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ACCELERATING ENVIRONMENTAL CONTRIBUTION THROUGH CO-CREATION OF NEW VALUE

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KONICA MINOLTA

For sustainable business growth, global companies must make meaningful contributions to society and maintain a strong presence that invites support. The UN's Sustainable Development Goals (SDGs), adopted in 2015, set forth objectives for sustainable development along with the actions and need for cooperation from global corporations. Konica Minolta, a leader in environmental management in Japan, believes that it is our responsibility to widen the circle of environmental contribution not only through efforts within the Konica Minolta Group but also by joining hands with others in the communities our businesses serve.

creation of new values that will benefit society and the economy.

Given the scale and urgency of today's environmental problems, meeting the need for meaningful solutions falls beyond the scope of any individual company. But the possibilities are great if we unite our efforts. Konica Minolta works with customers and suppliers worldwide, shareholders and investors as well as the local and international communities we serve, to reduce environmental burden. Only by cooperating and sharing our know-how can we maximize our contributions.

Above: Konica Minolta President and CEO Shoei Yamana

WIN-WIN ENVIRONMENT MANAGEMENT ACTIVITIES

Konica Minolta works hand in hand with many local suppliers, exchanging information and providing know-how on reducing the environmental burden that

Below and far right: Employees of Konica Minolta and local suppliers in China working together to improve environmental operations



Intensifying environmental problems demand the world's attention now. To attain sustainable development in all its dimensions, we must affect change that reduces environmental burden. Much responsibility falls on the shoulders of global corporations. In 2009, Konica Minolta formulated Eco Vision 2050, our long-term environmental vision, which sets the target of 80 per cent CO₂ reduction throughout the product life cycle by 2050 compared to 2005 levels. Our progress toward this objective is testament to our company's strong commitment to the environment.

Environmental management at Konica Minolta involves reducing environmental impact in each of our business operations – product development, procurement, production, distribution, sales and service, collection, and recycling – while at the same time securing business growth and the



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we have developed over decades. Even with suppliers with whom we have no financial ties, we believe it is important to share our knowledge on minimizing waste and maximizing resource use.

Our approach yields concrete benefits. In China, which is now our largest base of production, one Konica Minolta supplier reduced annual CO₂ emissions by an estimated 800 tons with the know-how we shared – an achievement that earned the company a financial incentive award from the local government. And the benefits did not end there. The successful environmental management activities gave the supplier an edge in business dealings with other global companies. We believe that sharing our know-how with suppliers is a win-win situation. The suppliers benefit from gaining valuable knowledge and we benefit from receiving products that are produced on the basis of sustainable development, which our own customers increasingly insist upon. We call this approach *the co-creation of new value*.

In line with stricter local environmental regulations, textile producers face growing demands for improved energy conservation and water treatment from dyeing processes. Some of these companies turn to Konica Minolta's advanced digital textile printing technologies, which yield a huge reduction in carbon emissions and water usage. But we know that the environmental issues facing the textile industry demand more expansive solutions. So we send combined teams from our sales and environment departments to our customers' worksites to share know-how and support for their entire factory operations. Already now we are seeing the results of our efforts, which we believe will contribute to further emissions reduction. Looking further ahead, we are working together with a customer to develop new methods of water recycling.

DYNAMIC APPROACH INVOLVING ALL STAKEHOLDERS

Corporations, of course, must manage to make ongoing environmental management activities financially sustainable. For over 15 years Konica Minolta's efforts to reduce environmental impact have made a positive contribution to our business growth and helped to lower operational costs. The belief that environmental contribution and corporate growth can, and indeed must, go hand in hand

taken root throughout the Konica Minolta Group. As our approach to environmental management also serves to increase our profitability, we think constantly about new ways to integrate environmental consideration into our business plans.

Konica Minolta has over two million corporate customers worldwide. Together I believe we can make a contribution toward environmental sustainability that will extend throughout the value chain. At the same time, our relationship of trust will deepen and resonate through *the co-creation of new value*.

If environmental management enables Konica Minolta to grow into a company that creates new value for society and we have no fear of transformation, I believe we will survive no matter how much industries change. I aim to advance dynamic environmental management activities together with as many of our stakeholders as possible. ■



ABOUT THE AUTHOR

Shoei Yamana is President and CEO of Konica Minolta, Inc., a leading global technology company of creative minds that provides innovative solutions to business and society. With affiliates and branches in 50 countries and with over 40,000 employees, the Konica Minolta Group serves 150 countries worldwide.

To achieve both reduction of environmental burden and creation of economic value, Konica Minolta makes cost reduction and efficiency enhancement fundamental to its environmental activities. This linking of environmental value and business value under Mr Yamana's leadership has transformed the company into a leader in environmental management.