

# We are working toward improvements, by publicly announcing our goals and progress and engaging in dialogue.

## Our Approach

It is increasingly important for corporations to engage in information disclosure and communication to co-exist with society. Konica Minolta views everyone as partners and feels it is important to have open, accurate information sharing, to build trust through mutual understanding, and to keep a receptive attitude at any time. This is why we make an effort to release information that is concrete and clear.

## Results and Future Goals

By promoting communication, the entire Konica Minolta Group has enhanced its relationship with all stakeholders. Releasing information about our environmental measures functions as a way of checking the appropriateness of our activities. For example, discussions with local communities identified water use reduction as an important matter. In future, we plan to increase opportunities for mutual communication through discussions and our Internet website.

**Konica Minolta's approach** We promote information disclosure at the Group level, company level, and site level.

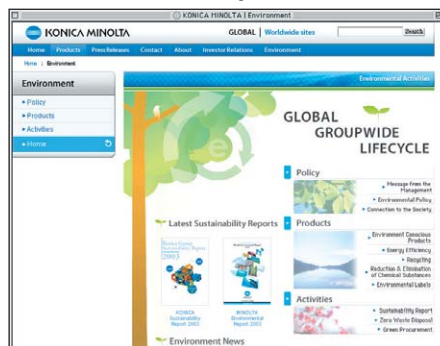
### 1 For our company to have high visibility, we must strive for accurate, clear information disclosure.

To be accountable as a corporation, we feel it is important to release information on the environmental aspects of our products, the environmental loads posed by our production sites, and the measures we are taking to reduce these loads. We continue to promote our activities through listening to the opinions of those outside the company.

In releasing information, we endeavor to use comprehensible language and include concrete details with quantitative data. In order to deepen understanding and trust, we make a point of maintaining a high level of information disclosure through our website, and through publishing reports and holding community environmental briefings.

As a company that offers chemical products, we are studying how to make the information we release about chemicals easy for anyone to understand, and hope to put our results to practical use.

### Information disclosure through the Internet



The initial posting of environmental pages on our website coincided with the establishment of Konica Minolta Holdings, and the page was renewed in March 2004. <http://konicaminolta.com/environment>



PDF files on environmental protection achievements at production sites in Japan. Records of measurements of air, water, noise and vibration at manufacturing sites and affiliates are disclosed at our Japanese website.

### Information disclosure through report publication



The Konica Sustainability Report 2003, The Minolta Environmental Report 2003, and Site Reports (Environmental reports by production sites) for fiscal 2003.

The Kobe and Kofu sites started publishing reports in fiscal 2003.

## Initiatives for Information Disclosure Through Exhibitions Participation in the "Eco Products 2003" exhibition (Tokyo)

In December 2003, we participated in the largest environmental exhibition in Japan, "Eco Products 2003" held at the Tokyo Big Sight trade show center, where we were able to widely publicize the key words adopted by the newly-created Konica Minolta Group for our environmental management: "Global, Group-Wide, and Life Cycle." We introduced the environmentally sound features of our copiers, digital cameras and the single-use cameras. As an example of measures being taken at production sites, we introduced efforts being made at the Odawara site. One of the key attractions of this exhibition for us was the opportunity to meet many participants directly and exchange views. We actively participate in local environmental fairs and events because of this opportunity to

engage in mutual communication, while giving participants the chance to see our activities.



Konica Minolta booth at Eco Products 2003 exhibition

Initiatives for Environmental Risk Communication

# We are promoting dialogues with local people through Community Environmental Briefings

As one type of environmental risk communication in the context of the Japanese PRTR (pollutant release and transfer register) system, we held a Community Environmental Briefing at the Tokyo site in September 2002, and at the Tokyo site and the Odawara site in 2003. Both of these sites are chemical plants surrounded by residential areas, and in order to maintain good community relations, we feel that dialogue with residents is not only important, but also our duty. To have a mutual sense of closeness to communities in which we operate, we are committed to continue enhancing our corporate transparency, and maintain the trust of local communities by continuing these Community Environmental Briefings.

## Community Environmental Briefings in Fiscal 2003 Odawara

The first briefing at the Odawara site was held on November 5 with 46 participants. Although it was the first such meeting at this site, the relaxed atmosphere encouraged a free and active exchange of views, and the dialogue extended to specific, immediate concerns such as water consumption and large truck traffic. While conveying feedback on each aspect of the opinions we received, we have established a regular monitoring group and are taking measures to deal with the issues raised.



Odawara site leader Fujikawa exchanging ideas with participants

## Tokyo

The second briefing at the Tokyo site was held on September 23 with 46 participants. As a result of opinions expressed at the previous briefing, we raised the priority of reducing water consumption, and accelerated our efforts by including this point in our targets for fiscal 2003. We reported on these measures at the second briefing, where we were also requested to invite more citizens groups concerned with the environment and water.



A display of our environmentally sound products was shown on the occasion



Sawada, head of the Tokyo support center, answering questions from participants.

## Other measures

### Type 1 Environmental Labels

To encourage consumers to choose products that impose lower environmental loads, we actively seek certification by Type 1 environmental label systems. Standards for office equipment under the German "Blue Angel Mark" system became more rigorous as of January 2004, and our multi-function devices DiALTA Di2510 and DiALTA Di3510f were the first such products in the world to be certified under the new standards.



Initiatives for Information Disclosure about Our Products

# We actively display environmental product information through EcoLeaf and other means.

Konica Minolta considers Type III labeling systems such as the "EcoLeaf" mark to be exceedingly effective as a way of directly and correctly communicating information about our products. A number of our models are permitted to carry the EcoLeaf mark. A "system certification" was awarded to our copier manufacturing operations in September 2002, and to our printer operations in February 2004 by the Japan Environmental Management Association for Industry (JEMAI), which quantitatively assesses the environmental load of products from the raw material production phase through assembly, sales, use, disposal and recycling. Information about our products that bear the EcoLeaf mark is available on our website.

<http://konicaminolta.com/environment/product/label/type3.html>



EcoLeaf information about the digital copier "bizhub7235"



The EcoLeaf mark shown on a single-use camera package



品名	登録	評価	環境負荷	資源消費	有害物質	その他
8050	○	○	○	○	○	○
8051	○	○	○	○	○	○
8052	○	○	○	○	○	○
8053	○	○	○	○	○	○
8054	○	○	○	○	○	○
8055	○	○	○	○	○	○
8056	○	○	○	○	○	○
8057	○	○	○	○	○	○
8058	○	○	○	○	○	○
8059	○	○	○	○	○	○
8060	○	○	○	○	○	○
8061	○	○	○	○	○	○
8062	○	○	○	○	○	○
8063	○	○	○	○	○	○
8064	○	○	○	○	○	○
8065	○	○	○	○	○	○
8066	○	○	○	○	○	○
8067	○	○	○	○	○	○
8068	○	○	○	○	○	○
8069	○	○	○	○	○	○
8070	○	○	○	○	○	○

We have also registered the following categories of products with the Green Purchasing Network: copiers/multi-function devices, printers/fax machines, copy paper and inkjet paper.

### Plant Tours Offer Environmental Information

We conduct plant tours for visitors from in and outside Japan, including local people, schools, government personnel, and people from other companies. In October 2003, we gave a plant tour and engaged in dialogue during an "Environmental Exchange Gathering" with a group of students sponsored by the Japan Responsible Care Council.



**Trying to Make Our Information Easy to Understand**  
At the Community Environmental Briefing held at the Tokyo site, we were asked a wide range of questions concerning water, including groundwater use, waste water treatment and impacts on river environments. We make our best effort to avoid a one-way presentation of data at these meetings, and try hard to have two-way dialogue and to provide clear explanations and reports that are understandable for everyone.  
(Mayumi Inaba, Tokyo Environmental Consideration & Waste Management Service Group, Konica Minolta Business Expert, Inc.)