

## Environmental Strategy

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- > Toshiba takes a practical approach to the challenge of achieving greater sustainability. Based on the concept of eco-efficiency and clearly defined objectives, we systematically work to improve our ratio of value to impact.
- > Dedicated commitments translate into a broad programme of global sustainable business and environmental activities. Our initiatives are aimed at realising a low-carbon, recycling-based and natural symbiosis society.
- > Compliance with voluntary and mandatory requirements and listing in internationally respected rankings places us in a strong position as a forward-looking and responsible company.



Companies across Europe recognise the importance of addressing sustainability – gone are the days when environmental compatibility and corporate responsibility were predominantly PR topics. In fact, more and more top decision-makers see sustainability as an integral part of good business.

This trend is clearly reflected in recent studies. In a 2013 report by the UN Global Compact, 90% of the companies claimed that their boards discuss and act on sustainability issues either as part of their regular agenda or as-needed and 65% have developed and/or evaluated sustainability policies and strategies at CEO level.

Yet despite this sense of urgency, many companies see the complexity of sustainable management and have difficulty taking action. In the same poll e.g., 54% of respondents from large companies cited that “extending corporate sustainability strategies through the supply chain” was the main factor slowing down their sustainability performance.

At Toshiba, we seek reduce this complexity and to enhance sustainable development for our customers and our company. Based on the concept of eco-efficiency, we systematically minimise our impact in relation to the value generated.

This global approach is aimed at internal as well as external improvements. With eco-efficient solutions and consulting, we work closely with our customers and other stake-holders to achieve meaningful progress toward greater sustainability.

In the following pages, you’ll find information on our sustainability strategies and policies as well as details of individual projects.

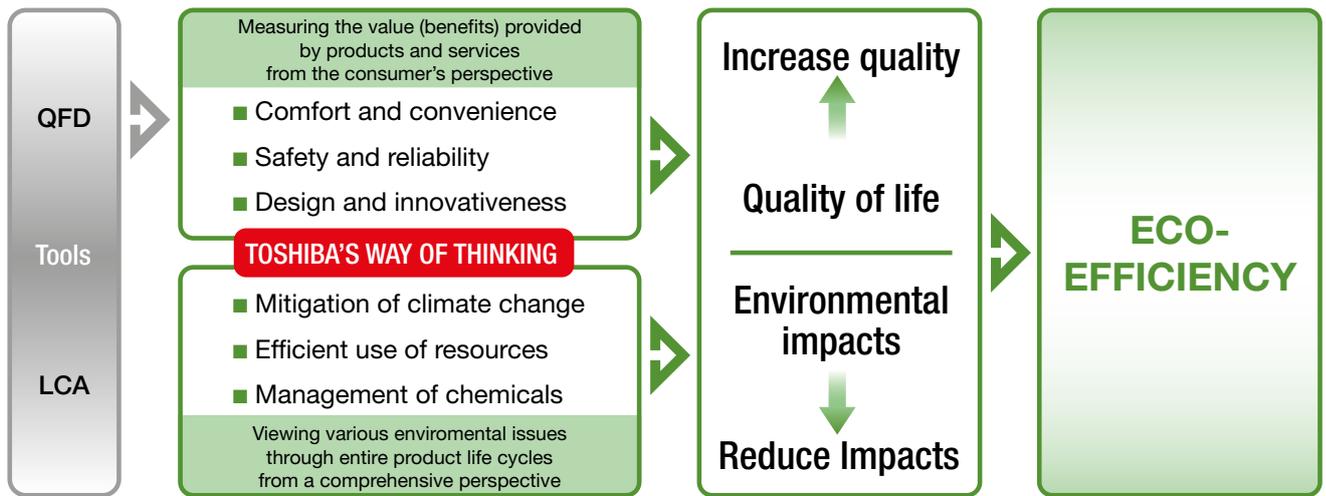
I wish you interesting and informative reading.

With best wishes,

Dierk Ulken

Deputy Manager  
European Environment - Compliance & Approvals

# ECO-EFFICIENCY MODEL



QFD: Quality Function Deployment  
LCA: Life Cycle Assessment

“Eco-efficiency is about enhancing quality of life while at the same time shrinking our ecological footprint.”

– Dierk Ulken, European Environment - Compliance & Approvals

# AN EMBEDDED VALUE

Sustainability is embedded in our corporate philosophy — Monozukuri (see right). In place since 2004, this pledge includes commitments such as “We put concern for the environment as a priority in all our business activities so as to protect people’s safety and health as well as the world’s natural resources”.

In line with this thinking, Toshiba Group introduced the Environmental Vision 2050 in 2007. At the heart of this vision is the goal of achieving safe and comfortable lifestyles for mankind in harmony with the environment and within the resource limits of the Earth.

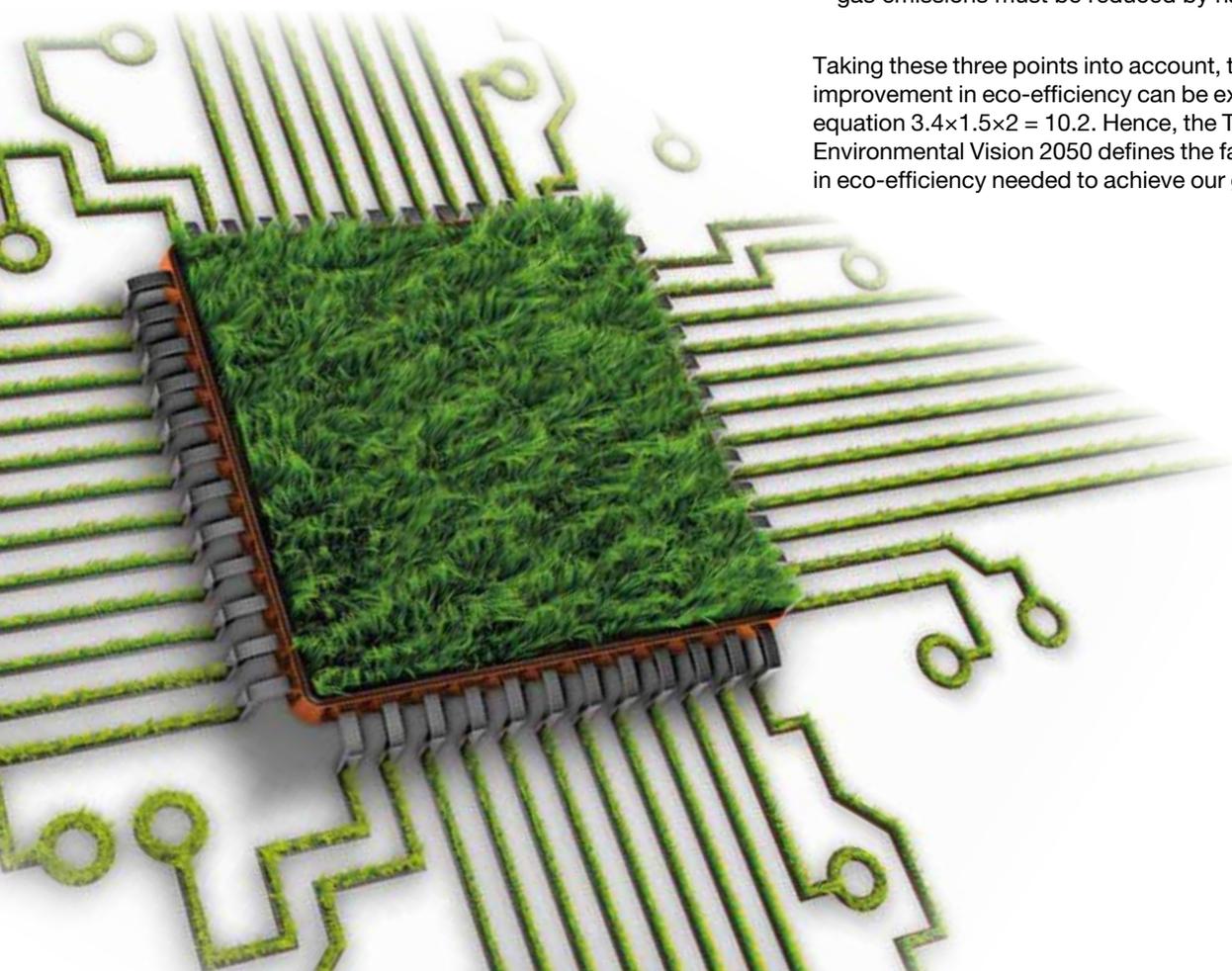
## Performance indicators

To systematically improve our performance in relation to resources consumed and emissions generated while working towards this vision, we have set clear eco-efficiency goals. In this context, we express eco-efficiency as a fraction, with the creation of new value as the numerator and environmental impact as the denominator. The more value generated – or the greater the reduction in environmental impact – the higher the eco-efficiency factor. We call this “Factor T”.

Our overarching goal is to improve our eco-efficiency by a factor of 10 by the year 2050. Why 10? We have arrived at this number through an equation using three internationally accepted parameters:

- › The Organisation for Economic Co-operation and Development (OECD) estimates that the world’s average GDP per capita will grow by a factor of 3.4 by 2050
- › The world population is expected to increase by a factor of 1.5 between the years 2000 and 2050
- › The 15th Conference of the Parties to the U.N. Framework convention on Climate Change concluded that greenhouse gas emissions must be reduced by half by 2050

Taking these three points into account, the required improvement in eco-efficiency can be expressed in the equation  $3.4 \times 1.5 \times 2 = 10.2$ . Hence, the Toshiba Group Environmental Vision 2050 defines the factor 10 as the increase in eco-efficiency needed to achieve our goals.



# OUR CORPORATE PHILOSOPHY

## MONOZUKURI

Creating our products with  
pride and passion.

Keeping our customers in mind  
all the time and everywhere.

We aim to provide timely products and services with reliable quality and functions as well as high user-friendliness, creating value with our customer in mind through our superior proprietary technology and in collaboration with the world's best partners.

We want to foster an open and healthy corporate culture in which a strong professional team may tirelessly seek new challenges, by respecting the individuality of each employee, striving to promote each one's abilities, and implementing a fair and appropriate system of evaluation and rewards.

We seek to contribute toward the development of a global society as a good corporate citizen, law-abiding and ethical, by fulfilling our responsibilities toward each country and community in which we operate and respecting local culture and history.

We put concern for the environment as a priority in all our business activities so as to protect people's safety and health as well as the world's natural resources.

We endeavour to maximize our corporate value, and on the basis of sound and transparent management, we strive to achieve appropriate profits and reserves, constantly seek to implement management innovation and energetically invest in research and development, among others, in order to meet the expectations of our shareholders.

# A GLOBAL APPROACH

In practice, our commitments translate into a broad programme of global sustainable business and environmental activities. Our initiatives are aimed at realising a low-carbon, recycling-based and natural symbiosis society. These activities are divided into the areas of sustainability management, excellent environmentally conscious products (ECPs), ecologically compatible processes and sustainability awareness.

## Sustainability management

Toshiba TEC specifies clear objectives for its business activities, products and services. These targets include lower emissions and reductions in impact on biodiversity and other environmental aspects. As a globally operating corporate group, we not only comply with applicable laws and regulations in countries all over the world, but also with a number of voluntary industrial environmental protection guidelines.

## Environmentally conscious products

As a manufacturing company, Toshiba TEC is in a strong position to enhance overall sustainability by reducing environmental impacts throughout its product life-cycles. With green procurement of environmentally compatible materials and parts, energy conservation and abolition of certain chemical substances, we systematically improve the ecological balance of our products. In addition, we consistently apply the 3Rs of sustainability – reduce, reuse, recycle – wherever possible in our operations. As a result, we are able to deliver recognised excellent ECPs on a global scale.

## Ecologically compatible processes

In processes as well, Toshiba TEC works to conserve resources and energy, while correctly controlling chemical substances. We continuously enhance the ecological compatibility of our production, logistics, marketing and servicing, in every region in which we operate.

## Sustainability awareness

With environmental education, awareness campaigns and active, wide-scale disclosure of internal and external environmental activities, Toshiba TEC seeks to expand each employee's environmental consciousness. In addition, we take part in society-wide sustainability projects in cooperation with administrations, communities and other partners.



## Compliance

Toshiba TEC complies with global and national voluntary and mandatory environmental guidelines (see p. 10 for an overview). These include certification of all our production facilities according to the international ecological standard ISO 14001, which guarantees responsible environmental management. The overwhelming majority of Toshiba products bear seals ensuring low ecological impact like the German Blue Angel, the international ENERGY STAR® and the Nordic Swan. The standards required to receive these seals are consistently applied in our design processes as well. Since January 2012, Toshiba TEC is compliant with the ErP Lot 4 Voluntary Agreement for Imaging Equipment, part of a framework directive applicable in all EU member states.

It goes without saying that we strictly adhere to the requirements of the EU directives and regulations RoHS (Restriction of Hazardous Substances), REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) and WEEE (Waste Electrical and Electronic Equipment).

## FOCUS ON CORE COMPETENCIES

Toshiba Tec is of course a specialist in printing systems and the needs of modern businesses. Based on this know-how, we offer an array of functionalities, services and solutions that help make companies more environmentally compatible.

Our systems can be operated in an ecologically friendly mode for reduced usage of energy and consumables, to name one example. Intelligent technology is incorporated to ensure the optimised usage of toner or ribbon, which has a significant impact on the environmental footprint of your company.

Toshiba Managed Document Services not only boost efficiency and reduce costs, but also provide more sustainable processes. Specialists implement managed printing in multiple phases, intelligently networking the fleet, replacing obsolescent devices with new, efficient models and fine-tuning according to users' needs. Wastage of resources is minimised and sustainable business is fostered, while at the same time increasing your efficiency.

### Beyond core business

Being specialists in printing systems does not limit our way of thinking. For us environmental issues go way beyond the modern office. Therefore, Toshiba TEC has a comprehensive approach when it comes to developing sustainable initiatives.

The sustainability measures launched by Toshiba don't stop at our core business activities. As part of a global corporate responsibility initiative, for example, an international afforestation and reforestation drive was started in 2007. Its goal: to plant 1.5 million trees by 2025, the year that marks Toshiba's 150<sup>th</sup> anniversary. The 1.5 Million Tree-planting Project, which aims to contribute to climate protection and biodiversity, includes Europe, where employees have already planted a total of 12,000 trees in Germany alone.

A further far-reaching activity is the Toshiba Carbon Zero Scheme, a pan-European initiative launched by Toshiba Tec to provide CO<sub>2</sub>-neutral printing operations. This is achieved through innovative offset projects in cooperation with environmental experts from the leading global carbon management company Co2balance. Investment in these activities compensates for the CO<sub>2</sub> footprint of Toshiba systems, calculated on the basis of production, transport and average usage throughout the lifetime of our products. Recent projects within the scheme include a drive to supply energy-efficient cooking stoves to villagers in West Africa. The grass-roots initiative, begun in 2009, has already shown significant successes and promises to save more than three tons of carbon emissions per stove annually.



# THE SUSTAINABILITY EXPERT'S ANSWERS

Today, virtually all major companies talk about sustainability. What makes Toshiba's approach different?

To begin with, responsibility to the environment has long been an integral part of our company policy. It's one of our five commitments. And to realistically measure improvements, Toshiba developed the Environmental Vision 2050. Part of this strategy is our Factor T approach, which is to my knowledge unique in our industry. It's easy to understand and helps us compare our current products to their predecessors. Factor T can be increased in two ways: by enhancing the value of the product itself or by minimising its environmental impact. It's also important to note that even in the design stage, Toshiba takes all sustainability aspects into account, including the parameters for voluntary ecological labels as well as compliance with legislation like RoHS and REACH.

Toshiba's Environmental Vision 2050 focuses on eco-efficiency. How is eco-efficiency different from simply reducing environmental impact?

I think it's important to understand that Environmental Vision 2050 is a long-term program not only to reduce the environmental impact of our products, but also boost the positive effects of all our activities. Eco-efficiency is about enhancing quality of life while at the same time shrinking our ecological footprint.

Toshiba Tec offers consulting to companies trying to improve the sustainability of their fleets and processes. What's the main focus?

Our main focus is always on the customer's needs and expectations. We help companies achieve their own environmental targets, for example, by cutting down energy consumption. At the same time, we also help them identify hidden potential for savings and sustainability gains. So we go beyond initial expectations and use our experience to improve the customer's processes. With Toshiba Managed Document Services, we provide end-to-end support, and of course sustainability plays a big role. For example, it's about reducing paper or ribbon use, reducing energy consumption



and improving the overall efficiency of the printer fleet. We also ensure environmentally friendly handling of systems that have reached the end of their service life.

Many companies fear higher costs due to environmentally compatible processes. How would you describe the return on investment?

It's difficult to put a figure in euros or dollars on the ROI of something as multifaceted and far-reaching as sustainability. But I think it has become clear to most companies that a solid sustainability policy is a competitive must. For Toshiba, the ROI is that we can live up to our responsibility to future generations.

In the Toshiba Carbon Zero Scheme, you offer users an opportunity to run their printer fleets on a CO<sub>2</sub>-neutral basis. How has the concept been received?

The concept has been very well accepted, internally and externally. The Toshiba Carbon Zero Scheme is a pan-European programme that's unique in our industry. With investments in India and Africa, we support independently run CO<sub>2</sub>-saving projects that wouldn't otherwise happen.

Many different types of projects could be used to offset CO<sub>2</sub> output. Do you have any favourite examples?

We currently support three projects: wind power in India, energy-efficient stoves in Kenya and borehole rehabilitation in Uganda. This last one is my favourite, because it vastly improves quality of life and reduces carbon emissions at the same time. Water, is natural resource and vital for life. However, in some parts of the world access to clean water can not be taken for granted. By restoring the boreholes we give hundreds of people easy access to clean water and at the same time reduce the amount of wood usually used to boil the water to make it safe for drinking. Less wood used translates into less CO<sub>2</sub> emission. That's what I call a win-win situation.

Dierk Ulken  
European Environment - Compliance & Approvals



# EXTERNAL RECOGNITION

Toshiba TEC welcomes the emphasis on sustainability that characterises the European market. Compliance with voluntary and mandatory requirements and listing in internationally respected rankings places us in a strong position as a forward-looking and responsible company.

## Dow Jones Sustainability Index

Toshiba Group has been consistently listed in the Dow Jones Sustainability Index since the year 2000.

## CDP – Carbon Disclosure Project

In 2014, Toshiba was the first ever Japanese company to achieve a 100/100 score for disclosure. Recognised for our initiative to tackle climate change and reduce greenhouse gas emissions, we are part of the CDP's Climate Performance Leadership Index 2014.

## Euronext Vigeo World 120 Index

Toshiba has been evaluated and named as one of the 120 most advanced companies at global level for corporate responsibility.

## ISO 14001 certification

All Toshiba production facilities are certified according to the international standard ISO 14001. This voluntary commitment to maintaining an environmental management program guarantees that all Toshiba systems are produced in line with the strictest ecological criteria.

## Blue Angel

Germany's Blue Angel is the world's first and best-known ecological seal. For more than 30 years it has set standards and helped consumers choose environmentally friendly products and services. Toshiba systems adhere to the certification criteria for "office equipment with printing function", which defines the demands for the highest level of environmental friendliness. Most of our systems meet these demands throughout their life-cycle – even in the product development stage.

## ENERGY STAR®

The ENERGY STAR® is a seal indicating energy-saving products. Toshiba takes decisive steps to develop systems that meet the ENERGY STAR® demands. Energy-saving technologies are implemented in every phase of the development process, resulting in an ongoing contribution to environmental protection.

## RoHS Directive

RoHS stands for "Restriction of Hazardous Substances". The European Union's RoHS Directive restricts the use of environmentally hazardous substances in electrical and electronic devices. This reduces health risks for people as well as the burden on the environment. Toshiba strictly adheres all of the Directive's demands.

## EU REACH Regulation

Known by its acronym REACH – "Registration, Evaluation, Authorisation and Restriction of Chemicals" – the EU legislation came into effect in 2007. Toshiba TEC meets its demands and maintains an internal workgroup to monitor strict compliance.

## WEEE Directive

The EU Directive on Waste Electrical and Electronic Equipment (WEEE) was passed in 2003 and amended in 2012. Since then it has been subsequently integrated into national law in each EU member state. The legislation is aimed at reducing the amount of electrical and electronic equipment disposed of as waste. Toshiba fully supports the Directive and complies with its return and recycling processes.

## ErP Lot4

### Voluntary Agreement for Imaging Equipment

This European agreement is a commitment to steps that go beyond business as usual to further reduce the environmental impact of imaging equipment. As a signatory, Toshiba TEC seeks to demonstrate that the imaging industry is a responsible and proactive stakeholder capable of continuously improving the environmental impact of its products.

**Committed to People.  
Committed to the future. TOSHIBA.**





## About Toshiba Tec

Toshiba Tec Germany Imaging Systems GmbH is part of the globally operating Toshiba Tec Corporation, active in various high-tech industrial sectors.

Toshiba Tec Corporation is a leading provider of information technology, operating across multiple industries - ranging from retail, education and business services to hospitality and manufacturing. With headquarters in Japan and over 80 subsidiaries worldwide, Toshiba Tec Corporation helps organisations transform the way they create, record, share, manage and display information.

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**Together Information is Toshiba's vision for how people and organisations create, record, share, manage and display ideas and data.**

**It is based on our belief that the most successful organisations are those that communicate information in the most efficient way .**

**We make that possible through an integrated portfolio of industry-specific solutions, all of which reflect Toshiba's commitment to the future of the planet.**

**For more information please visit [www.togetherinformation.com](http://www.togetherinformation.com)**