

Environmental Policy of Private Company

June 13, 2006
NEC
Env. Mng. Division
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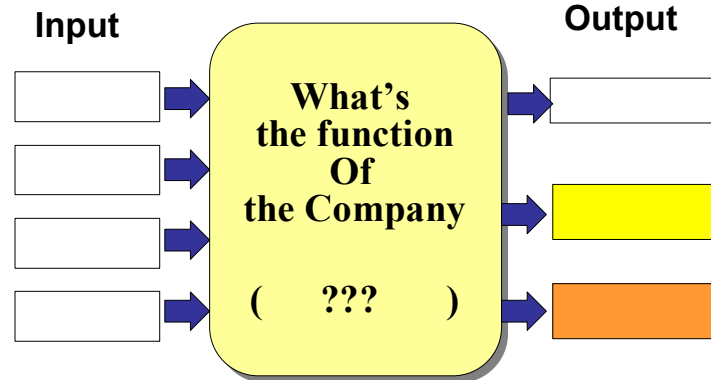
The Points of this Lecture !

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 ???
4. What is “the sustainability”
for the private company ?
5. The next discussion - Debating

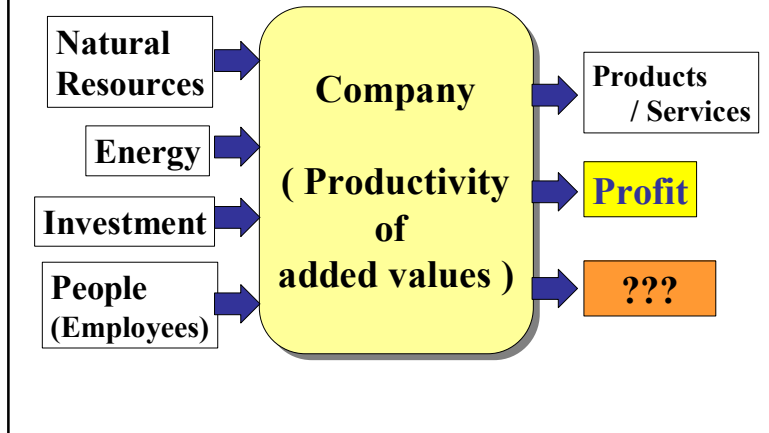
1. What's the private company ?

What's your Answer?

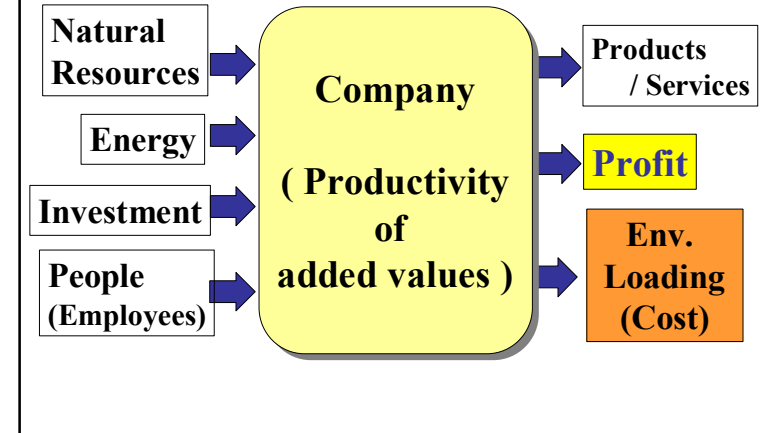
What is “Company” ?



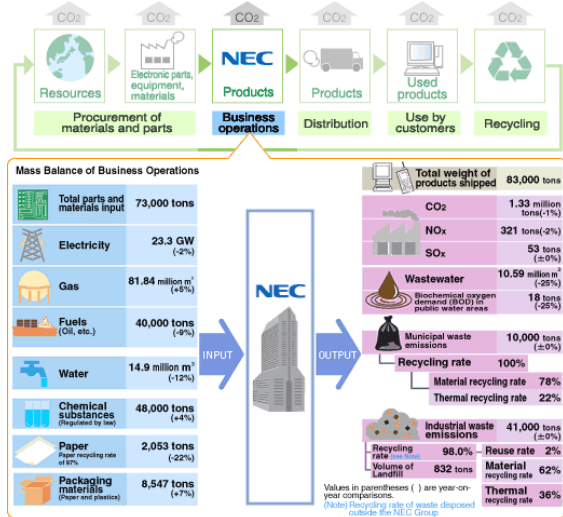
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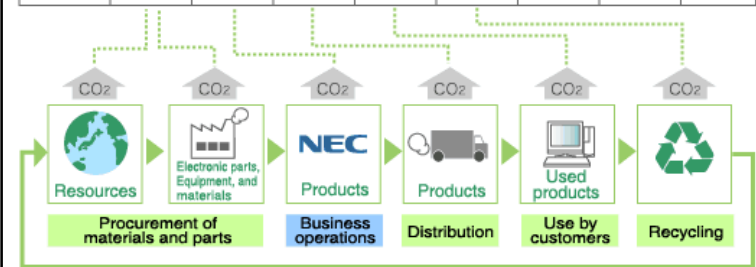


Mass Balance of NEC's Activities



Assessment of CO2 Emissions in All Phrases of Life Cycle Related to NEC's Business Operations

	Procurement of Materials and Parts (Thousand Tons of CO ₂)	Business Operations (Thousand Tons of CO ₂)	Distribution (Thousand Tons of CO ₂) (See Note)	Use by Customers (Thousand Tons of CO ₂)	Recycling (Thousand Tons of CO ₂)	Total (Thousand Tons of CO ₂)	Sales (Thousand Tons of CO ₂)	CO ₂ Emissions Unit Consumption (Tons/Million Yen)
FY2004	6,010	1,340	3	3,150	-10	10,520	4.9	2.14
FY2005	6,000	1,330	24	3,120	-10	10,460	4.85	2.16



★Short Break 1

Physical sense of the amount of “money”

◇ 1, 2, 3, ... :

If you count a number per one second,

→ How long (time) for counting 100 mil.

??? Unit ?

◇ Japanese GDP recently ? ??? Tril. Yen

If you stack 10 thousand bills for GDP,

the total bills' height is ??? Unit ?

★Short Break 1-Ans.

Physical sense of the amount of “money”

◇ 1, 2, 3, ... :

If you count a number per one second,

→ How long (time) for counting 100 mil.

3 Years

◇ Japanese GDP recently ? 500 Tril. Yen

If you stack 10 thousand bills for GDP,

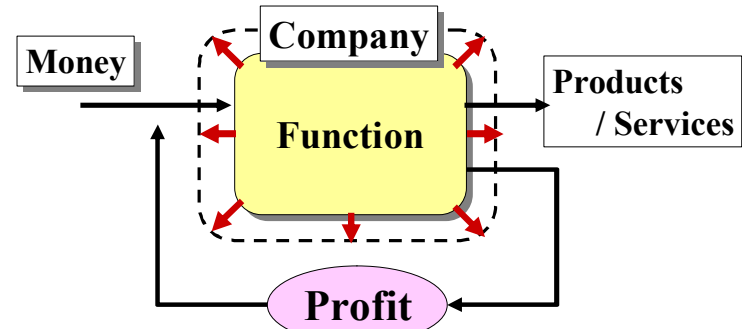
the total bills' height is 5000 km

**What's
the private company ?**

One concept for “company” !

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

What is “Company” ?

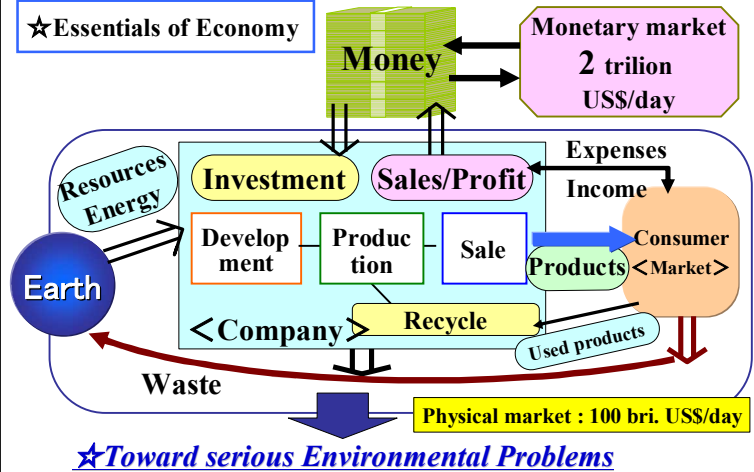


★A company is a “Growing organization”,
which makes “Profit” and absorbs it as nourishment
by circulating “Money” in society like “blood” in body.

2. What's the Environmental Problems ?

What's your Answer?

Review of the modern economic system



★Short Break 2

Resources Consumption

◆ How much food do you have a year in Japan?

○ Food self-sufficiency of Japan ? ◎ Waste of meal a day ?

?? %

○ Volume of food a person a year ?

?? tons



??
dishes

◆ Usable water ?

Total water on the surface
100 %

Fresh water

?? %

What ?
1 / ?

Usable fresh water :
about ?? % of total water
Over ?? % : unusable

★Short Break 2-Ans.

Resources Consumption

◆ How much food do you have a year in Japan?

○ Food self-sufficiency of Japan ? ◎ Waste of meal a day ?

30 %

○ Volume of food a person a year ?

1.0 ~ 1.5 tons



20 mil.
dishes

◆ Usable water ?

Total water on the surface
100 %

Fresh water

2.5 %

1 / 3

Usable fresh water :
about 0.8 % of total water
Over 99% : unusable

★Short Break 3

Definition of the “Env. Prbs.”

◆ “Democratic Politics” ?

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

※Lincoln’s speech
in Gettysburg

★ “Environmental Problems” ?

→ Problems in the Environment

by the ‘???’
for the ‘???’
of the ‘???’

◎ Please, fill in ‘???’ by using the best terms :

(Ex.) earth, society, people, Gaia, nature,
environment, ecology, and so on

★Short Break 3-Ans.

Definition of the “Env. Prbs.”

◆ “Democratic Politics” ?

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

※Lincoln’s speech
in Gettysburg

★ “Environmental Problems” ?

→ Problems in the Environment

by the ‘People’
for the ‘People’
of the ‘People’

◎ “Environmental Problems” are

human’s subjects in relation

between any human activity and the environment

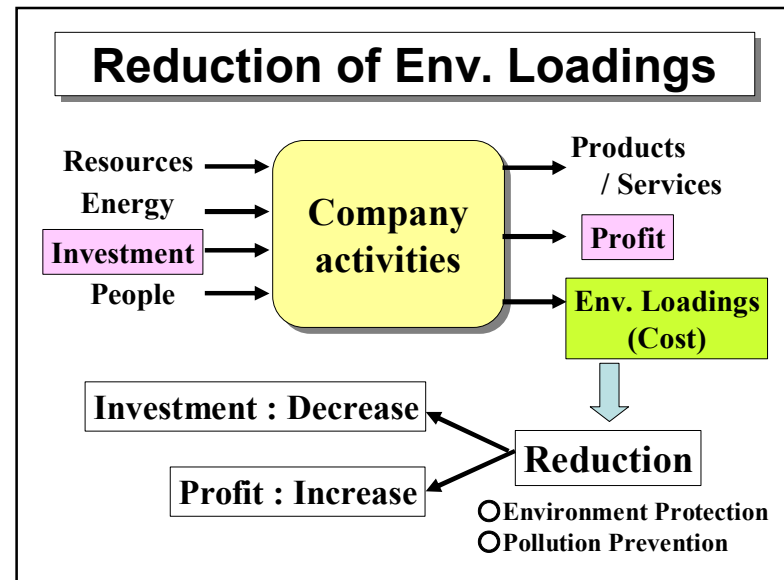
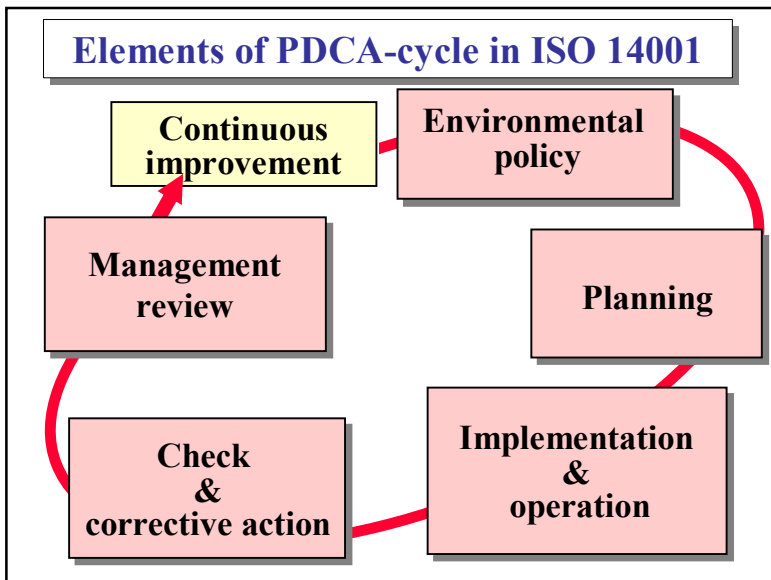
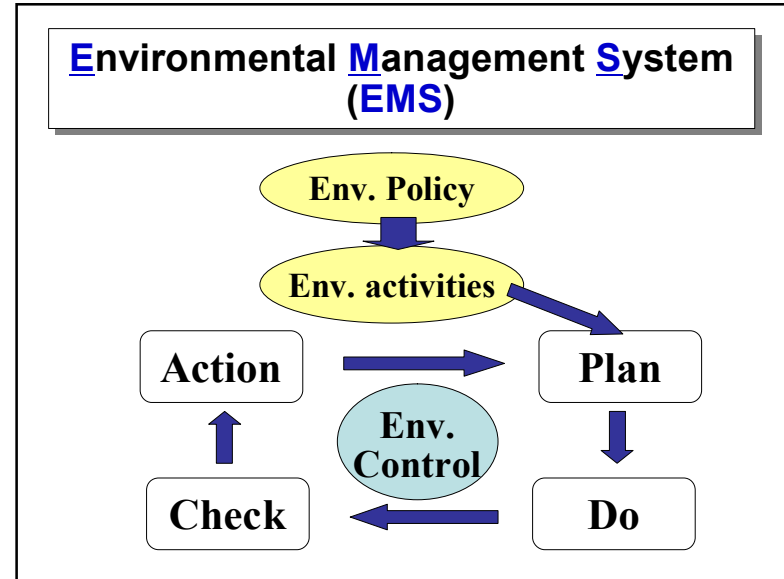
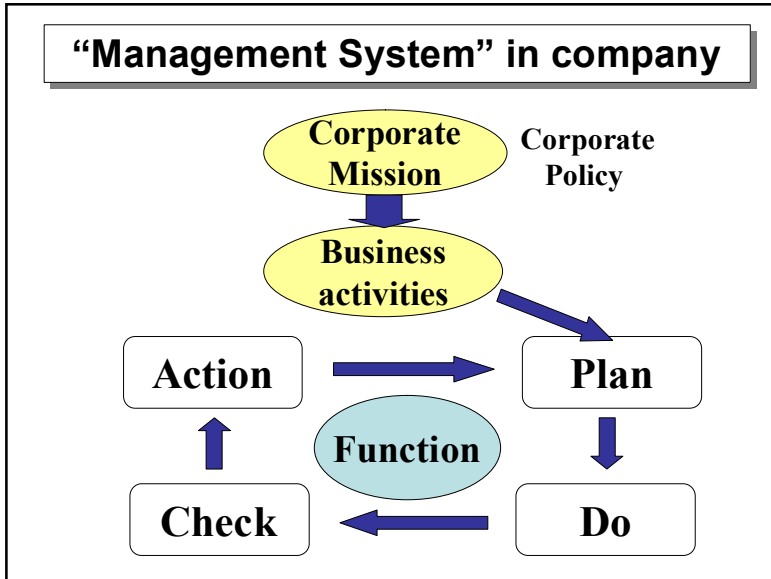
What’s the Environmental Problems ?

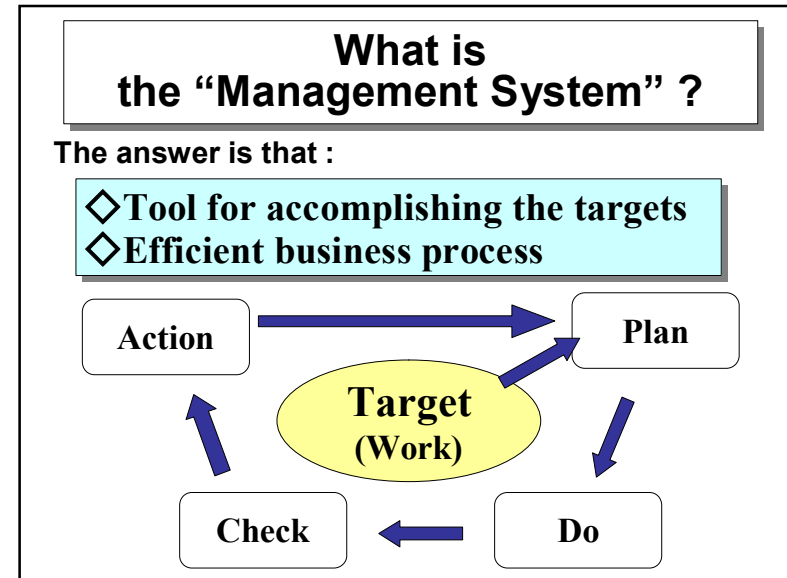
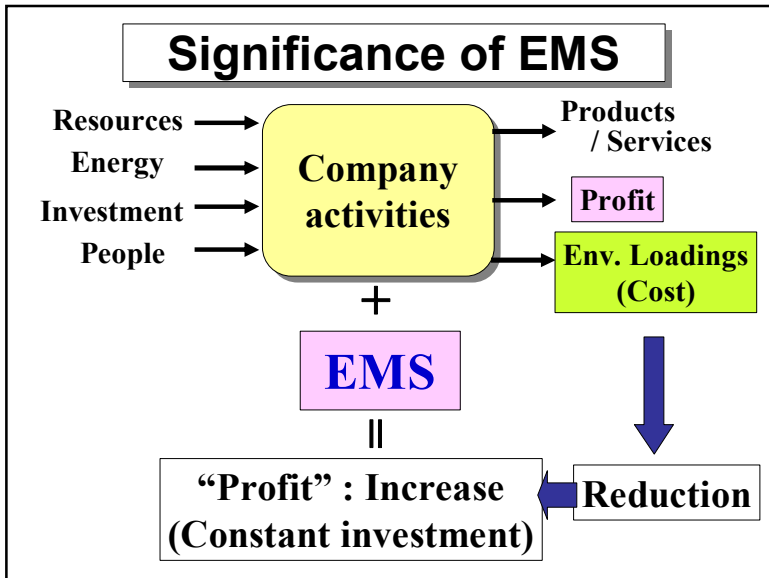
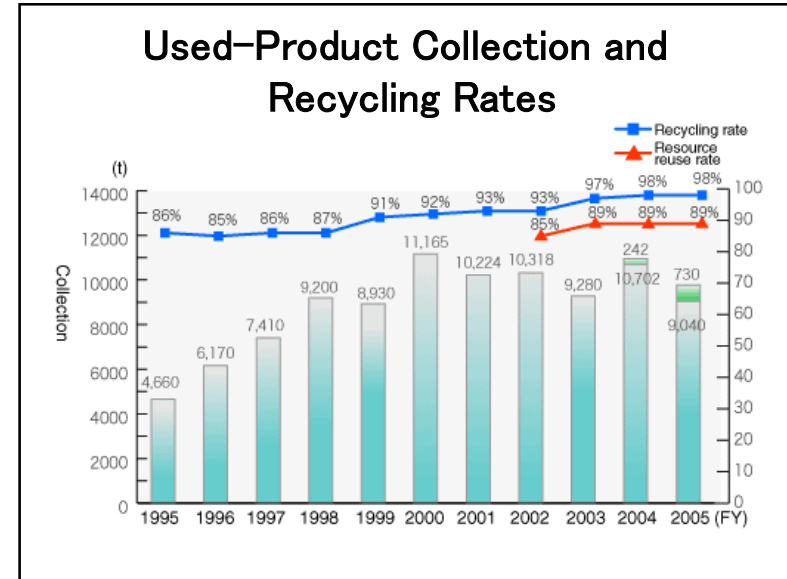
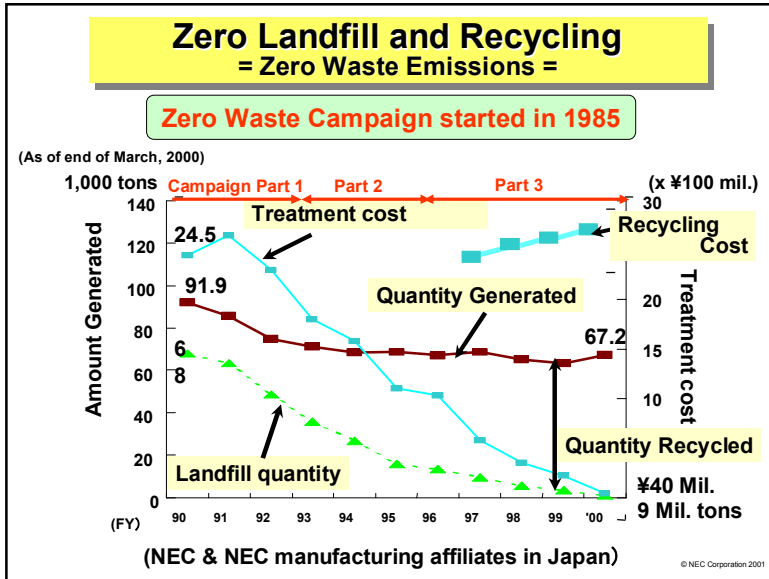
The Answer is that :

The Environmental Problems
is **the opposite side** of
The Economic activities !

3. What’s the Management System ?

What’s your Answer?



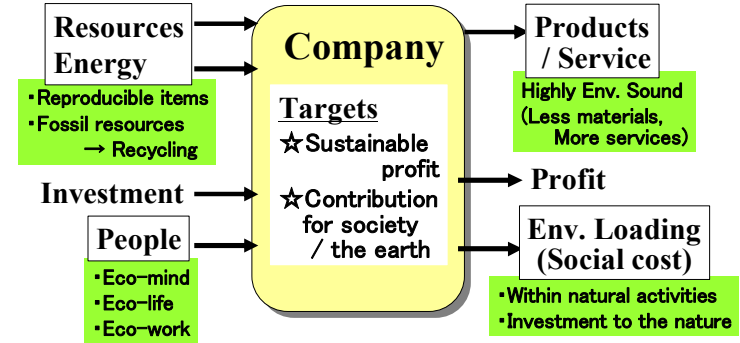


4. What is "the sustainability" for the private company ?



- ★Please create and propose your policy for the corporate sustainability !
 In making the policy, take account of the following elements.
- (1) What is the corporate sustainability. (the definition of corporate sustainability)
 - (2) What is your company's Vision. (the corporate mission in the society)
 - (3) How do you manage or control
 - 1) Resources and Energy usage
 - 2) Products/Services development
 - 3) Investment-Profit balance
 - 4) Environmental Loadings
- (1) and (2) should be described in the policy key sentence, and the elements of (3) could be dealt with in the concrete contents of the policy.

4. What is "the sustainability" for the private company ?



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

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

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

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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.

1. To produce energy and resource saving products, while giving careful thought to environmental and safety issues in development and planning.
2. 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.
3. To respect and adhere to national and regional environmental regulations. To strive to strengthen and enforce even stricter environmental NEC standards.
4. 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.
5. 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.
6. To maintain and strengthen an independent environmental management, and implement improvement measures based on internal environmental company audits.
7. 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 2003

Basic Policy for FY2005 Mid-term Environmental Plan

Realization of "Ecology through IT" with a unified effort by 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

IT、で、エコ
ENVIRONMENTAL PLAN

5. The next discussion - Debating -

★Let's think about the following issue ?

◎What's your idea on the following Environmental Regulations ?

(1) Carbon Tax, (2) Recycling the used products

Step1: Select your option: theme (1) or (2)

Step2: Check your opinion : Approval , Opposite

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

Step3: How are you conducting the logics for your choice ?

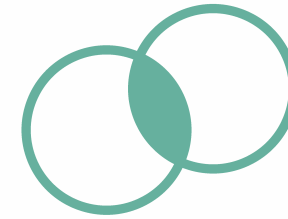
Please try to follow the processes below for your reference.

- ① The clarification for the reason of your opinion
- ② Collection information or data supporting your opinion
taking account for the following key-words:
-technology, -cost, -environmental resources or loadings,
- management resources (people, capital, resources), etc.
- ③ Also, Collection information or data supporting your opposite opinion
- ④ Speculating on the opposite side logics
- ⑤ Establishment of your conclusion

5. The next discussion - Debating -

©How do you think about the balance between Environment and your business !?
I'll do support or opposite ((1) carbon tax, (2) Recycling products) !

Because ...



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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/>