

# Initiatives for Reducing Environmental Impact of Products

Based on item 3 of Fuji Electric's Basic Environmental Protection Policy—reduction of environmental burden in business activities—we are implementing initiatives to reduce the environment impact of our production activities. As part of these activities, we are promoting the 3Rs (reduce, reuse, recycle) and pursuing reductions to environmental impacts across the entirety of product lifecycles.

[Efficient use of resources, Reduction of raw materials](#)

[Environmental Impact Reduction Across Entire Product Lifecycles](#)

## Effective Use of Resources and Conservation of Raw Materials

Fuji Electric's efforts for achieving the efficient use of resources and reductions in use of raw materials entail implementing improvement measures through the methods deemed most effective based on the characteristics of a given factory as part of each factory's efforts for improving environmental conditions based on ISO 14001. The effectiveness of these efforts is verified through assessment by external organizations based on ISO 14001.

To this end, environmental improvement teams, such as those described below, are assembled to set targets and advance initiatives for accomplishing these targets based on ISO 14001.

**Design divisions:** The Product Assessment Subcommittee examines measures for making applicable products more compact, lighter, and longer lasting as well as for minimizing use of difficult to recycle plastics and eliminating use of hazardous chemical substances.

**Manufacturing Divisions:** The Manufacturing Subcommittee engages in activities based on the themes of efficiently using raw materials, preventing defective products, reusing and reducing packing materials, and increasing recycling rates through exhaustive waste sorting.

Fuji Electric will continue to pursue improvements through such activities by factories going forward.

## Environmental Impact Reduction Across Entire Product Lifecycles

Fuji Electric aims to reduce environment impacts across entire product lifecycles. To this end, we conduct product assessments and design reviews during the design phase to evaluate the environmental performance of products. These evaluations look at a wide range of environment factors, including energy- and resource-saving properties as well as the usage of harmful chemicals, ability to contribute to lower chemical usage during manufacturing processes, transportation concerns, and other factors related to the realization of a sustainable society. Through these evaluations, we are working to reduce environmental impacts.

### Eco-Product Certification System

Fuji Electric is developing eco-friendly products, which enhance energy efficiency and reduce the use of chemical substances, and environmental contribution products, which help reduce society's overall impact on the environment. We are continuing to promote the spread of these products.

In this initiative, Fuji Electric has established a common Fuji Electric Eco-Product Certification System. We evaluate the degree of product eco-friendliness on a Company-wide platform. Products meeting fixed criteria are certified as "eco-products," while those that are at the top of the industry for environmental benefit and contribution, and which are recognized outside the Company at the national level for environmental superiority are labeled "super eco-products."

Eco-Product Certification System



**Eco-Product Definitions**

Eco-Friendly Products	Products that have a reduced environmental impact over the entire product lifecycle. These products are superior to traditional products in at least four of six standard areas, including energy conservation, resource conservation, and recyclability
Environmental Contribution Products	Products that contribute to environmental preservation during use. Products that contribute to the environment by utilizing natural energy or information and communication technology.