

Environmental Communication

Basic Concept

The entire Konica Minolta Group is working to carry out environmental conservation activities and to reduce the environmental impact associated with its business activities. The Group actively provides information on the planning and progress of these efforts. By developing close communication with various stakeholders, Konica Minolta intends to fulfill its responsibilities as a good corporate citizen.

The Group distributes information through various methods, including its website and CSR reports, based on the principle of transparent and ongoing information disclosure. In order to inform customers of the environmental performance of its products, Konica Minolta seeks to provide this information through environmental labels. It is actively pursuing various social contribution activities while creating regular opportunities for direct dialogue with community members.

▶ Information Disclosure

- ▶ Issuing Environmental Reports
 - Issuing Site Reports

▶ Communication with Society

- ▶ Participating in Shows and Exhibits
- ▶ Environmental and Social Contribution Activities

Communication with Society

Participating in Shows and Exhibits

Presentation of environmental technologies and products at exhibitions and facilities

Japan's largest environmental exhibition, Eco-Products, is held annually at Tokyo Big Sight, and Konica Minolta has participated in this exhibition every year since 1999. At Eco-Products 2013, held in December 2013, the Group introduced our wide range of environmental initiatives, including our long-term environmental vision "Eco Vision 2050", which aims to contribute to a sustainable earth and society. In addition, the Group maintains a permanent booth at the Osaka ATC Green Eco Plaza (Suminoe-ku, Osaka), which seeks to stimulate environmental businesses by exhibiting environmental technologies and products at the exhibition. Through such activities, Konica Minolta provides straightforward information about its environmental efforts and the energy-saving technologies used in its MFPs.



The Konica Minolta booth at Eco-Products 2013



A permanent booth at Osaka ATC Green Eco Plaza

Environmental and Social Contribution Activities

To earn the loyalty and trust of the local communities in which it operates, Konica Minolta is striving to fulfill its responsibility as a corporate citizen by engaging in a variety of activities that contribute to the creation of a better society.

▶ Protecting the Natural Environment



Protecting the Natural Environment

Organizing a “Green Concert”

Hong Kong



Konica Minolta Business Solutions (HK) Ltd., a sales company for office equipment and solutions, has been holding its Konica Minolta Green Concert every year since 2010. It is an event that features environmental topics, sports, music, and charity and draws public attention to energy issues and environmentally friendly lifestyle choices. It also holds a competition to generate power by pedaling stationary bicycles in order to help cover the power needed for the concert. Funds raised during the competition are donated to a charity. In the 2013 event, the company took on the challenge of achieving a record high for participation in the 12-hour stationary bicycle cycling relay on October 25, the first day of the event. With members of the general public, not just Konica Minolta employees, signing up to join in, the number of participants reached 379 people.

Supporting the Forest Conservation Activities

Japan



Konica Minolta is a participant and a partner in a variety of forest protection initiatives. One of these is the Takao Forest Society. Focusing on the natural vegetation in the national forest located in Uratakao, in the western part of Tokyo Metropolis, the Society aims, by thinning the trees, planting more, clearing undergrowth and so on, to re-create a lush forest where coniferous trees mingle with broad-leaved varieties. Konica Minolta is a corporate member of the Society, and the employees take part in its activities, working up a sweat for the cause of fostering better forests. In addition, the quarterly newsletter of the Society is printed using Konica Minolta's digital printing system.

Supporting Charity for Protecting the Japanese Red-Crowned Crane

Japan



Not long ago, the number of red-crowned cranes* indigenous to Japan plummeted due to the deterioration of their native habitat. The bird was, for a time, on the verge of extinction. However, thanks to the establishment of the Tsurui Ito Red-Crowned Crane Sanctuary in 1987 by the Wild Bird Society of Japan, and to the protection activities undertaken by local residents and concerned organizations, the number of cranes has increased to more than 1,000. Konica Minolta has been a supporter of the crane-protection activities since the establishment of the sanctuary. As part of this effort, Konica Minolta co-sponsors the Konica Minolta Japanese Red-Crowned Crane Charity.

* The red-crowned crane is a large bird with a white body and a patch of red on the crown of its head. Its habitat extends from eastern Eurasia to Hokkaido in Japan.

Community Beautification Activities

The Konica Minolta Group organizes clean-up and beautification activities in the neighborhoods around its business sites.



Sakai site (Japan)



Tokai area (Japan)



Konica Minolta Business
Technologies (Wuxi) Co., Ltd.
(China)