

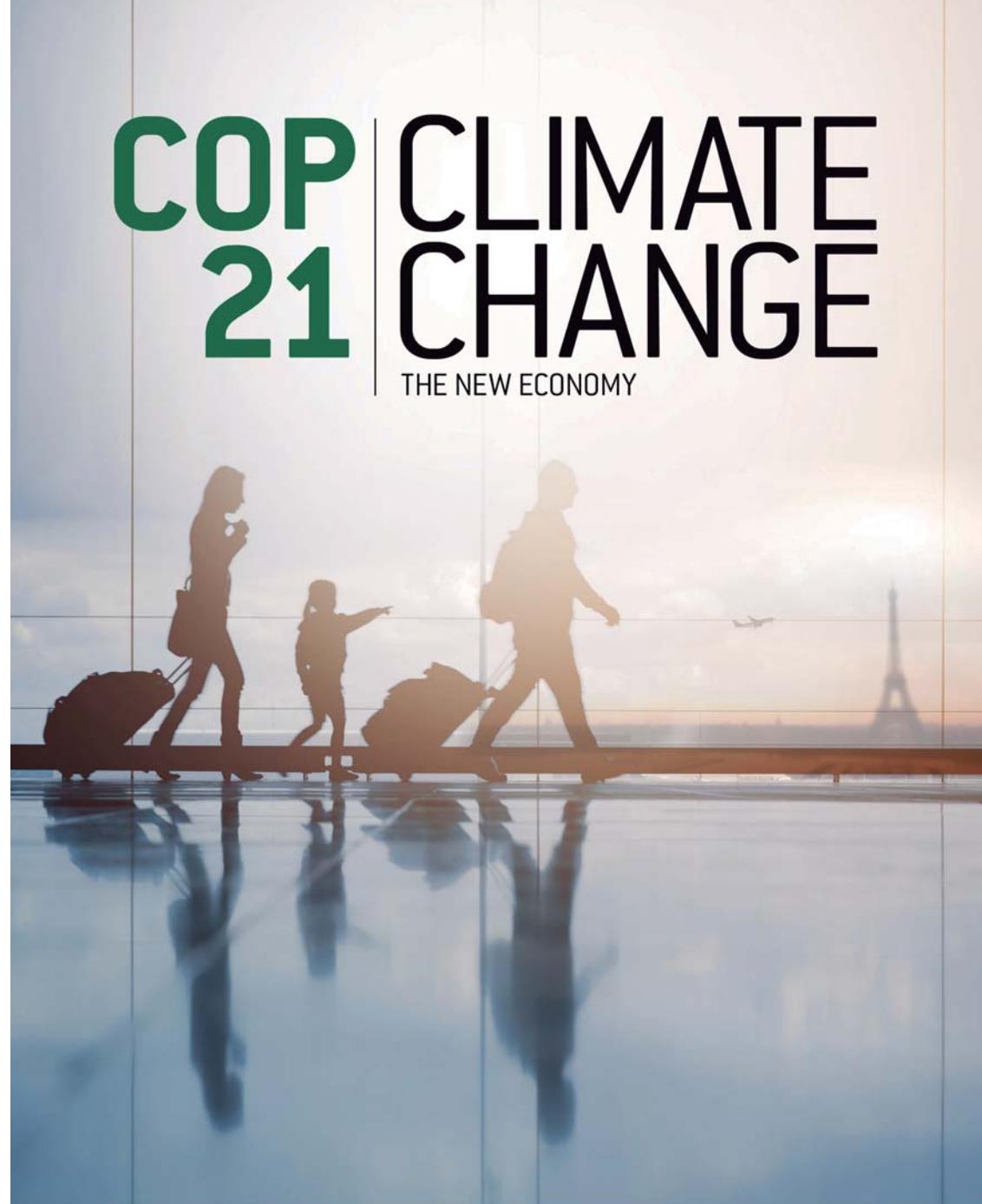


KONICA MINOLTA

Giving Shape to Ideas

# COP 21 | CLIMATE CHANGE

THE NEW ECONOMY



INTERNATIONAL  
**GREEN AWARDS™**  
FOR CREATIVITY IN SUSTAINABILITY



United Nations  
Framework Convention on  
Climate Change

**THE UNITED NATIONS CLIMATE  
CHANGE CONFERENCE –  
COP21 & CMP11**  
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# PUT THE ENVIRONMENT FIRST. IT IS SMART BUSINESS.

SHOEI YAMANA, PRESIDENT & CEO, KONICA MINOLTA, INC.



KONICA MINOLTA

**G**lobal warming is an urgent issue that demands the whole world's attention. To reduce CO<sub>2</sub> emissions, businesses have the responsibility to innovate all across the value chain. Long-term commitment and concrete solutions are vital. Konica Minolta, one of the leading companies in the world to adopt science-based environmental targets, puts the challenge of reducing environmental burden at the forefront of our strategic thinking as a global company.

## BRINGING BUSINESS GROWTH AND SOCIAL CONTRIBUTION TOGETHER

For a global company, business growth and social contribution are two sides of the same coin. As the value of one increases, so should the other. Strategies for business growth, we believe, should go together with a commitment to serve the greater social good.

Today every company should work to resolve environmental issues and enrich society, both of which are vital for a sustainable society. I believe that any company that hopes to remain indispensable to society must pursue innovation with a long-term perspective on meeting business objectives while seriously undertaking measures for the environment.

## ON-DEMAND SERVICES POSITIVELY IMPACT BUSINESS AND THE ENVIRONMENT

As a manufacturer of advanced technology, Konica Minolta targets reduction of CO<sub>2</sub> emissions on many fronts, from the production process to the development of high-efficiency technologies to the



implementation of smart services. On-demand services in the field of professional printing is an example of the kind of solutions Konica Minolta pursues. Our digital hardware and cloud software solutions for the printing industry enable businesses to output prints according to each customer's order and to print the materials close to their destination from anywhere in the world. This reduces environmental burden throughout the value chain. Less paper and other physical resources are used, transportation demands decrease, and there is less waste to recycle or dispose of.

Konica Minolta's advanced inkjet textile printers meet the growing on-demand business need for high-quality printing onto textiles. This advanced digital printing technology enables businesses to offer new services while significantly reducing waste. Compared to screen printing, our inkjet textile printer lowers CO<sub>2</sub> emissions by approximately 90 per cent and water usage by over 60 per cent.

**Top right: Konica Minolta President and CEO Shoei Yamana**

**Above: Nasseger PRO 1000, advanced inkjet textile printer for on-demand services**

**Below right: Konica Minolta Business Technologies (Malaysia) Sdn. Bhd. where leading-edge digital manufacturing is underway**



**“STRATEGIES FOR BUSINESS GROWTH, WE BELIEVE, SHOULD GO TOGETHER WITH A COMMITMENT TO SERVE THE GREATER SOCIAL GOOD”**

Moreover, the capability of our equipment extends to printing onto a wide range of materials including wallpaper and panels. In addition to lowering environmental burden, on-demand solutions spur new business models based on customization and personalization as opposed to mass production. Such services create new value for consumers. From smarter, more efficient technologies that we develop to meet market needs, benefits to the environment and society flourish.

## SHARING KNOW-HOW ON REDUCING ENVIRONMENTAL BURDEN

To attain sustainability, it is important that companies reduce CO<sub>2</sub> emissions from the production process and the amount of resources used for production. We believe that these efforts will also yield cost efficiencies that positively impact profitability. Konica Minolta has long pursued production innovations to achieve greater efficiency and reduce environmental burden. As a company dedicated to environmental management, we share our extensive know-how among our group companies, with our customers, and even with suppliers to which we have no capital ties. Our motivation is to encourage more companies to undertake environmental measures.

In May 2015 we implemented state-of-the-art digital manufacturing at our factory in Malaysia. This system enables us to share and spread our environmental expertise. Automation technology lowers energy demands and ensures efficient use of resources, while ICT links our factories with those of our suppliers, enabling real-time production management. By ensuring optimal resource input and reduction of energy use at each factory, this system helps lower environmental burden. Moreover, since routine tasks are automated, workers are freed up to focus on higher-value work. As we roll out digital manufacturing worldwide, we anticipate a ripple effect that will accelerate the pace that environmental burden is lowered.



## COLLABORATION AND ORIGINAL INNOVATION

No company alone can begin to tackle the complex environmental issues the world faces today. That is why it is important that we work together. It is time to break away from an in-house mentality and adopt an open approach that links the know-how of companies and research institutions. Alliances and collaboration will increase our reaction time and better enable us to bring innovation directly to bear on quality of life.

For such alliances to bear fruit, a partner needs not only a willingness to collaborate, but also strengths in innovation. At Konica Minolta, we have core technologies that provide a knowledge base for everything from our production and material technologies to our growing book of environmental solutions.

“Upgrade recycle,” the process of recycling basic materials into products with superior functionality, is an area in which we have recently achieved a breakthrough. We developed technology to recycle common plastic milk bottles into material for toner bottles used in MFPs (multi-functional peripherals), which require the use of high-quality materials, and established a mass production system in Mexico and Malaysia for this original recycling process. In such ways, we are channeling our technological prowess into solutions for the environment and society.

As the president of the Konica Minolta Group, I hold responsibility for mapping our company's role in the world and putting us on course to becoming a vital business. With our portfolio of leading-edge technology on the one hand and commitment to collaboration on the other, we have the strength to bring a sustainable society closer to reality as we work for the benefit of the earth's environment. ■

## 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. Under Mr Yamana's leadership, Konica Minolta has adopted a multi-front approach to reducing environmental burden, including CO<sub>2</sub> emission reduction in every business area: product development, procurement, production, distribution, sales and services, collection and recycling. Konica Minolta's long-term “Eco Vision 2050” targets 80 per cent reduction in CO<sub>2</sub> emissions in the product lifecycle in 2050 from a 2005 baseline.