

Third Party Opinion of Konica Minolta's CSR

Ms. Sachiko Takami, Chief Executive of The Natural Step, Japan, an international NGO, offered her perceptions and opinions of the Konica Minolta Group's CSR activities.



Sachiko Takami

Chief Executive
The Natural Step, Japan
(an international NGO)

<http://www.tnsj.org/>

In 2008, I was given my first opportunity to offer feedback on Konica Minolta's CSR activities. I made several recommendations, including the need for a long-term vision to help create a sustainable society, along with an action plan based on a backcasting*1 approach. I also proposed that Konica Minolta, as a group that has various business operations worldwide, take on the responsibility of providing products and services that support a low-carbon society, and make efforts to contribute to solving global issues.

In my review of this year's report, I examined Konica Minolta's new long-term vision for the environment, Eco Vision 2050, as well as the specific action plan, the Medium-Term Environmental Plan 2015.

First, I would like to commend Konica Minolta for setting a high target for reducing CO₂ emissions throughout product lifecycles by 80% on a 2005 basis before 2050, as part of its Eco Vision 2050 initiatives to tackle global warming. In Japan, a corporate vision is generally regarded as a promise that must be kept, so companies tend to set targets they deem attainable. In Europe, however, a vision is more of a statement of intended direction, pulling a company's efforts like a magnet. A higher target can generate various new ideas

for going beyond the company's current path. I expect Konica Minolta to use its unique technologies to develop revolutionary new products and services that can contribute to the realization of a sustainable society.

In addition, Konica Minolta's initiative for reducing the amount of petroleum-derived resources it uses is an important step towards creating a recycling-based society. I also expect to see results from the company's stated initiative for switching to renewable raw materials based on new technology developments. I hope the company will consider investigating specific methods for reducing the amount of metal used as raw materials. The global competition over resources is likely to intensify in the near future. If resources can be used more effectively through recycling, the necessity of mining new metal supplies will be reduced, thus ensuring that our limited resources will not be wasted.

In the area of chemical substance management, Konica Minolta may need a strategy that goes beyond the REACH regulation*2. In addition to eliminating hazardous substances, I think the company should initiate dialogues with its suppliers of parts and materials, and request that they minimize their use of non-biodegradable substances in order to reduce future risks.

Although Konica Minolta's operations do not have a major direct impact on biodiversity, the Group still has a responsibility to help repair natural environments affected by the mining of metals used as raw materials, to take environmental measures when constructing new plants, and to do more to reduce landfill disposal of its products after use. Finally, I expect Konica Minolta to actively support NGOs engaged in environmental conservation in China, regardless of the company's direct business relationships there.

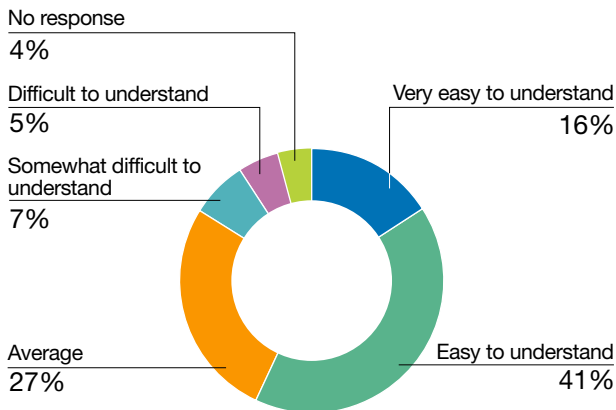
*1 Backcasting: A way of thinking or tool that is often described as the opposite of forecasting. Envisioning the success first and then making a plan to reach the goal from the current situation.

*2 REACH regulations: The EU consolidated its earlier regulations concerning chemical substances, and in June 2007, enacted new regulations for the registration, evaluation, authorization and restriction of chemicals.

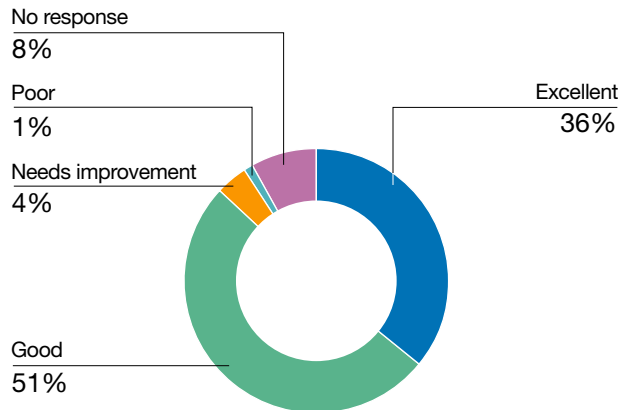
Konica Minolta CSR Report 2008 Survey Results

Konica Minolta received a total of 318 responses to its survey on last year's CSR report. These valuable opinions will be used for the improvement of CSR reports and for the development of CSR activities.

Report Clarity



CSR Activities of Konica Minolta



CSR Activities that Readers Want Konica Minolta to Focus on More (Multiple Answers)



Popular Opinions

Regarding Konica Minolta's CSR activities

- More active environmental efforts should be taken.
- Achieving the CO₂ reduction targets will be impossible if innovative policies are not implemented in a short time frame. I'd like to know how these targets are to be achieved.
- Companies that use large quantities of paper should get involved in forest preservation efforts around the world.
- It is important to think about which CSR activities make the most sense for Konica Minolta to be involved in.

Regarding the CSR Report

- It should have more content related to the environment, products, and social contributions, which all are the basis of the company's activities.
- It should provide more information on the latest technologies and social themes the company is focusing on.
- Is the report based on information gathered in the field or by someone sitting at a desk in an office somewhere?
- It would be more interesting to include more information about employees or people outside the company.
- Too many acronyms made it difficult to read.
- The font used should be larger and bolder to make it easier to read.

Responding to Feedback from Society

Konica Minolta began inviting third-party opinions from outside experts on the CSR Report 2006. Opinions received regarding the 2009 report focused on the Group's environmental efforts, including its newly formulated Vision and Medium-Term Plan for the Environment. A wealth of advice was offered, including reducing the use of metals through the promotion of recycling as well as making efforts to protect biodiversity. These suggestions provide useful input for the Group in considering its future environmental activities.

Every year, a survey is conducted on the CSR Report. Konica Minolta is keenly aware of the high expectations of its stakeholders and appreciates their assessments of the report as well as their vigorous encouragement the Group's CSR activities. In striving to seek the understanding and earn the appreciation of its stakeholders by creating new value, Konica Minolta will continue to develop its CSR activities in the future, and looks forward to receiving candid feedback on its efforts.

Corporate Social Responsibility Division, Konica Minolta Holdings, Inc.