

Thursday, 5 November 2009

Representation of the State of Baden-Württemberg to the European Union, Brussels

Green Transformation towards a Sustainable Industrial Policy for Europe

Workshop III
Corporate Social Responsibility (CSR)
CSR in sustainable industrial policy: prospect or pretence?

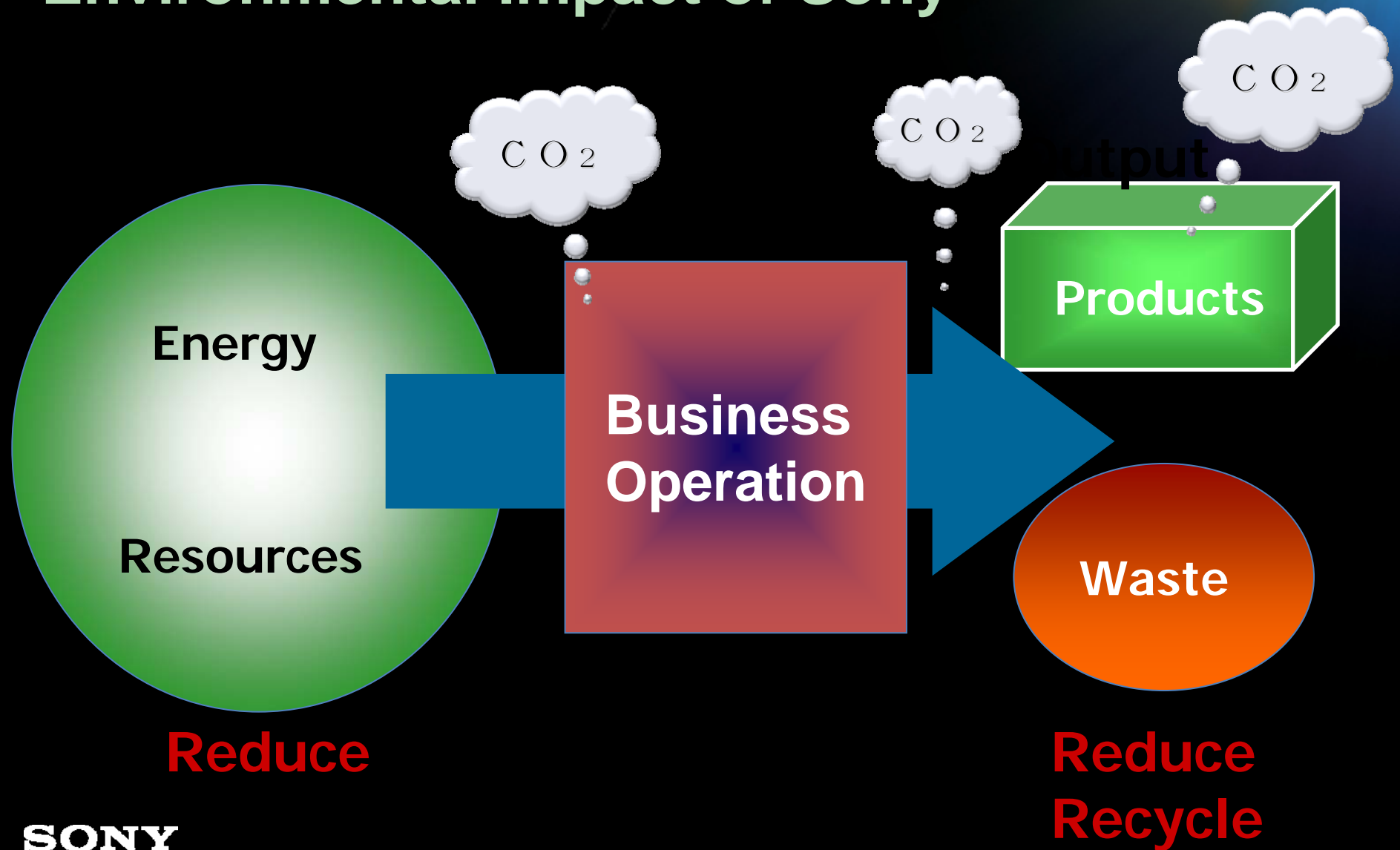
CSR in Sustainable Industrial Policy: Prospect or Pretence?

Sony's Actions to reduce GHG Emissions: Greenwashing or Reality?

Roger Vercammen

Brussels, November 5, 2009

Business Operation and Environmental Impact of Sony



Prevention of Climate Change

Energy Saving at Plants and Office



Lowering Energy Consumption



310 kWh/Annual



157 kWh/Annual



157 kWh/Annual

R & D

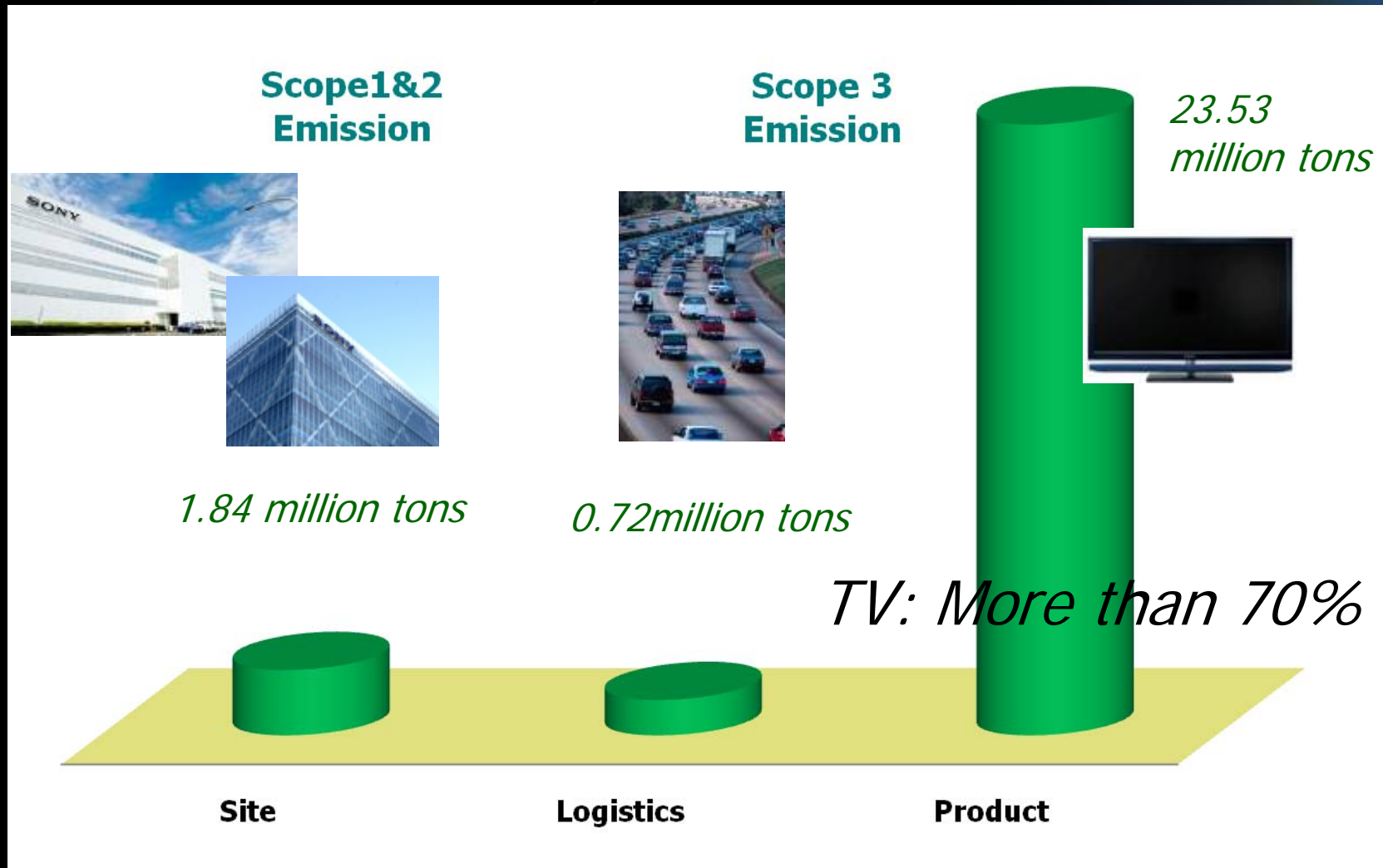


Partnership with Stakeholders



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Greenhouse Gas Emissions



Introduction of Renewable Energy

Europe

Achieved 100% renewable electricity (190 million kWh) in FY2008.

(43% in FY2007)



Americas

FY08 total purchased Renewable Energy Certificate was approximately 42 million kWh.



Japan

Sony is the biggest user of "Green Power Certification System" in the country.

Sony purchase 70 million kWh of green power certificate annually, which accounts for 3% of Sony's total energy consumption in Japan

Site Green House Gas (GHG) Reductions



Sony GM2010 Target:

Reduce site emitted GHG 7% from FY2000 levels by FY2010

Between FY2000 and FY2008 CO₂ emissions from Sony Europe's operations have decreased by

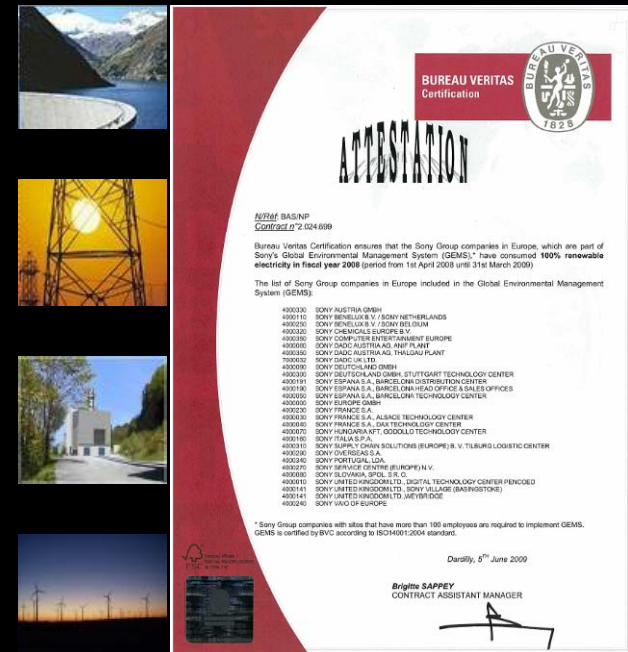
~ 90% or ~113.000 tonnes

1. Energy Saving Measures have Priority

Over the period FY2005 - FY2008 several energy efficiency measures have been implemented by the **European manufacturing sites** accumulating to an energy consumption reduction of **~20.000.000 kWh in FY08**

Application of Renewable Energy

In FY2008, **European sites*** were powered by electricity from **100% renewable resources**



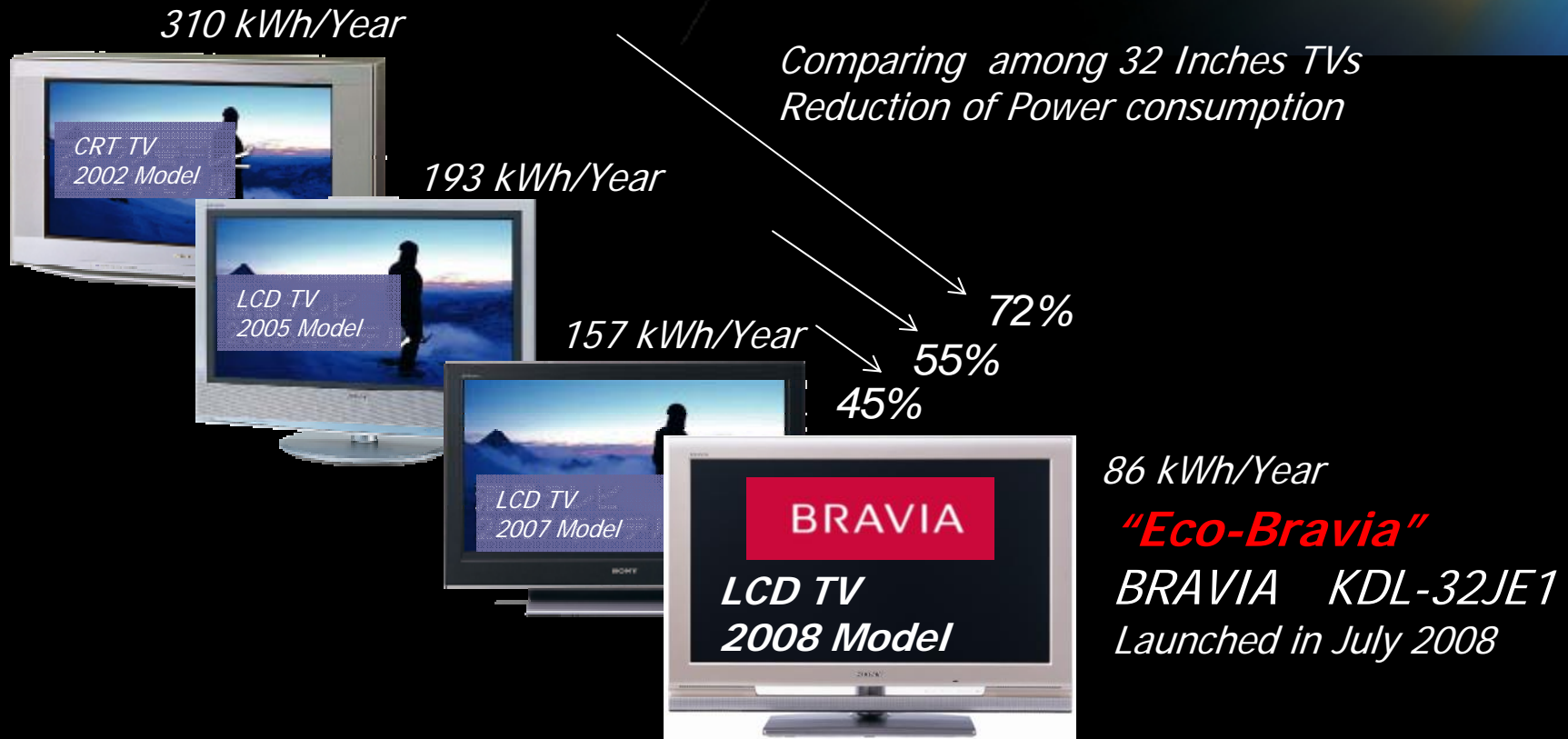
* - all 32 European sites ISO14001 certified under Sony Global Environmental Management System (GEMS), certified by Bureau Veritas Certification on 5th June 2009, see PR at <http://presscentre.sony.eu/Content/Detail.asp?ReleaseID=376&NewsAreaID=2>

Product energy efficiency

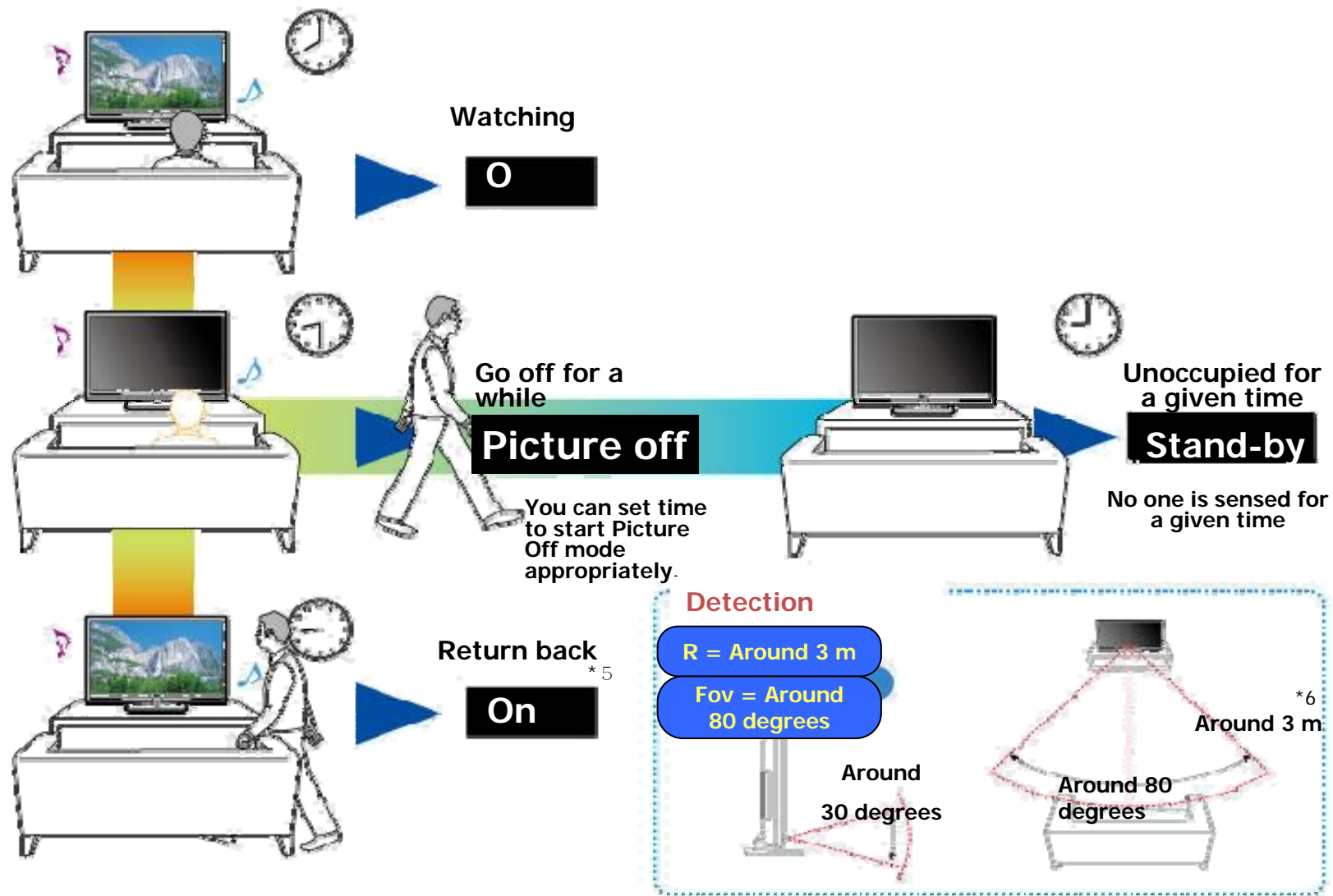
- BRAVIA™ LCD TV
 - V5/VE5/WE5 series
 - Equipped with “Presence Sensor”
 - World’s first micro tuber HCFL
 - 40 – 50 % reduction of energy consumption
 - All models of television released in the U.S during 2008 and 2009 meet the requirements of the International Energy Star Program (version 3.0)
 - As of June 2009, 36 Sony television models in Europe received the EU Ecolabel, the flower logo
- “VAIO”
 - Through those Sony proprietary “VAIO energy saving technologies”, battery life can be extended to a maximum of approximately 17 hours.
 - Of new products released between April and August 2009, 75% satisfied the requirements of the International Energy Star Program (5.0).



Energy Saving of LCD TV



Presence Sensor



Dye-sensitized Solar Cell Environmental Technology Development

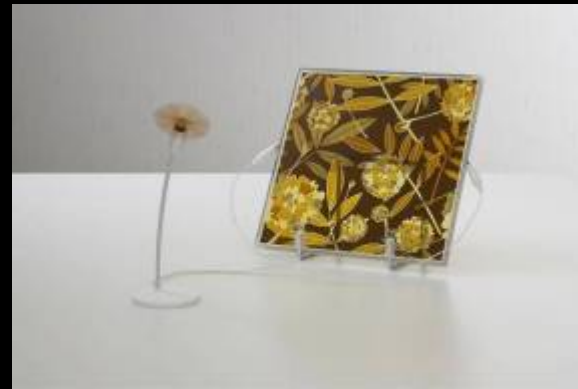
- A non-silicon based, next generation solar cell technology
- The dye-sensitized cell absorbs light energy through the dye coating on the electrode , which is then converted to electricity.

Merits of the dye-sensitized solar cell

- Low cost
- Design flexibility



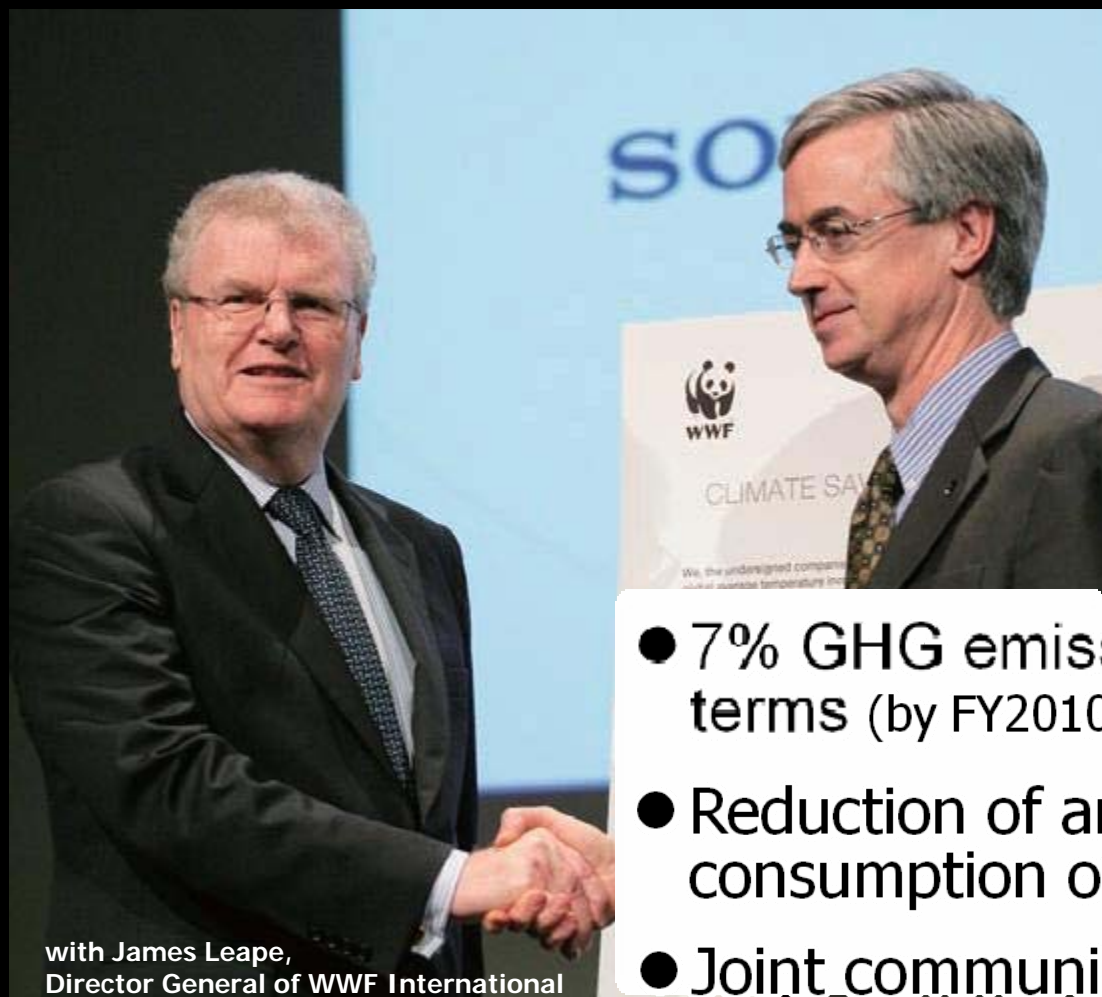
"Hana-Akari"
Concept model of
solar powered lamp



Working prototype panel
for "Hana-Akari"

Sony's Agreements with WWF

Climate Savers Agreement Signed on July 25, 2006



with James Leape,
Director General of WWF International
at Climate Savers Tokyo Summit (2008/02)

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碳减排先锋
Defensores do Clima
クライメート・セイバーズ
Climate Savers

- 7% GHG emission reduction in absolute terms (by FY2010, from FY2000 levels)
- Reduction of annual electricity consumption of products
- Joint communication activities for consumers

Sony recognizes the importance of **preserving the natural environment that sustains life on earth for future generations** and helps humanity to attain the dream of a healthy and happy life. Sony is **committed to achieving this goal** by seeking to combine ongoing innovation in environmental technology with environmentally sound business practices.

"With ongoing issue of Climate Change, we anticipate the operating power of electronics products to be reduced to half their existing levels in a few years.

"I am confident that our engineers can meet these expectations."

Sir Howard Stringer, Chairman & CEO Sony Corporation



"At Sony we believe that technology need not always be part of the problem - it can be part of the solution"

Fujio Nishida, President Sony Europe



Sony Corporation approach to managing environment & climate protection

Internal target setting

- **Green Management Plan 2010 (GM2010)*** sets **midterm targets** that are **applicable globally** for the **whole Sony group**
- GM2010 sets targets for **operations** and **products**.



Commitment to external stakeholders

- **Cut CO2 emissions by 7% by 2010** from 2000 levels
- Continuously strive to make products more energy efficient
- **Promote energy efficiency**, inform consumers on energy consumption of Sony products.



Implementation and monitoring

- Sony Global Environmental Management System is **certified and audited by an external party** according to the International Standard **ISO14001**.
- All Sony group sites** are covered, including **32 sites in Europe**



More Information

Can be found at:

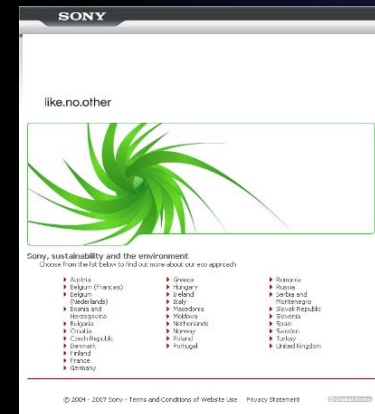
<http://www.sony.net/csr>

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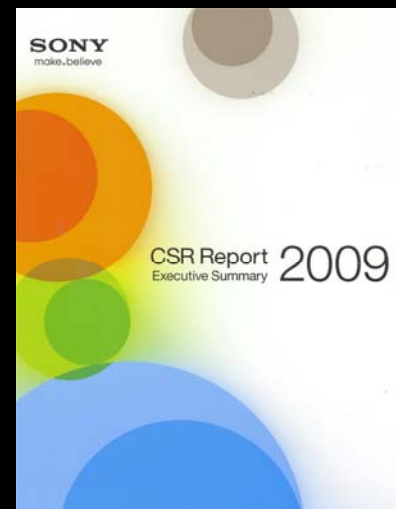
<http://www.sony.eu/eco>

or

in the CSR Report 2009



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Thank You !