

## CSR Activities at Konica Minolta

# Promotion of Corporate Social Responsibility (CSR) Activities From Responsibility to Trust

**Hiroshi Ishiko**  
Senior Executive  
Officer responsible  
for CSR  
Konica Minolta  
Holdings, Inc.



The Konica Minolta Group sees CSR as the essence of management. Pursuit of the Group's management philosophy, "the creation of new value," and the implementation of the Konica Minolta Group Charter of Corporate Behavior form the basis of Konica Minolta's CSR.

### Seven Target Areas in the Konica Minolta Group Charter of Corporate Behavior

- 1 Beneficial and safe products
- 2 Fair and transparent corporate activities
- 3 Communications with society and information disclosure
- 4 Environmental protection
- 5 Contribution to society
- 6 Respect for employees
- 7 Responsible actions

\* The full Charter of Corporate Behavior can be viewed on the Konica Minolta Web site.

### "Forward 08" Medium-Term Business Plan

#### Promoting World-Class CSR Programs

Areas of Focus:

- Strengthening Wide Stakeholder Engagement<sup>1</sup>
- Strengthening Quality and Environmental Management
- Practicing and Continuously Improving Group Governance

<sup>1</sup> "Stakeholder" refers to all parties interested in the Group's business activities, including shareholders, customers, suppliers, and local residents.

"Stakeholder engagement" refers to soliciting stakeholder opinion on management decisions and corporate activities.

<sup>2</sup> Konica Minolta's zero waste initiative is to promote waste recycling and reduction of the amount of material sent to landfills.

The trust of our stakeholders is our driving force. The Group is compelled by the need to forge a solid foundation that is deeper and longer-lasting with its stakeholders and to become a company in which the world can have absolute confidence. CSR is generally thought of as a company's economic, social, and environmental responsibilities. At Konica Minolta, our vision goes beyond fulfilling responsibilities. Rather, the aim of our CSR activities is to become a company that is trusted around the world.

While we are promoting CSR activities, we thrive on the positive feedback from our customers, shareholders, suppliers, community residents, and employees from around the world. This feedback, in turn, can provide great motivation for the company to continue striving even harder to be a company that grows sustainably.

One of our priority issues is to promote world-class CSR programs, a commitment articulated as a basic policy in the Group's "Forward 08" medium-term business plan. To implement our CSR programs effectively, we had the Konica Minolta Group Charter of Corporate Behavior, which will be the shared foundation among suppliers and employees, translated into nine languages and distributed widely. Moreover, this is the third year that we are publishing the CSR report in five languages (Japanese, English, German, French, and Chinese). We hope that it will expand an understanding of the CSR activities the Group is working on around the world.

I have visited Group companies throughout Japan, Europe, the United States, and China, to communicate face to face with the people directly responsible for promoting our CSR activities to share understanding of our CSR activities. The feedback gathered at these meetings has helped shape the measures leading to the strengthening of our activities. We have just started to take the leap from responsibility to trust, but this goal is rooted in the consciousness of each Konica Minolta employee. We also believe strongly in respecting the culture, customs, historical views, and needs of each region around the world, and we promote activities in line with that respect for shared values.

Konica Minolta is keen to consider quality and environment, both of which constitute essential components of trust. One small example, in terms of quality, is our goal to strengthen our manufacturing capabilities. To date, we have expanded process-enhancement activities worldwide. On the environmental front, we have expanded our zero waste initiatives<sup>2</sup> from Japan to China, transforming them into a global effort. Two plants in China recently achieved what we classify as "Level 1" zero waste criteria. We are determined to earn the trust of the people not only through provision of products and services but also in our dedication to quality improvement and

## Progress made in fiscal 2006

### 1. Beneficial and safe products

- Universal design<sup>3</sup> has been incorporated into every aspect of the full-color multi-functional peripheral (MFP)<sup>4</sup> bizhub C550, such as in the use of blue LED lights, which are more clearly visible to people with red-green color blindness, in the start button and state indication lights.
- ISO 15408,<sup>5</sup> an international certification for information security, was obtained for all MFP products. These products come loaded with a security mode as a standard specification.
- Konica Minolta offers products with low environmental impact by obtaining environmental label certifications, such as the Blue Angel label<sup>6</sup> and the Energy Star,<sup>7</sup> and by complying with the RoHS Directive.<sup>8</sup>

### 2. Fair and transparent corporate activities

- Aiming to acquire ISO 27001 certification for its Group-wide information security management system (ISMS),<sup>9</sup> Konica Minolta established a plan for each of the Group companies and started activities toward that end.
- Aiming to be fully compliant with all environmental regulations, including the RoHS Directive, the Group started a partner acknowledgement system to work with its well-established suppliers on environmental issues, and completed evaluations of all the production sites of its suppliers (about 700 sites of 500 companies).

### 3. Communications with society and information disclosure

- Upon a complete renewal of Konica Minolta's Web site in April 2007, the Group improved the user friendliness of the site with an intuitive navigation system that allows viewers to move back and forth between related information and easily find what they are looking for.
- The Corporate Information Disclosure Committee confirmed that the framework for disclosing important company information (through timely financial and corporate status reporting to stock exchanges, annual reports, CSR reports, etc.) in a timely, appropriate, and fair manner is functioning properly.

### 4. Environmental protection

- Konica Minolta conducted Group-wide evaluations to identify energy-saving measures and established plans and measures to reduce CO<sub>2</sub> emissions.
- The Group is working steadily toward fully phasing out, by the end of fiscal 2007, the use of heavy metals specified in the RoHS Directive in its products that are not mandated for compliance. In addition, the Group's determination to increase energy savings in its products was evident in its anchor product, the bizhub C550, which consumes 40% less energy than the previous model.
- All Group production facilities pushed forward with zero waste activities, while six new sites achieved the zero waste standards set by Konica Minolta. The release of volatile organic compounds into the atmosphere decreased by 86% compared to the fiscal 2000 level.

### 5. Contribution to society

- Konica Minolta carried out a Group-wide, in-depth study of its social contribution records in order to examine which initiatives to strengthen.
- Under its Global Program,<sup>10</sup> Konica Minolta's continued involvement in breast cancer eradication activities included donating digital mammography machines<sup>11</sup> to China.
- Under its Regional Program,<sup>12</sup> Konica Minolta gives continuous support to the operation of the Tsurui Ito Red-Crowned Crane Sanctuary, established by the Wild Bird Society of Japan.
- Under its Local Program,<sup>13</sup> Konica Minolta encourages Group companies and sites to improve relationships of trust with local communities, using their own judgment.

### 6. Respect for employees

- In Japan, Konica Minolta promoted a new fair-and-well-balanced human resources system and also started investigating the adoption of job rotations that will increase opportunities for employees to fully demonstrate their abilities.
- In Japan, the Labor-Management Committee started educational activities to encourage utilization of the company system that enables employees to maintain their career while having peace of mind during times of childbirth and child-raising. It also strengthened measures to prevent health problems related to overwork.
- In Japan, Konica Minolta stepped up its traditional employment of persons with disabilities. It also made preparations to revise its system for reemploying persons who have reached the mandatory retirement age. The system will be expanding greatly from fiscal 2007.

environmental concern. We will continue making it our mission to enhance our commitment at the highest levels in these areas.

Konica Minolta is not just a company but also a member of society. It, naturally, makes contributions through its main business. But at the same time, the Group is promoting various activities to contribute to society to be of some help to the world. As part of the Pink Ribbon campaign, a global drive to eradicate breast cancer, we have contributed mammography machines, which are essential to the early detection of breast cancer, to university hospitals in Beijing and Shanghai, China. We have also been involved in many other social-contribution activities that are gradually bearing fruits.

The Group's CSR activities also cover other areas such as compliance, occupational safety, and communication with stakeholders. We have established targets that we hope will prove Konica Minolta to be a company worthy of trust. We will not, even for a moment, allow the momentum of our CSR activities to decline, nor will we lose track of our state of progress while following plans that focus on the medium and long term. Moreover, we will with good grace admit to challenges not yet overcome and ensure transparency in all our actions.

The Konica Minolta Group is strongly united in its CSR efforts and its hope of making the leap to a globally trusted company. We thank all our stakeholders for their continued support of the Konica Minolta Group.

<sup>3</sup> The concept of designing products, buildings, and spaces while keeping in mind diversifying human factors, such as disabilities, age, and sex.

<sup>4</sup> A printer capable of performing several other functions, such as copying, scanning, and faxing.

<sup>5</sup> International standards granted to IT products and systems that guarantee reliability of security-function design and mounting.

<sup>6</sup> This label, attached to environmentally sound products in Germany, has the longest history of any eco mark in any country.

<sup>7</sup> This mark of the international Energy Star program is attached to office equipment that meet specific energy-consumption standards.

<sup>8</sup> Stands for "the restriction of the use of certain hazardous substances in electrical and electronic equipment" and has been in effect since July 2006 in the EU.

<sup>9</sup> A third-party recognition system to approve that an organization is maintaining its information security management system.

<sup>10, 12, 13</sup> The Global Program, Regional Program, and Local Program are classifications for Konica Minolta's social contribution activities. See page 26 for details.

<sup>11</sup> Machines that take X-ray images and contribute to the early detection of breast cancer by revealing tumors too small to be felt by palpation.