

Environmental Policy of Private Company

June 8, 2004
NEC
Env. Mng. Division
Ryosuke UGO

The Points of this Lecture !

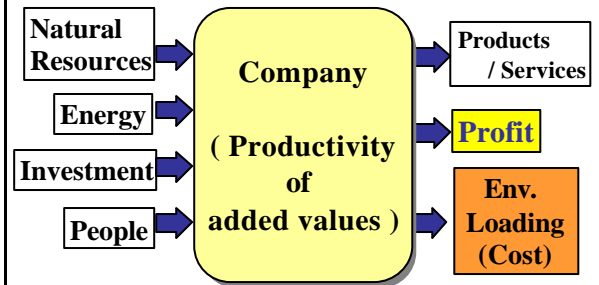
1. What is the “private company” ?
The answer is ???
2. What is the Environmental Problems ?
The answer is ???
3. What is the Management System?
The answer is ???

1. What's the private company ?

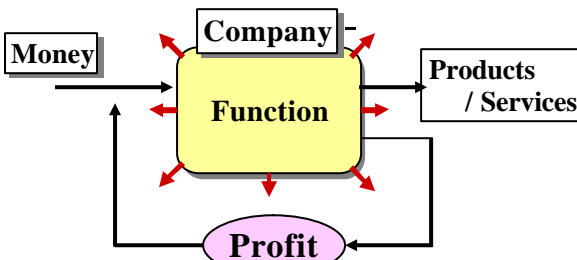
One concept for “company” !

A process in the society,
which has the function
to activate economy !

What is “Company” ?



What is “Company” ?



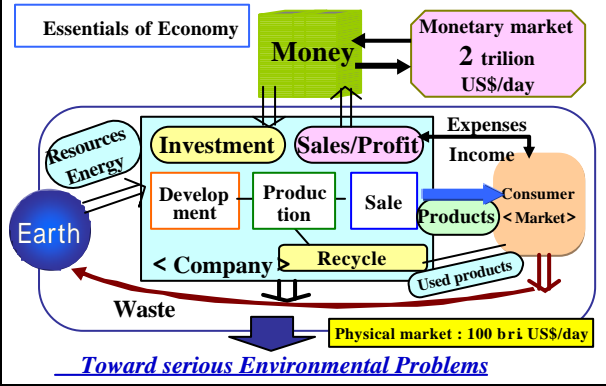
A company is a “Growing organization”,
which makes “Profit” and absorbs it as nourishment
by circulating “Money” in society like “blood” in body.

2. What's the Environmental Problems ?

The Answer is that :

The Environmental Problems
is equal to
The Economic activities !

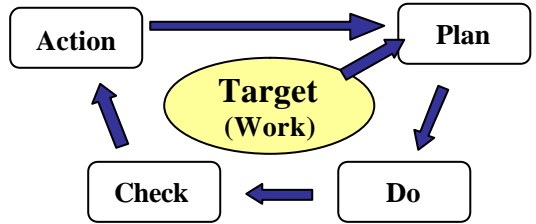
Review of the modern economic system



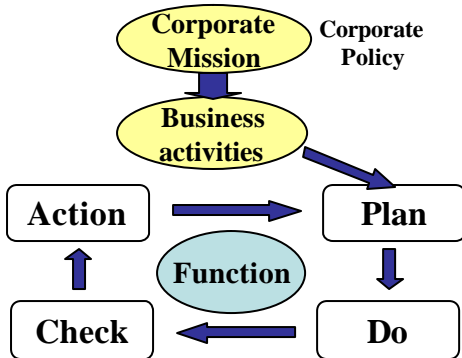
3. What is the "Management (System)" ?

The answer is that :

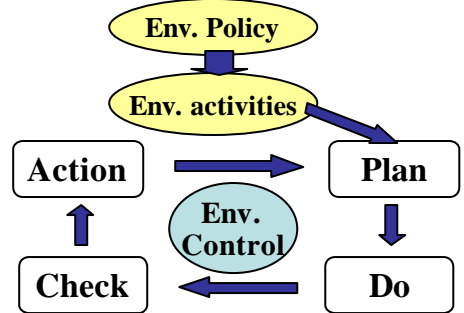
Tool for accomplishing the targets
Efficient business process



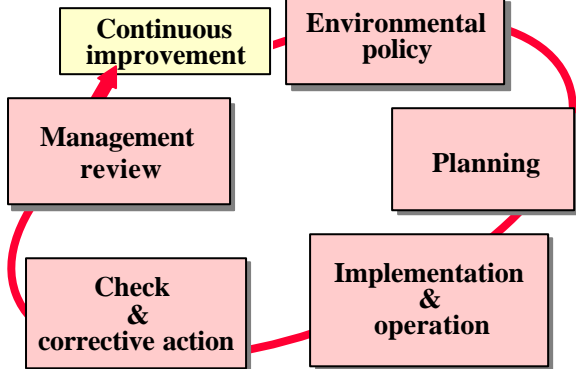
"Management System" in company



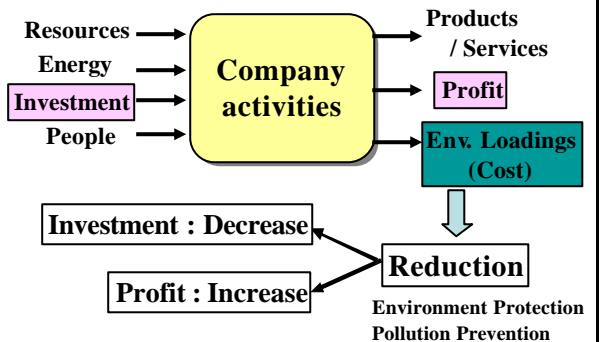
Environmental Management System (EMS)



Elements of PDCA-cycle in ISO 14001



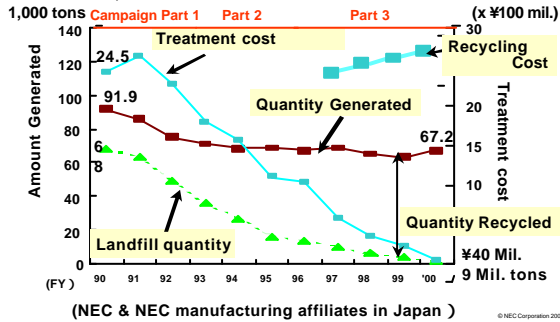
Reduction of Env. Loadings



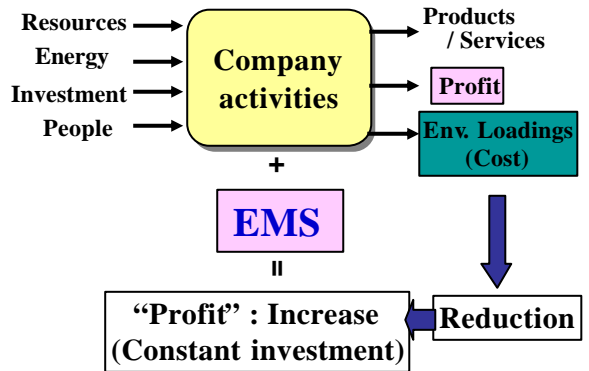
Zero Landfill and Recycling = Zero Waste Emissions =

Zero Waste Campaign started in 1985

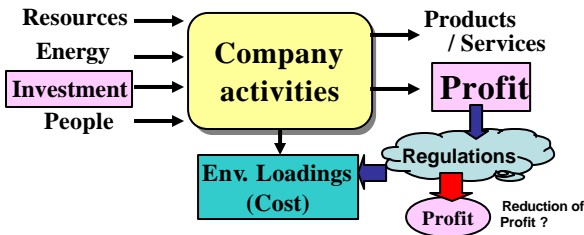
(As of end of March, 2000)



Significance of EMS



4. Is the Environmental Regulation is necessary ?



What's your idea to the Environmental Regulations ?
- For example "Carbon Tax" ?

If you were a president of a venture company, do you approve or oppose ?
- Approval means that you give higher priority to Environment protection than business.
- Opposition means vice versa.

How do you take a balance between Environment and your business ! ?

4. Is the Environmental Regulation is necessary ?

Let's think about the following issue ?

What's your idea to the Environmental Regulations ?

- For example "Carbon Tax" ?

If you were a president of a venture company do you approve or oppose ?

- Approval means that you give higher priority to Environment protection than business.

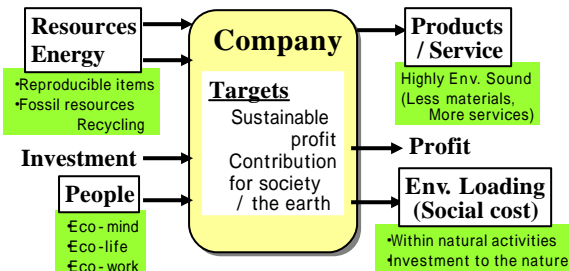
- Opposition means vice versa.

Check your opinion : Approval, Opposite]

(what's your reason ?)

How do you take a balance between Environment and your business ! ?

Env. Mng. Vision for sustainability in company



To compete Disclosure Contribution for society / the earth Techs. / know-how information for Env.

NEC Corporate as a good Corporate Citizen

As a good Corporate Citizen



Corporate Philosophy

NEC strives through "C&C" to help advance societies worldwide toward deepened mutual understanding and the fulfillment of human potential.

Established in 1990

NEC Group Charter of Corporate Behavior

(Established in 2004)

Attaining Customer Satisfaction

The NEC Group earns customer satisfaction and confidence by developing and offering beneficial and reliable products and services and by paying careful attention to safety.

Developing New Technologies

The NEC Group strives to develop creative technologies and works actively to break ground in new business areas for the future prosperity of society.

Conducting Fair Corporate Activities

The NEC Group promotes fair, transparent, and free competition between corporations and ensures that its relationships and dealings with government agencies and political bodies are of a normal and proper nature.

Disclosing Information

The NEC Group delivers accurate and sufficient corporate information in a timely, clear, and appropriate manner while enhancing the transparency of its corporate activities.

Preserving the Global Environment

The NEC Group reduces the impact on the global environment and contributes to building a sustainable society.

Maintaining Good Relations with the Community

The NEC Group respects the customs and cultures of all regions and manages its activities in a way that contributes to community development.

Conducting Thoughtful Corporate Citizenship Activities

The NEC Group fully recognizes that it is a key member of society and actively engages in philanthropy and other activities of social benefit as a good corporate citizen.

Protecting Human Rights

The NEC Group respects human rights in all its corporate activities, never accepting any discriminatory practices or child or forced labor.

Valuing Employees

The NEC Group respects each employee's individuality and creates work environments where all its employees can fully demonstrate their abilities and carry out their jobs with enthusiasm.

Protecting Intellectual Property and Personal Information

The NEC Group recognizes the value of intellectual property and personal information and properly manages them.

Environmental Charter

Environmental Principles

NEC will contribute to a sound environment and a livable society through technology that harmonizes with nature and production that is environmentally friendly.

Our vision is a world where our natural environment is preserved, enabling all people of the world to pursue their full potential.

Established in 1991

© NEC Corporation 2000

Environmental Charter

Action Plan

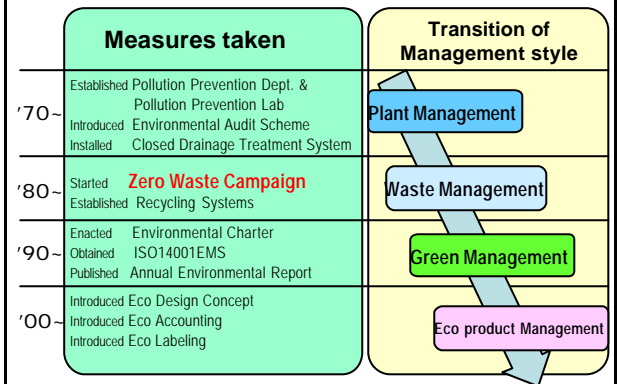
Preamble to the NEC statement for environmental action

NEC will make harmony with the environment one of its primary goals so that each individual within the company will act with this in mind. Respect and preservation of the environment is our priority.

- To produce energy and resource saving products, while giving careful thought to environmental and safety issues in development and planning.
- To encourage the development of environmental technology on all levels: production, sales, distribution, use and disposal of a product. To introduce materials, engineering and recycling methods that will minimize adverse effects on the environment.
- To respect and adhere to national and regional environmental regulations. To strive to strengthen and enforce even stricter environmental NEC standards.
- To contribute positively to society through an environmental management program with a global perspective, while educating and raising the environmental consciousness of all company members.
- To provide a structured administrative organization for environmental management, with executives in charge of different areas, delegate responsibilities, and be in the forefront of environmental matters at all times.
- To maintain and strengthen an independent environmental management, and implement improvement measures based on internal environmental company audits.
- To contribute to environmental protection, by continuously making public announcements on the latest NEC developments in environmental technologies and management methods.

Established in 1991 © NEC Corporation 2000

History of Environmental Activities at NEC





1. Promotion group-wide environmental management
2. Environmental soundness in all products and solution businesses
3. Thoroughgoing environmental impact reduction (Zero Emissions, etc.)
4. Fulfillment of Environmental communications
5. Increasing of all employees' environmental awareness



Home Work

What's your "Definition" of the Environmental Problems ?

"Democratic Politics" ? Lincoln's speech in Gettysburg

Politics **by** the people, **for** the people, **of** the people

"Environmental Problems" ?
→ Problems in the Environment
by the '()?'

for the '()?'

of the '()?'

Please, fill in '???' by using the best terms :
(Ex.) earth, society, people, nature, environment, and so on
What is your reason for your definition ?

Home Work

What's your "Definition" of the Environmental Problems ?

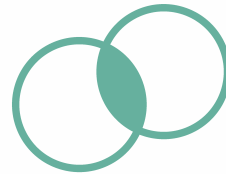
Please, fill in '???' by using the best terms :
(Ex.) earth, society, people, nature, environment, and so on

"Environmental Problems" ?
→ Problems in the Environment
by the '()?'

for the '()?'

of the '()?'

What is your reason for your definition ?



IT、で、エコ
その変わるところにNECのソリューション

For more information about NEC Environmental activities, you can access the following Web site;

URL - <http://www.nec.co.jp/eco/ja/>