

Initiatives for Environmental Communication

Aim of establishing two-way communication based on “transparency” and “continuity”

Our view on information disclosure

Establish a relationship of trust based on information disclosure and communication

Konica Minolta has been promoting information disclosure to stakeholders and communication based on “transparency” and “continuity.” We disclose everything about the environmental activities promoted by the entire Group through the issuance of reports such as this document and other mediums such as an

environmental website and exhibitions. Each of our business sites considers that establishing a good relationship with local society through two-way communication is crucial. We also actively disclose information via environmental labels to convey details about our environmental products to users.

Environmental information disclosure

Promotion of information disclosure via reports and website updates

We issue annual reports introducing the activities of the Group as a whole, as well as of individual sites. In fiscal 2004, we issued a *Sustainability Report 2004* to explain the entire Group's measures to reduce environmental impacts as well as convey our respect for the environment. In terms of Site Reports that detail environmental information about individual sites, three more locations, namely, the Mizuho, Mikawa and Toyokawa sites, began to issue such reports in addition to those sites already issuing them.

Our environmental website introduces Konica Minolta's environmental activities as well as presents content to enhance environmental awareness. Furthermore, the Environmental Reports we issue are replicated on the website and supplemented with additional environmental data pertaining to group performance data.
<http://konicaminolta.com/pr/ecodata>

•Site Reports



•Konica Minolta's environmental website <http://konicaminolta.com/environment>



Information disclosure at exhibitions

Participation in the Eco Products 2004 Trade Fair (Tokyo)

In December 2004, we participated in the largest environmental exhibition in Japan, Eco Products 2004, held at the Tokyo Big Sight trade show center. In 2004, under the theme “What Konica Minolta can do,” we introduced our activities and environmentally sound

products, such as multi-functional devices, printers, polymerized toner and digital cameras. We also aired a program under the theme of “starry skies and space” at Konica Minolta's “Media Globe”— digital planetarium.

Information disclosure and communication within the community

Ongoing Community Environmental Briefings are held by our Tokyo and Odawara sites.

As one way to communicate environmental risks in the context of the Japanese PRTR (pollutant release and transfer register) system, each year since fiscal 2002 we have held a Community Environmental Briefing at the Tokyo Site. In fiscal 2003, the same type of briefing was also held at the Odawara Site. This format has been retained in fiscal 2004 as well. These activities were one of the major reasons why the Konica Minolta Group in Japan won the 2004 PRTR Grand Prize. We continuously promote the disclosure of highly transparent information to maintain the trust and sense of security within local communities. We also readily accept requests for plant inspections from the local community, schools, the local government and companies both within and outside Japan.

Fiscal 2004 Community Environmental Briefings Tokyo Site

Held in September 2004 with 22 participants. In terms of reduced water usage as requested in fiscal 2002, we established a reduction plan and then reported on the progress made in fiscal 2003.

Odawara Site

Held in November 2004 with 38 participants. In terms of reduced water usage as requested in 2003, we established a reduction plan and implemented measures and subsequently reported on the results achieved to date. We also reported on the establishment of a broadcasting route used by a PR vehicle in the event of an emergency, as was also requested.

Risk Communication Model Program

Held in January 2005 with 37 participants at the Kobe and Seishin sites as a new measure aimed at upgrading our disclosure activities. Its purpose is to better understand the public's concerns about chemical substances and provide a better means of disclosure. The general public, NPOs, local government and people from other companies participated, whereby the plants were inspected and opinions were exchanged in a workshop format.

Information disclosure about our products

We actively display relevant information using environmental labels.

Konica Minolta has actively set about acquiring Type I environmental labels as proof that our products impose less environmental impact. In terms of the German Blue Angel Mark system, we have acquired certification for 22 more models in fiscal 2004, while in terms of digital multi-functional devices—which comprises one of our primary product categories—the Konica Minolta Group makes over half of the certified registered models.

We also use the Type III environmental label EcoLeaf system, and quantitatively study and publicize the environmental impact of designated products throughout their lifecycle ranging from procurement of raw materials to assembly, sales, usage, disposal and recycling. Konica Minolta has also acquired “system certification” to certify that we have a mechanism to appropriately and efficiently study such environmental impact data for our copying and printing businesses. The total number of EcoLeaf-certified products was 35 as of the end of fiscal 2004.

We have also registered the following categories of products with the Green Purchasing Network in Japan: copiers/multi-functional devices, printers/fax machines, copy and inkjet paper. Environment information of these products is publicized.

Type I Environmental Labels



•Eco-Mark
Certification is provided for products whose emissions are recognized by the Japan Environmental Association as imposing low environmental impact.



•Blue Angel Mark
The first environmental label in the world introduced in Germany in 1978. Products and services imposing low environmental impact are targeted.



•International ENERGY STAR Program®
Targeted at energy-saving OA equipment by both the Japanese and U.S. governments since 1995.

Type III Environmental Labels

•EcoLeaf
Developed and administered by the Japan Environmental Management Association for Industry



Editor's note

In order to ensure articles of deeper stakeholder interest in this CSR Report, Konica Minolta has established a CSR Report Editing Committee, comprised of members in the sections concerned within the Group under the guidance of the director in charge of CSR.

Issuance for the next fiscal year is scheduled for August 2006.