

Environmental Policy of Private Company

December 14, 2009
NEC Corp.
Env. Mng. Division
Ryosuke UGO



Structure of the Lecture !

- ◇ Dec. 14 (Mon.)
 - Part 1 Information input for Environmental management activities – NEC’s activities
 - Part 2 - Exercise : Practice for CO2 reduction estimation of IT solutions
 - Short preparation for the next lecture
- ◇ Dec. 21 (Mon.)
 - Part 1 Debating of Team 1 & 2
 - Part 2 Debating of Team 3 and Closing discussion on the sustainability for private companies



The Points of my Lecture !

1. How should the IT manufacturer work on Global warming ?
2. How much can IT contribute to the CO2 reduction ?
3. Discussion – Debating
 - Are the following system and the mechanism for effective for the CO2 reduction?
 - Carbon Tax, - Carbon Offset, - Carbon trading system,
 - Carbon , - CCS, - Biomass, etc.



NEC’s Environmental Strategy “Ecology through IT”

~ NEC’s Environmental Vision 2010 ~

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Input information contents

1. NEC Corporate Profile
2. NEC Environmental Management Vision
3. Environmental Management activities
 - (1) Continuous reduction of environmental loading
 - (2) Eco-Products development
 - (3) Eco-Solutions & Service
4. The NEC Way ~ NEC's environmental policy

NEC Corporate Profile



Profile

Company Name: NEC Corporation
Address: 7-1, Shiba 5-chome, Minato-ku, Tokyo, Japan

Established: July 17, 1899

President: Kaoru Yano

Capital: 337.9 billion yen - As of Mar. 31, 2009 -

Consolidated Net Sales: 4,617.2 billion yen

- Fiscal year ended Mar. 31, 2008 -

4,215.6 billion yen

- Fiscal year ended Mar. 31, 2009 -

1,653.7 billion yen

- Six months ended Sep. 30, 2009 -

Operations of NEC Group: IT Service, IT Products, Network Systems, Social Infrastructure, Personal Solutions, Electron Devices

Employees: NEC Corporation

23,446 - As of Mar. 31, 2009 -

NEC Corporation and Consolidated Subsidiaries

143,327 - As of Mar. 31, 2009 -

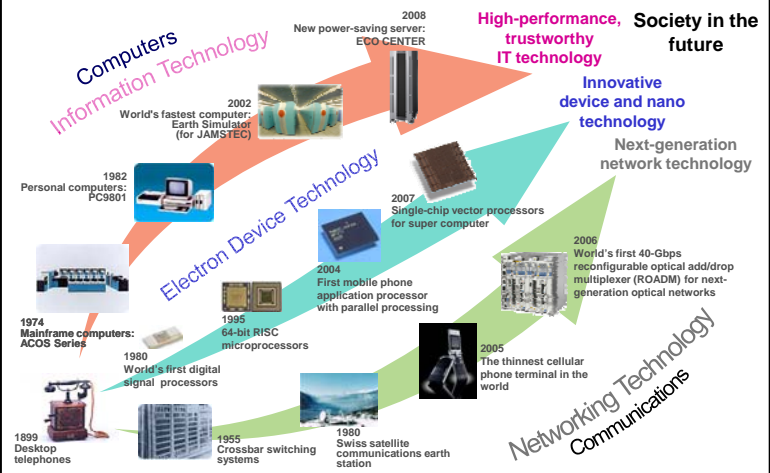
Consolidated Subsidiaries: 319 (Japan:119, Oversea:200) - As of Sep. 30, 2009 -



Kaoru Yano

Financial results are based on accounting principles generally accepted in Japan.

A History of C&C Innovation



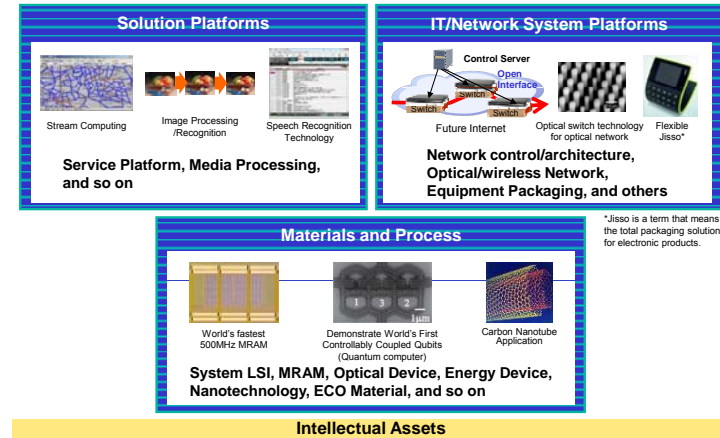
Business Domains and Their Chief Products and Services



Products and services aimed at the Japanese domestic market are included.

Research Developments Aimed at an Information Society friendly to Human and the earth

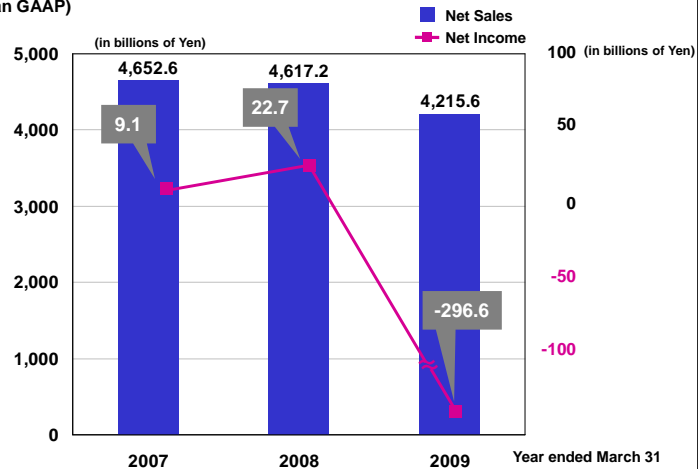
Creation of New Business, Basic Research to Create Future Business, Reinforcement of Intellectual Assets



*Jisso is a term that means the total packaging solution for electronic products.

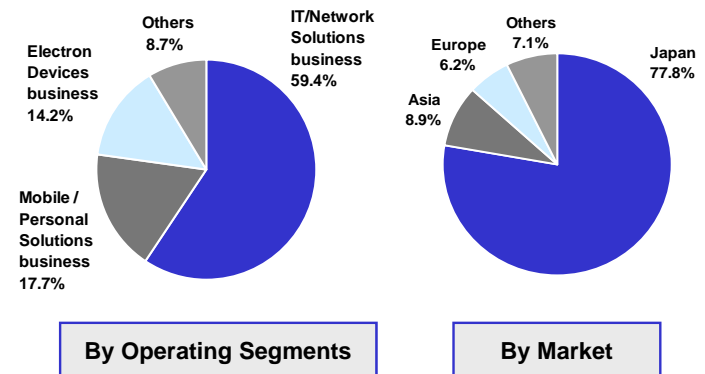
Net Sales and Net Income (NEC Corporation and Consolidated Subsidiaries)

(Japan GAAP)



Proportion of Sales

[Fiscal year ended March 31, 2009; ¥4,215.6 billion]



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NEC Environmental Management Vision

Approach to Corporate Social Responsibility

Sustainable Development of Society and the NEC Group Through The NEC Way

Global Environment

Stakeholders: Customers/Shareholders and Other Investors/Business Partners/ Local Communities/Employees.....

An information society friendly to humans and the earth

Build trust through communication

Provide active disclosure and feedback

Daily work

NEC Group Core Values (Values and guiding principles)

Fiscal year management strategy

Mid-term growth plan

NEC Group Vision 2017

NEC Group Code of Conduct (Corporate ethics and compliance)

NEC Group Corporate Philosophy
NEC Group Charter of Corporate Behavior

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Address Climate Change and Environmental Protection 1

Reduce net CO2 emissions to zero in FY2011

Balance

CO2 emissions due to the use of NEC products by customers: 570,000 tons

CO2 emissions due to production and other NEC's activities: 1,630,000 tons

IT solutions: 2,200,000 tons

Reduction in CO2 emissions of customers and society through NEC's IT solutions

Fiscal Year 2011

- Reduce direct CO2 emissions in production and other activities
- Promote energy-efficient IT equipment for our customers to reduce CO2 emissions
- Reduce CO2 emissions of customers and society through NEC's IT solutions

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Trend of NEC's Environment Management Activities

Expansion of Environmental Activities

1970s

- ◆ EMD established in 1970
- ◆ Environmental audit introduced

1980s

- ◆ Zero waste activities started
- ◆ Recycling system made
- ◆ Environmental month established

1990s

- ◆ To establish an effective system
 - ◆ Environmental charter issued in 1991
 - ◆ ISO 14001 introduced
 - ◆ Environmental report published

2000s

- ◆ To improve all employees' env. awareness
 - ◆ ESP* development
 - ◆ 3R** system established
 - ◆ IT and the environment
 - ◆ Improvement in management efficiency

Management with the Environment in Mind

Environmental Management

Environmental Preservation

Pollution Prevention

ESP*: Environmentally Sound Products
3R**: Reduce, Reuse, Recycle

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History of NEC Environmental Activities

	NEC Efforts	Historical Events
1970	-Pollution Prevention and Environmental Management Div. established (1970) -Environmental management began (1972) (Corporate Environmental Guidelines, Corporate Environmental Committee, Environmental Audits, Environmental R&D)	-Pollution Problems in Japan (1950s - 1960s) -Environmental Agency established (1971) -Declaration of UN Conference on the Human Environment (1972)
1980	-Zero Waste Campaign started (1985)	-Montreal Protocol on Substances That Deplete the Ozone Layer adopted (1987)
1990	-NEC Environmental Charter enacted (1991) -ODS eliminated (1993) -NEC Eco Action Plan 21 released (1993) -Product Assessment Guidelines issued (1994) -ISO14001 obtained (1995) -Environmental Reports issued (1995) -Eco Symbol (NEC's eco label) introduced (1998) -Lead-free PC launched (1999)	-Energy Star Program started in US (1993) -Basic Environmental Law established in Japan (1993) -ISO14001 went into force (1996) -COP3 held in Kyoto (1997)
2000	-designated as wide-area recycler (2001) -Zero emissions achieved in NEC Group (2002) -"NEC Environmental Management Vision 2010" released (2003) -Bio Plastic Mobile Phone launched (2006) -"REAL IT COOL PROJECT" started (2007)	-Home Appliance Recycling Law enacted (2001) -PC Recycling Law went into force (2003) -Kyoto Protocol entered into force (2005)

Environment Management Envisioned by NEC

Concept of NEC's Environment Management

NEC
Sustainable company management

As part our business:

- Minimize environmental impact and environmental risks
- Improve resource efficiency
- Develop environmentally-conscious human resources

Solutions

- Products
- Software/services

Customers and society

- Reduction of environmental impact
- Enhancement of resource efficiency

• Contribute to a sustainable society
• Increase of corporate value

Environmental Loading from NEC's Business activity

Procurement of materials, parts → **NEC** Production → Products/Services → Use at customers

CO₂ of Use stage is about 3-times of production

— CO₂ emission (estimation) —

2008 FY	1,240 k tons	670 k tons	1,910 k tons (Total)
---------	--------------	------------	----------------------

Progress toward NEC Environmental Management Vision 2010

Category	FY 2008	FY 2010 (Goal)
Left Pan	0.67 million tons	0.57 million tons
Right Pan	1.89 million tons	2.20 million tons
Total	1.65 million tons	1.63 million tons

Measures toward achieving the goal will be thoroughly implemented across the entire NEC Group

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NEC Environmental Management Activities

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Continuous reduction of environmental loading

Reduction of CO2 emissions arising from production and office operations

Production innovation activities

Facility replacement for better energy-saving facilities

Increase transport efficiency

Thorough energy saving practices

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Efforts toward NEC Environmental Management Vision 2010 Production and Office Operations

1.65 million tons (2008) → 1.63 million tons (2010)

Reduction of CO2 emissions through efforts in NEC's production and office operations

Reduction of 20,000 tons

- Reduction of energy-derived CO2 emissions**
 - Productivity improvement through production innovation (H/W, S/W)
 - Systematic introduction of high efficiency energy saving facilities
 - Energy conservation at data centers
 - Energy conservation in office departments
- Reduction of greenhouse gas emissions other than CO2 (semiconductor and LCD sectors)**
 - Research and introduction of alternatives to PFC, HFC and other greenhouse gases
 - Introduction of devices to remove greenhouse pollutants
- Reduction of CO2 emissions arising from distribution processes**
 - Reduction in the frequency of air transport and in the use of special or extra flights
 - Promotion of modal shift

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Use of IT in "Production Operations"

A case of successful CO₂ reduction during the production of personal computers

- Production innovation activities have been implemented since 1997.
- BTO production / cell production / Toyota Production System + introduction of advanced IT

Introduction of RFID: Eliminated a substantial amount of work such as scanning of bar-codes, (from October, 2004) which was previously performed as much as 100,000 times each day

Before introduction of RFID



Workers scan bar codes printed on paper-based manufacturing instructions



RFID card



Manufacturing instructions are displayed on a screen by simply placing a RFID card near the antenna

In addition to over 10% improvement in productivity as well as enhanced product quality, **5,300 tons reduction** in annual CO₂ emissions was achieved in FY 2006 through overall production innovation activities, compared to the FY 2002 level.



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Reducing CO₂ Emissions in Plants

Mandatory energy conservation measures in NEC Group

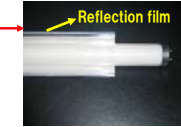
Item Classification	Number of items
A Common items	5
B Items related to combustion facilities such as boilers	22
C Air conditioning facilities	30
D Dedicated power generation facilities and cogeneration facilities	2
E Power substation and distribution facilities	8
F Pumps	6
G Fans and blowers	6
H Compressors	16
I Electric furnaces and aging devices	5
J Lighting facilities	8
K Lifts	2
L Hot water supply facilities	1
M Office equipment (personal computers, printers, etc.)	1
Total	112

Example: Introduction of a gas heat pump air conditioning system (Nagano)

- Heat pumps driven with a LPG-fueled gas engine
- Energy savings of 90% compared to an electric air conditioning system with equivalent performance
- CO₂ reduction effect: **73.4 tons/year**

Example: Application of reflection films for increased illumination; reduction in the number of light bulbs used (Fukushima)

- Reflection films are applied to the fluorescent lights along the production lines (illumination 20 W → equivalent of 40 W)
- Applied to 40 W fluorescent light bulbs on all floors (8,000 bulbs)
- increased illumination allowed the removal of 400 light bulbs
- CO₂ reduction effect: **51 tons/year**



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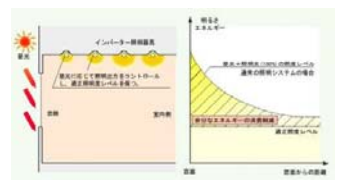
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Reducing CO₂ Emissions in Offices

Energy conservation measures in office buildings "Energy Conservation Report Card"

Item Classification	Number of items
A Air conditioning load (buildings and equipment)	8
B Heat source facilities (turbo, gas absorption, DHC, etc.)	5
C Pumps	3
D Air conditioning device (air blower)	3
E Air conditioning facilities	5
F Ventilation facilities	2
G Cold and hot water supply facilities	3
H Electrical systems	8
I Building-related, and other	5
Total	42

Example: Introduction of a daylight responsive lighting control system (Tamagawa Renaissance City)



Example: Switching of lighting fixture ballasts to a more energy efficient model



Reduce CO₂ emissions from offices by up to **14% (10,000 tons)** by FY 2011



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Forestation Operations in Australia

- NEC Forest -

As an effort to absorb CO₂ through trees



planting operations (2002)

Growth to 10m in 3.5 years (2006)

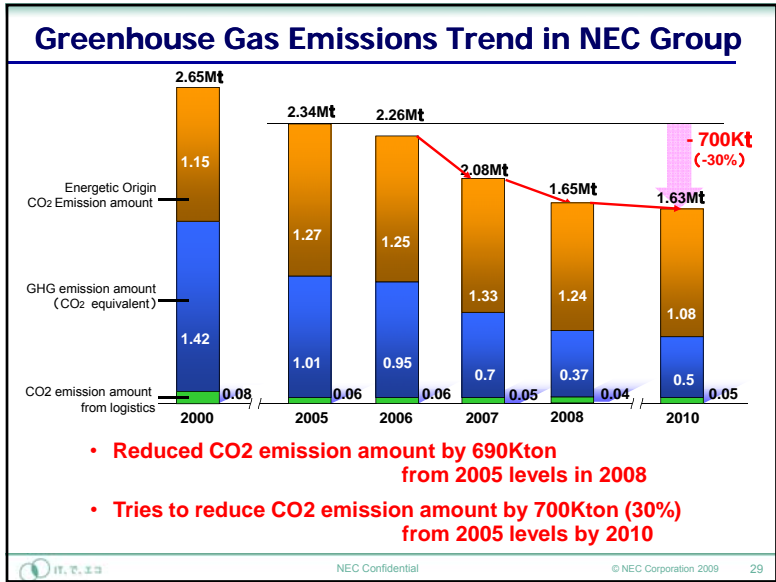
© Summary of NEC Forest

- **Period of Plantation** : from 2002 to 2011 more 10 years Growth
- **Place** : on Kangaroo Island, in South Australia
- **Total surface area** : 30 million m² (equivalent to some 2,300 times of the Tokyo Dome)
- **Absorption of CO₂** : 1 million tons of CO₂ in the 20 years



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Eco-Products Development

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Balance

Efforts toward NEC Environmental Management Vision 2010 Energy Conservation in Products

670,000 tons (2008) → 570,000 tons (2010)
Reduction of CO2 emissions in the use stage through energy efficient products
Reduction of 100,000 tons

① Reduction of power consumption of products and IT & network infrastructures

- Improvement of product performances, e.g. transmission speed and information processing capabilities
- Development of high-efficiency devices
- Development of energy saving control software
 - Enhancement of environmental technology development
 - Creation of environmental "top-runner" products

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Environmental Awareness in All Business Processes

Waste reduction (reduction in costs and environmental impact)

- Development & design:**
 - Establishment of targets: Eco Product standards, Eco Symbol standards
 - Development assessment: LCA
 - Environmental engineering development
- Material procurement:**
 - Parts selection: Green purchasing
- Production:**
 - Energy saving
 - No waste
 - Reduction in chemical substances
 - Production innovation
- Sales & logistics:**
 - Eco Symbol for product environmental information disclosure
 - Reduction in packaging and using alternatives
 - Improvement of transport efficiency
- Use by customers:**
 - Energy saving of equipment
 - Maintenance
- Collection & separation:**
 - Establishment of 3R system
 - Provision of recycling information

Utilization of IT (information technology)
All employees to become eco-oriented (Eco-oriented mindset, work, and lifestyle)

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NEC's Standards for Eco Products

Eco Products

- Satisfy the 29 Eco-Product Standards
- ✓ **Global warming prevention:** Energy-saving design, etc.
- ✓ **Resource recycling:** 3Rs, easy assembly, longer use, etc.
- ✓ **Making products green:** Avoidance of hazardous substances, RoHS compliance, etc.
- ✓ **Environmental management systems:** ISO certification at the manufacturing sites
- ✓ **Manufacturing process**
- Implement product assessments
- Secure transparency in product environmental information

Server: Express 5800

Super computer: SX-8

Top-level products

#ISO14021 Type 2: Self-Declared Environmental Claims

Eco-Symbol* Products

7,915 products in 91 product categories (as of March 2009)

- Satisfy the 13 Eco-Symbol Requirements
- ◆ Calculate **CO₂ emissions** for all product-lifecycle processes
- ◆ Adopt **eco plastics, ex. recycled plastics, bio-plastics**
- ◆ Introduce **proactive environmental technologies** for products
- ◆ Be **environmentally superior** to conventional products and competitors' products, etc.

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Market-Leading Eco Products

- Monitors with Carbon Meter -

MultiSync Series (EA241WM) :
CO2 reduction: **66% less**
= ca 30kg/year,
= JP¥1,700/year

ECO MODE

BRIGHTNESS
CONTRAST
AUTO CONTRAST
ECO MODE ON
DIV. MODE

Carbon Meter

VIDEO INPUT

THE
ECO MODE ON
THANK YOU FOR SAVING THE ENVIRONMENT

Indicate CO2 reduction amount by ECO MODE

- ECO CENTER, Energy-Saving Server -

Electric power: 55% less
Space: 50% less
Weight: 58% less

2 meters tall and 540 kg with a 128-processor & 512-core capabilities

For Better Airflow
Optimizes the parts' locations

- highly efficient batteries
- power-saving technologies

Bundles the cables

- Power-saving CPU
- Power-saving chipsets
- Power-saving memory

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Examples of Energy-Saving Design

<http://www.nec.co.jp/eco/en/business/development/conserve/index.html>

Product Series	Energy Reduction Rate	Energy-saving measures
Personal Computer: Mate Type MF	53% ↓	Application of the ECO MODE
Server: Express5800 Series ECO CENTER	54% ↓	A power-saving quad-core CPU and components High power-conversion efficiency of 89%
Grid Storage for enterprise: iStorage HS8-20	63% ↓	Application of Massive Array of Inactive Disks (MAID) Technologies
Broadband Router: WR8150N	87% ↓	Application of the ECO MODE High power-conversion efficiency A power-saving devices
Access Router: UNIVERGE IX2025	53% ↓	Shutdown setting function installed in each port Use of power-saving components High-efficiency power supply (switching mode)
Super Compact Microwave Communication System Unit PASOLINK NEO High Performance	92% ↓	Optimization of the heat release structure Performance improvements in high integration and high speed

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“REAL IT COOL PROJECT”

A series of programs and activities for the development and provision of technologies, products, and services that **reduce the power consumption of customers' IT platforms**

Launched in Nov. 2007

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Development of Advanced Bio-Plastic Technologies

- Utilize bio plastics to maintain high biomass content and product safety.**
 - Poly(lactic acid) (PLA) resin → **PLA with kenaf fiber added** (Bio-plastic mobile phones, March 2008)
 - To prevent depletion of oil as well as global warming
 - Double the heat resistance & impact resistance.
 - Biomass content: 90%** (#1 in the world)
 - Flame-retardant PLA** (Metal hydroxide added)
 - To be utilized for PCs
- Create new functions to improve a product's added value.**
 - Shape-memory PLA** (Wearable products)
 - Having shape memory and recyclable
 - Heat-conductive PLA** (Heat-releasing with cross-linked carbon fibers in resin)
 - Good for thin and small products

Future

Use uneatable biomass.

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Development of Li-Ion Battery for Electric Vehicles

Automotive Energy Supply Corp. (AESC)
a JV of NEC and Nissan for the mass production of Li-ion batteries

- Use manganese for lithium-ion batteries instead of cobalt or nickel.
- Reduce CO₂ emissions by 70%** (compared with those for a Kei car) to achieve a 2,817 t-CO₂/year reduction when introducing 3,000 e-vehicles.
- Emit zero pollutants** (NOx & SOx).

Model: R1e

Global Warming Prevention Activities in 2006
Award of State Minister for the Environment

In 2006
NEC Environmental Award

AESC plans to manufacture 100,000 Li-ion batteries in 2010.

R1e: 10 km/kWh = 0.410 kg of CO₂/kWh
Kei car: 17.7 km/L = 2.32 kg of CO₂/L

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Visualizing Environmental Problems

Helping Bring Better Insight to the Mechanism of Global Warming

Dalchi:
An advanced land-observing satellite

宇宙の目として3つのセンサで森林伐採などの変化を把握

Effects of logging along the Amazon, as seen via Dalchi

・ **Monitor the current earth.**

Earth Simulator

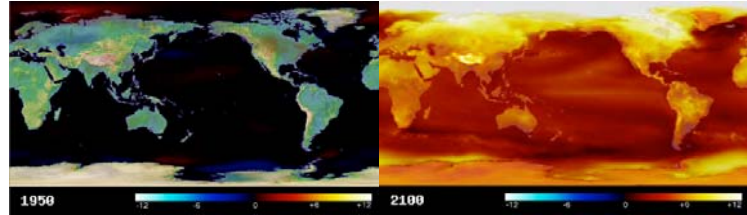
地球温暖化など地球規模の現象を解明・予測

・ **Predict the future earth.**

By monitoring environmental changes to forests, landforms, and sea temperatures, NEC's products contribute to making people aware of global environmental changes, which leads them to take action.

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Global Warming Forecast by Earth Simulator



In 1950
average temperature
13.8°C

In 2100
average temperature
17.0°C~21.0°C

Source :
Center for Climate System Research, University of Tokyo,
National Institute for Environmental Study,
Frontier Research Center for Global Change,
Research Revolution 2002



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Mid-Term Targets and Results for Eco Products in 2008

2008: April 1 of 2008 – March 31 of 2009

Indicator	Items	Mid-Term Targets		2008 Targets	Results in 2008
		Targets	Target Year		
Environmentally Sound Products	1 Reducing CO2 emissions at product use (based on performance) •CO2 emissions reduction rate	50% or more (2005 reference year)	2010	30 %	45 %
Top Runner Eco Products	2 Developing of top runner environmental products	7 products	2010	3 products	3 products
Environmentally-sound Products	3 Making all new products Eco-symbol products •Ratio of products with Eco-symbol) (Includes new products from 2007)	100%	2008	100 %	99 %
Resource Recycling	4 Greater use of Eco-plastics for external device container plastic •Eco-plastic usage	72%	2010	7.5%	7.5 %
	5 Promoting use in bio-plastic products Bio-plastic [PLA materials] (usage)	More than 10%	2010	-	-

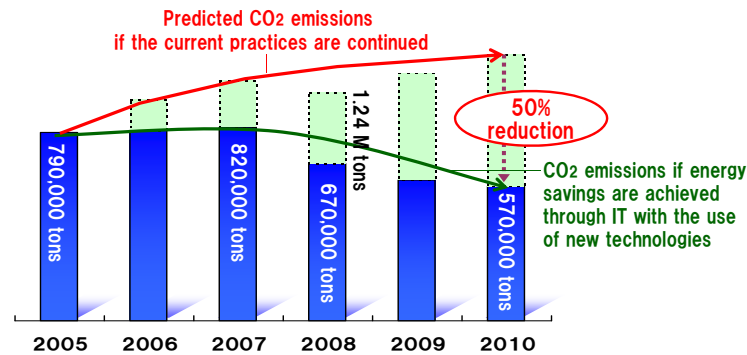
Mid Term Targets for Eco Solutions, Eco Plants and Offices, and Eco Communications.



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50% Energy Savings from 2005 by 2010

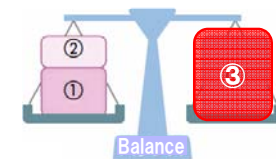


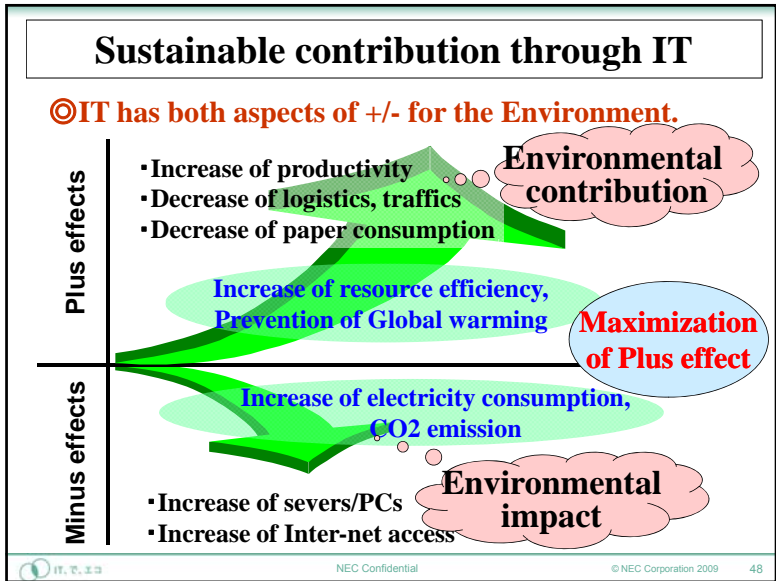
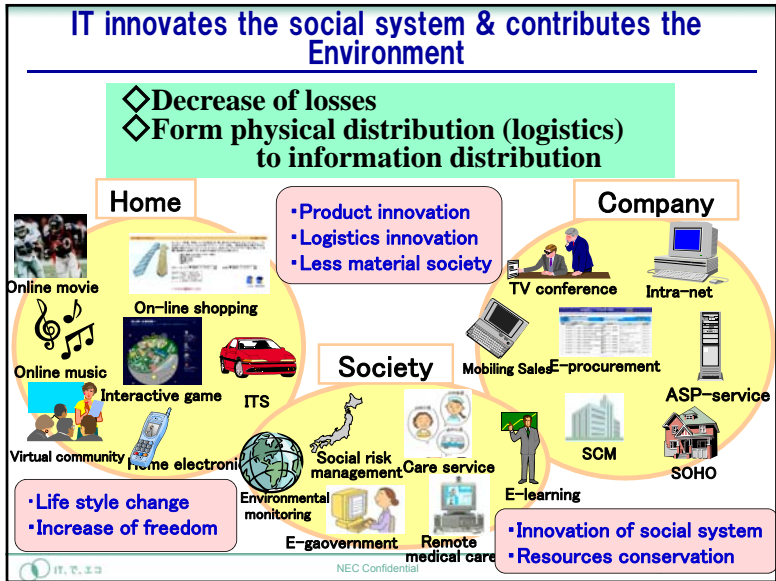
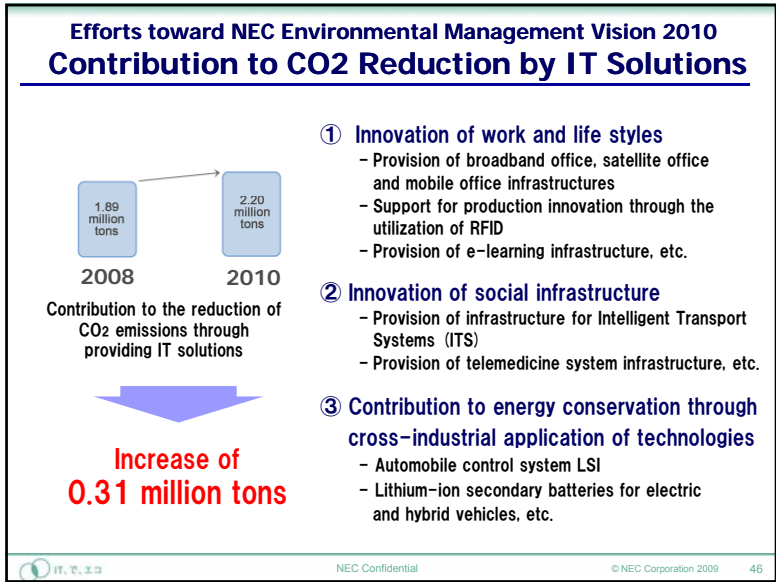
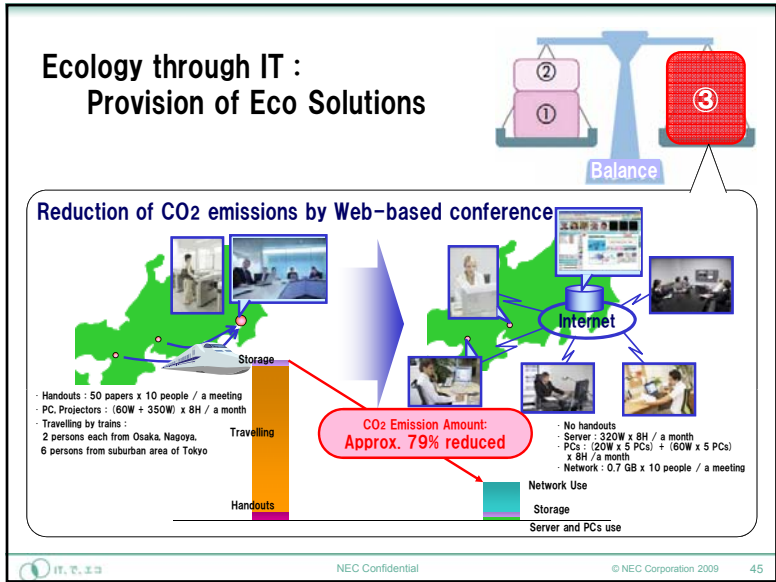
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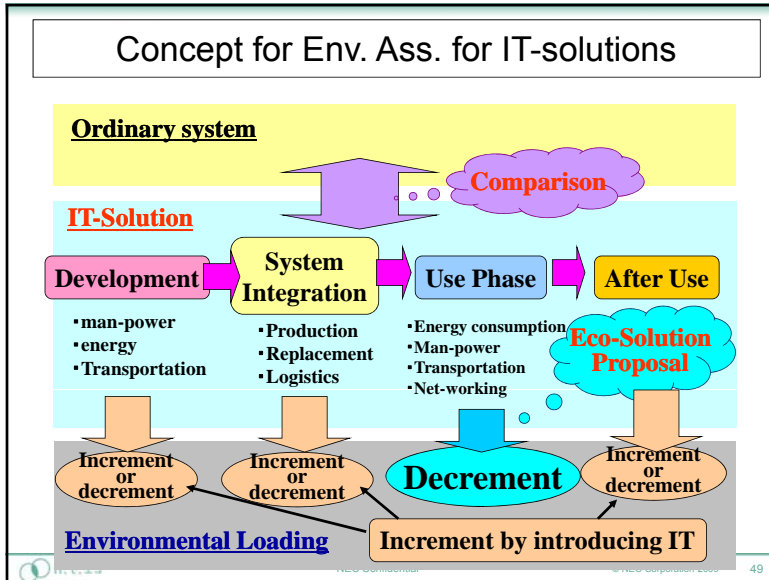
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Eco-Solutions & Service





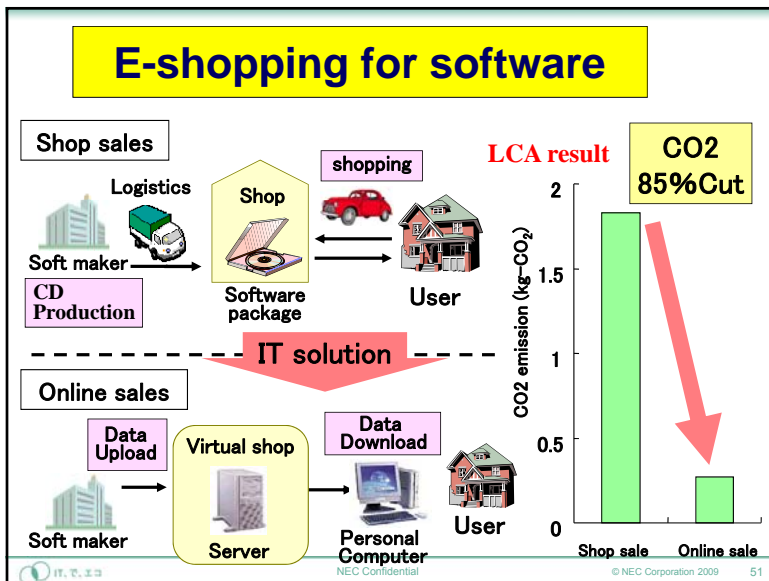


Environmental Assessment Tool for Service / Software

The screenshot shows a software interface for environmental assessment. It includes a table for 'New System' and 'Existing System' with columns for item name, power consumption, quantity, and usage time. A 'New System' table shows items like 'パソコン' (PC) and 'サーバ' (Server). An 'Existing System' table shows items like 'OHP' and 'コピー機' (Copier). A 'New System' dialog box is also visible, allowing for detailed input of system parameters.

Input for IT solution

Input for ordinary system



IT Utilization in Offices - Innovating work styles -

Example: Reduction of environmental impact at NEC Broadband Solution Center (BBSC)

The diagram shows an office environment with various IT utilization strategies. A bar chart compares CO2 emissions between the 'Previous office' and 'BBSC', showing a 40% reduction. The strategies include paperless-oriented operation, free desk system, web conference system, and maintaining 70% of desks.

Paperless-oriented operation

"Free desk" system

Web conference system

Number of desks is kept at 70% of total employees

40% reduction in CO2 emissions

Comparison of CO2 emissions

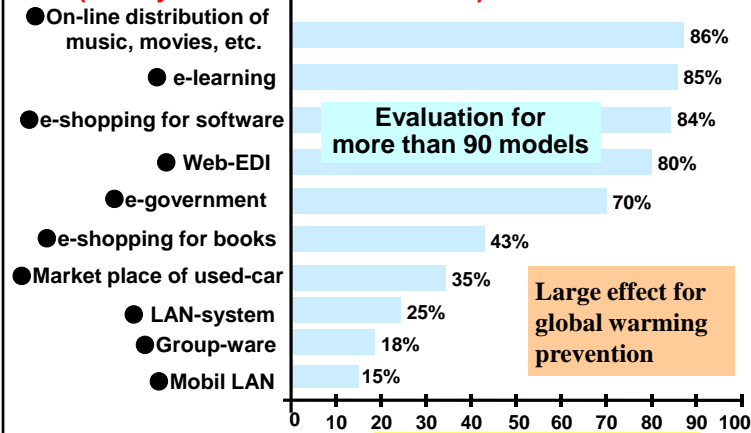
Previous office: ~100%
BBSC: ~60%

CO2 emissions

- Storage of paper
- Use of paper
- Network infrastructure
- Printers
- Pc
- Server

Decrease of CO2 emission by IT-solutions

(Variety of new business-models)



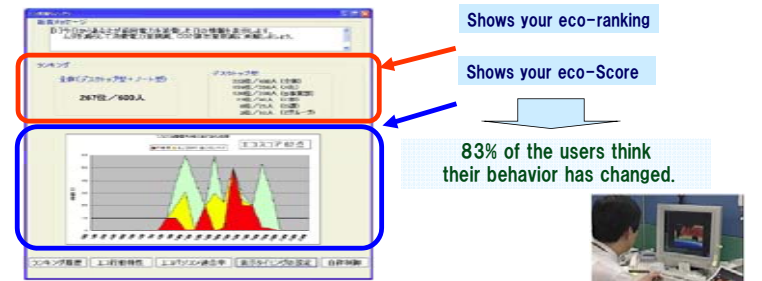
Evaluation for more than 90 models

Large effect for global warming prevention

Improving Users' Awareness

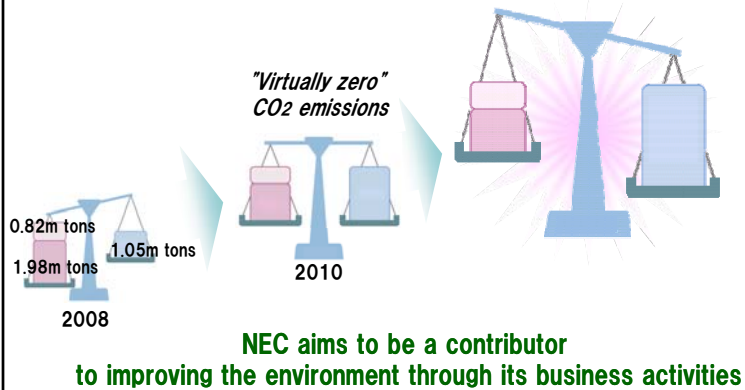
Energy saving by "Visualization" and "Automatic Control"

- Visualize the wasted energy
 - Graphic visualization: to know how much energy is consumed and how much energy is wasted
 - Show your eco-Score and eco-ranking: to improve users' actions for energy-saving.
- Autonomous Control Function
 - Change to user-suited energy mode automatically.
 - Autonomous control automatically changes your PC to run in a suitable eco-mode based on the way you use computer.



Steps beyond "NEC Environmental Management Vision 2010"

Eventually achieve CO2 reductions that surpass CO2 emissions

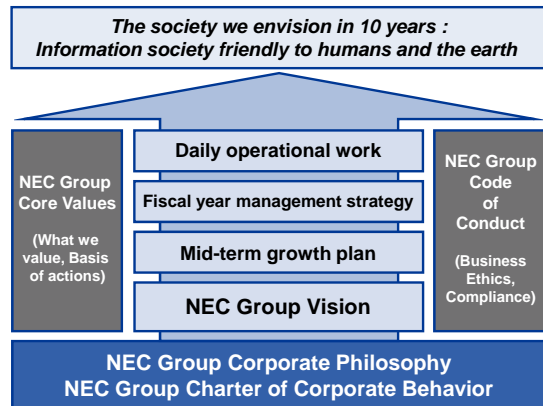


NEC aims to be a contributor to improving the environment through its business activities

The NEC Way
~NEC's environmental policy~

The NEC Way

The collective activities of NEC Group Management



Established in 2008



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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



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NEC Group Vision 2017

**To be a leading global company
leveraging the power of innovation
to realize an information society
friendly to humans and the earth**

Established in 2008



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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.



IT、で、エコ
その変わるところにNECのソリューション

(Ecology through IT)

★ We are helping customers and society as a whole contribute to environmental conservation through our IT businesses.