-term sustainability depends on the reduction of CO₂ emissions and conservation of natural resources. At the same time, all this must be achieved while reducing costs and creating new economic value. It is, of course, vital that a corporation's environmental activities carry on throughout its value chain. But Konica Minolta is going even further. Our Green Supplier activities encompass sharing our environmental knowhow with business associates and encouraging them to share it with their own partners further down the line. This radical approach goes further than Scope 3, which entails the reduction of emissions throughout the supply chain. It requires seeing the world in a new way, extending the role of environmental management and connecting environmental sustainability with new value creation.

As the president of the Konica Minolta Group, my role is to determine how the collective knowledge of our 40,000 people and our technologies can contribute to society, and then to articulate growth strategies. As a global corporation, we believe this to be a fundamental responsibility. Our efforts should not be singular but by inspiring new alliances and partnerships should multiply the work of conserving the earth's environment.

Konica Minolta's contribution to society is expressed in our brand proposition "Giving Shape to Ideas." In meeting the world's needs with innovative technologies, we seek to grow as a business that is responsible for minimizing the burden on the earth's environment. For us, business growth and environmental protection are inseparable. ■

ABOUT THE AUTHOR

Shoei Yamana is President and CEO of Konica Minolta, Inc., a leading global technology company of creative minds that provides innovative solutions to business and society. With affiliates and branches in 45 countries and more than 40,000 employees, the Konica Minolta Group serves 150 countries in the world.

Under Mr. Yamana's leadership, Konica Minolta implemented the Medium Term Business Plan TRANSFORM 2016 calling for a transformation into a corporation that enriches society. For three consecutive years Konica Minolta was ranked in the Dow Jones Sustainability World Index and for the past two years in the global Climate Performance Leader Index by CDP.