

Terre Haute, IN Plant

ISO 14001 Certified since 2000



Sony DADC

Operation Green



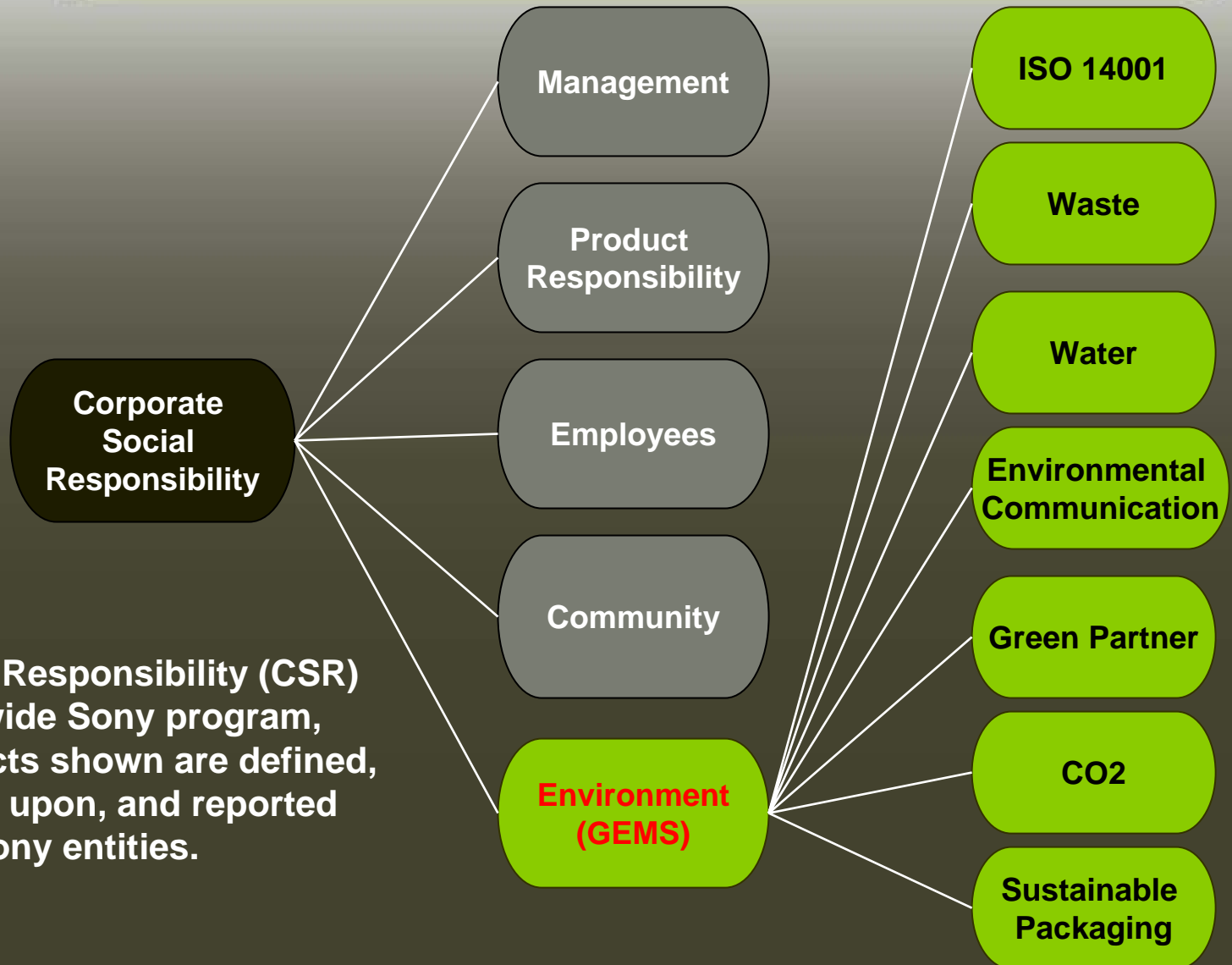
Pitman, NJ Plant

ISO 14001 Certified since 1997

October, 2008

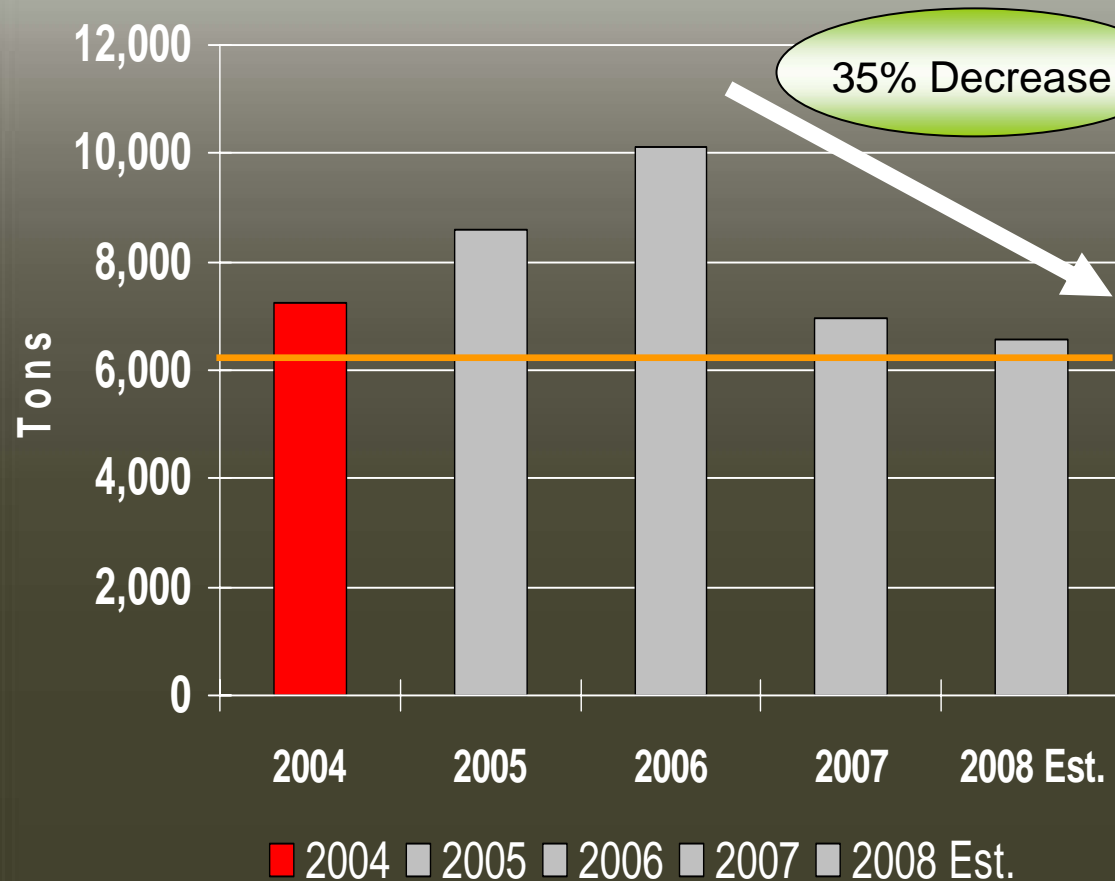


Sony Corporate Social Responsibility



Corporate Social Responsibility (CSR) is a corporate wide Sony program, whereby, the aspects shown are defined, measured, acted upon, and reported by all Sony entities.

Total Waste Reduction



Encompasses all waste streams attributable to employees and operations, such as:

- office paper
- cafeteria waste
- cardboard
- manufacturing plastic waste
- pallets
- packaging components
- chemicals
- metals
- e-waste

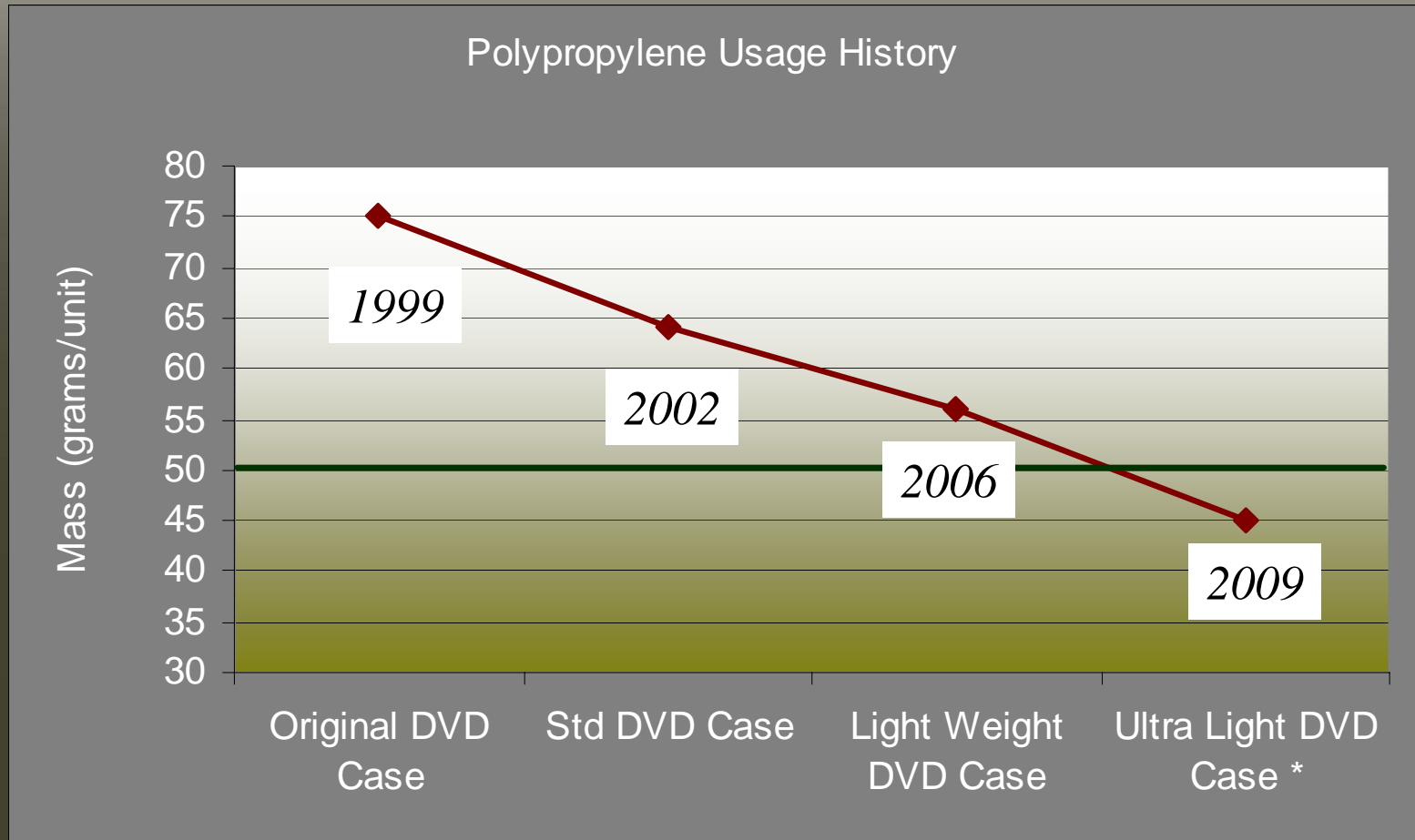
Reduce Use of Non-recycled Paper

2. Use 50% Post Consumer Waste (PCW) Recycled Paper Stock.



Reduce Weight of Common Packaging

3. Reduce the weight of generic components to less than 50g.



Sony DADC Sustainable Packaging

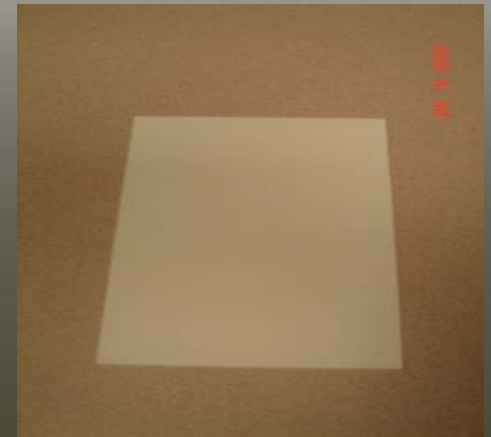
Low Weight DVD Case



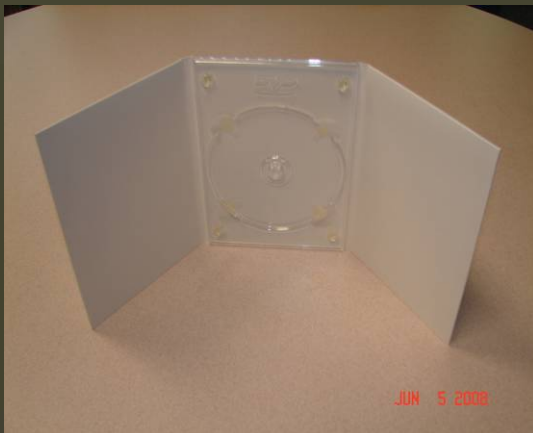
Ultra-Light DVD Case



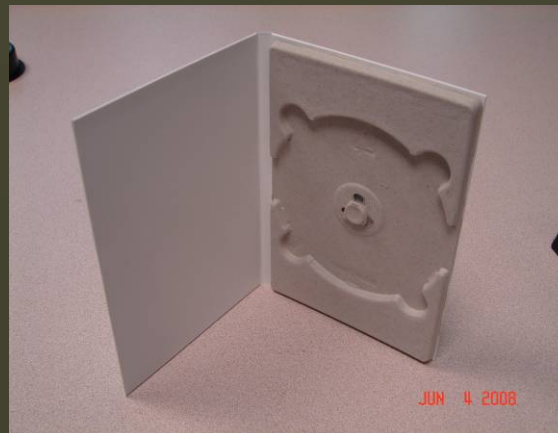
Standard DVD Sleeve



Standard Digipak-Style Case



Enviro Digipak-Style Case



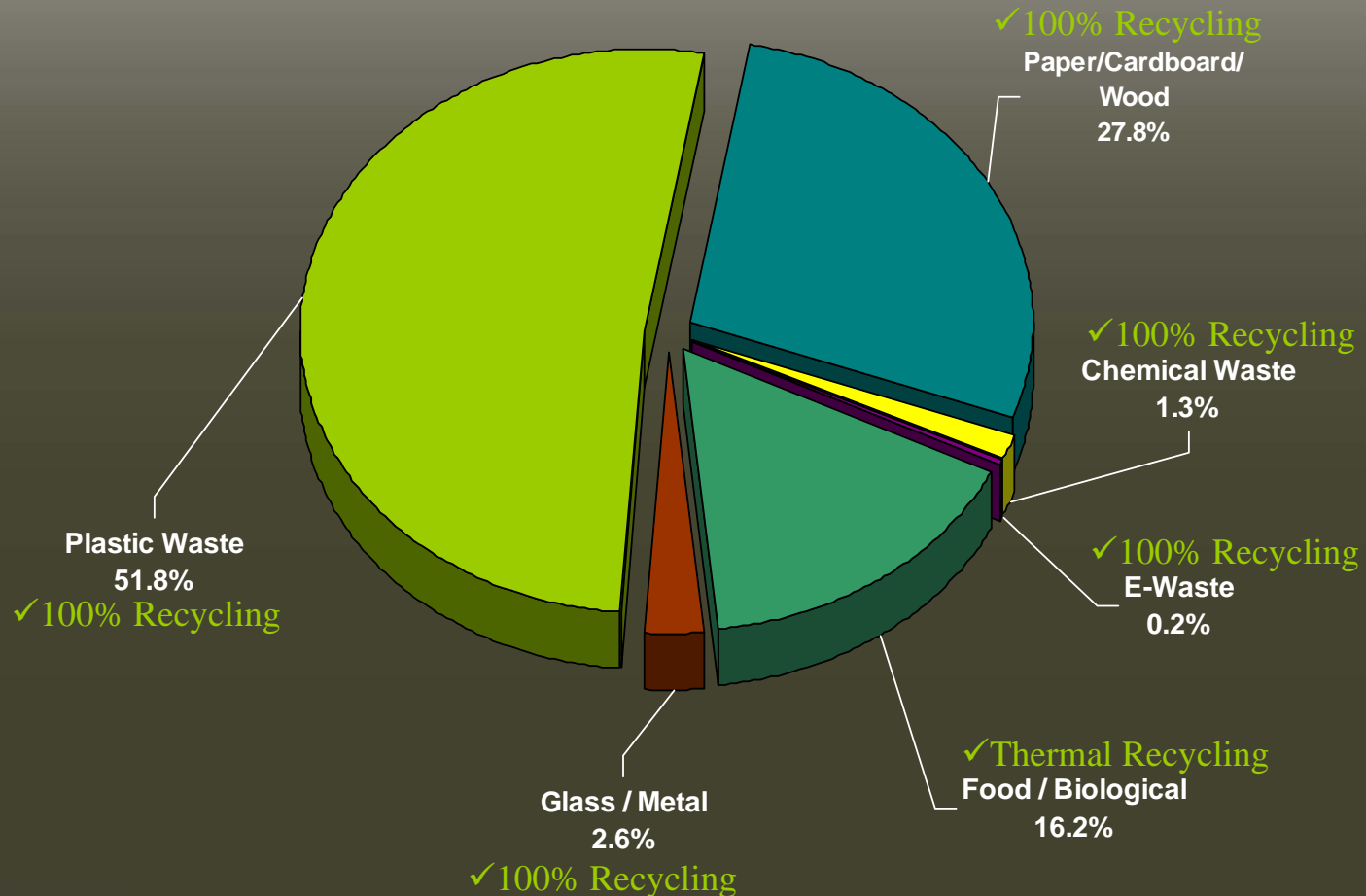
Bend-It Sleeve



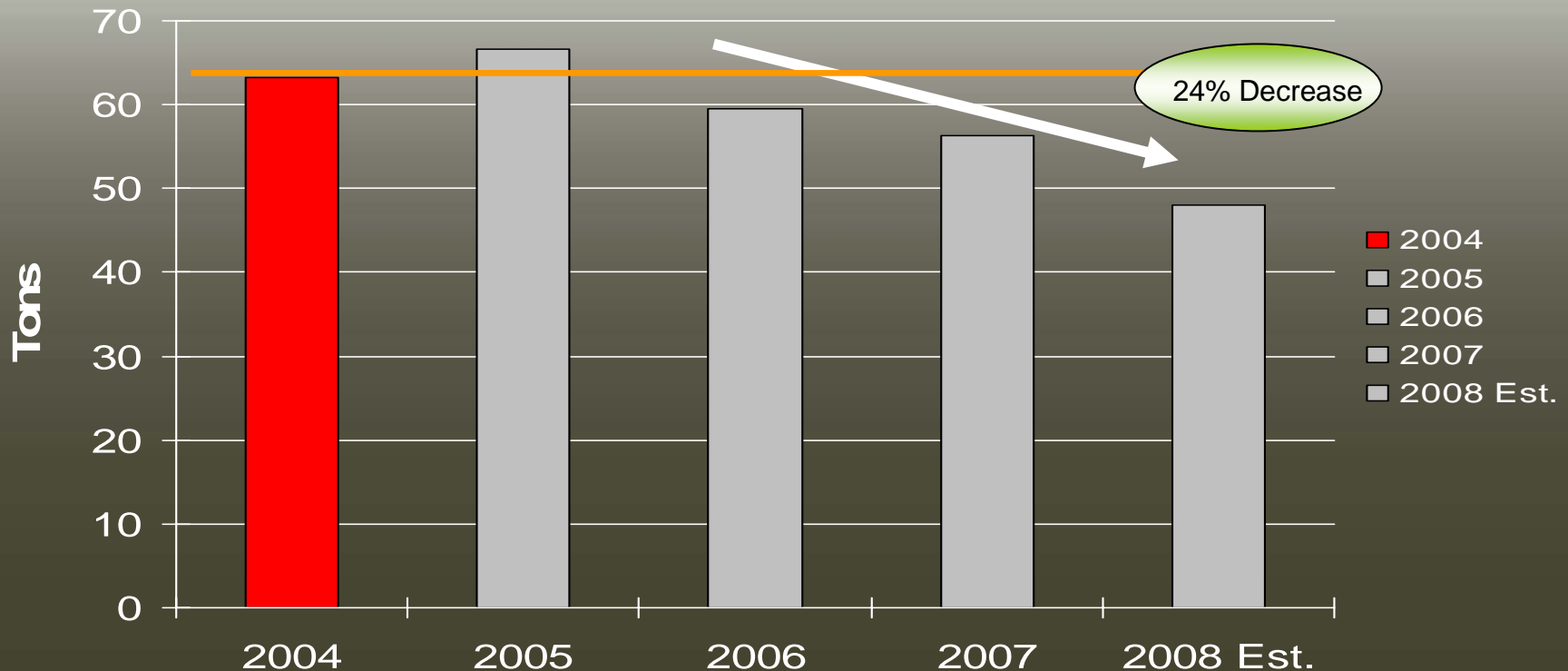
Recycling Projects

98% Recycling Rate

FY 2007 Cost Recovery = \$3.6 M



VOC Reduction



Reduction Activities

- Reduced IPA consumption by 22% by rationing
- Reduced IPA concentration by dilution
- Replaced VOCs with non-volatiles (Valtron)

Social & Community Involvement

- Pitman established a 12.5 acre conservation easement
- This represents 17% of total site
- 12.5 acres includes large pond and upland forested area



Social & Community Involvement

- Students from Rowan University funded by Sony DADC initiated Endowment Fund bring Water to El Salvador Village as an Engineers Without Borders Project



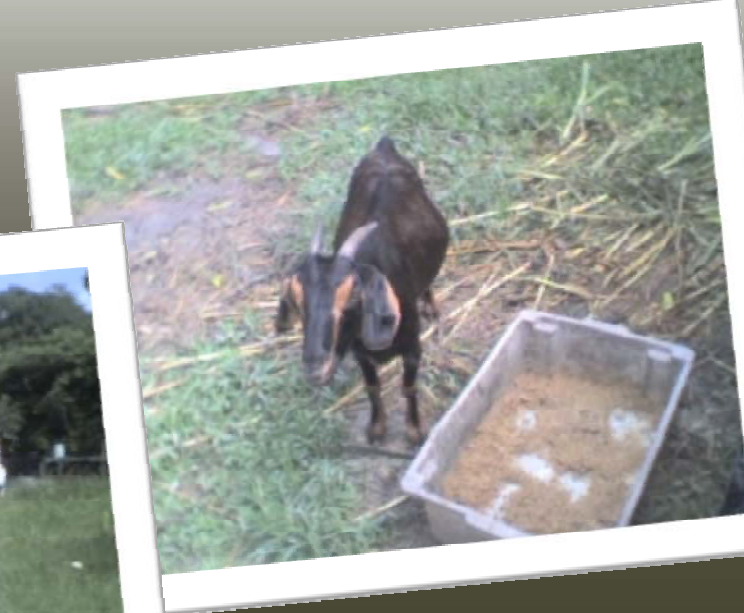
Social & Community Involvement

- Employee sponsored children's art competition
- Calendar given out to all employees across the Americas
 - Alandra Joana Garcia Camacho, Age 10, Sony DADC Mexico



Social Activity & Communication

- Program for organic waste treatment at Sony DADC Brazil

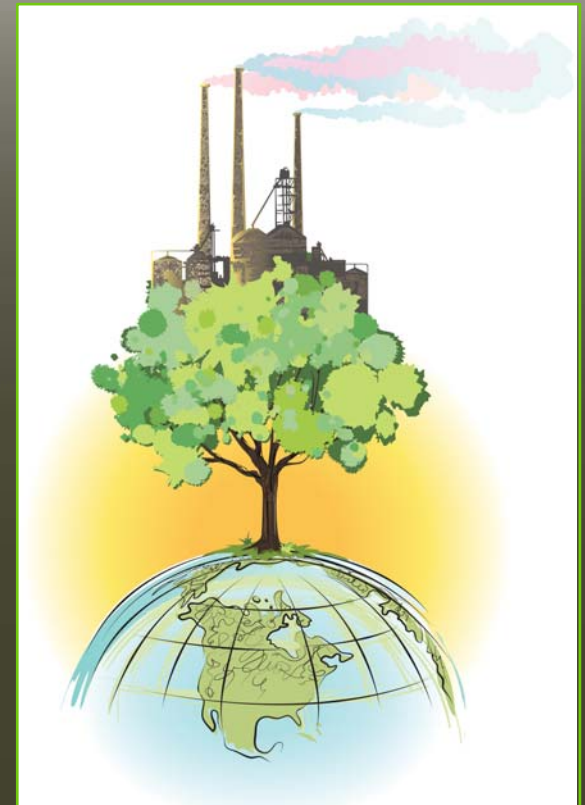


- Organic waste is used for feeding the animals.
- Those animals are used as food for a small community.

Corporate and Sony DADC Initiatives

Partnering with WWF and Committing to:

1. Cut absolute Greenhouse gas emission 7% by 2010
2. Reduce CO₂ Emissions from Products
3. Work with WWF to raise consumer awareness of global warming
4. Support view that the average global temperature must remain below 2° C above pre-industrial times



Sony Corporate: Program Examples

- All Sony Televisions have standby power of less than 1 w, with most at 0.3 w 90% of all products achieved target reductions.
- New Sony Headquarters Building Designed to use 40% less power than comparable buildings in Tokyo.
- Take Back E-Waste Recycling Program with goal to recycle one pound for every pound of new product sold.



Use of Renewable Energy

1. In Japan, Sony has used Green Power Certificate Program which Sony jointly developed.
2. Using Solar Power at Offices in Japan and elsewhere.
3. Green – e Certificate program in US and Renewable Energy Purchases in Europe.



CO₂ Emissions Reduction - Plan

- Sony DADC U.S. has determined it's carbon footprint from direct manufacturing operations.
- A Six Sigma project was initiated to determine energy saving projects. A summary of these projects are as follows:

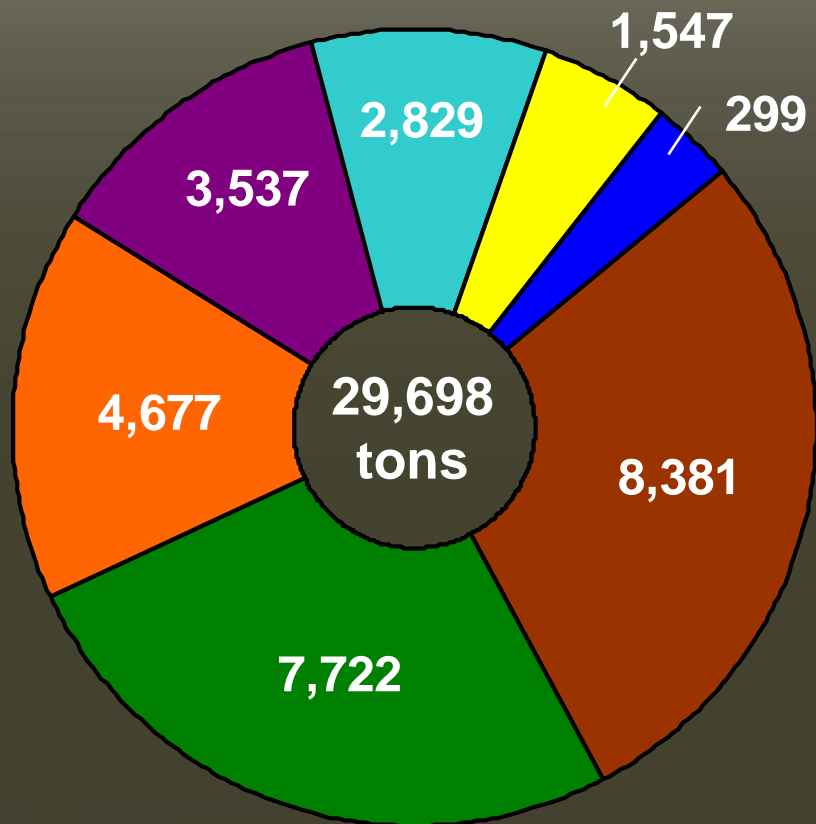
Number of Energy Saving Projects	Total U.S. Investment	Annualized Electrical Savings	Annualized CO ₂ Reduction
72	\$2.94 million	50 million kWh	29,698 tons

EQUIVALENT TO THE
ELECTRICAL CONSUMPTION
OF **4,700** U.S. HOUSEHOLDS

CO₂ Emissions Reduction - Plan

- The 72 energy reduction projects are categorized into 7 areas ...

CO₂ REDUCTION CONTRIBUTION



PROCEDURAL	28.2%
PROCESS	26.0%
HEAT / AC	15.7%
LIGHTING	11.9%
COMFORT	9.5%
INSULATION	5.2%
FACILITIES	3.4%

- **Facilities Temperatures**

- Set points adjusted in office, manufacturing, and distribution areas.
- This change saves 1.8 million kWh annually.....OR.....the equivalent annual demand of 176 U.S. households.

SUMMER – 72 TO 78 DEGREES

WINTER – 72 TO 68 DEGREES



- **Improve Lighting**

- Redesigned lighting requirements by task (office, commons, mfg, etc).
- Modified grid arrays in accordance with “intensity-to-task” plan.
- Retrofit fixtures (high efficiency T5) to “intensity-to-task” plan.
- Installed motion detection where applicable.
- Up to 70% consumption reduction where deployed

**Annualized savings is equivalent to 569
U.S. households.**

T5 Lighting with Motion Sensors Saving 4,000 Tons CO₂ a Year to Date



4. Reduce transport bulk waste by 50%.

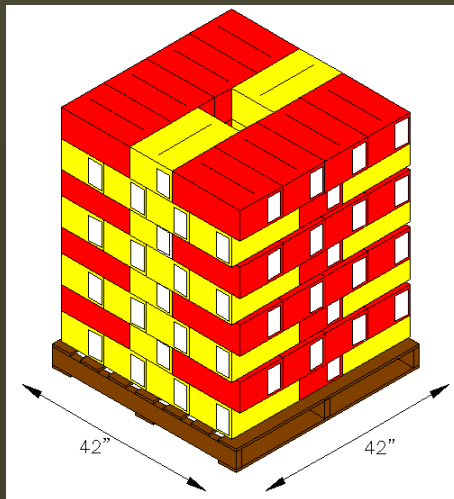
- Minimize Carton Usage
 - Provide HDPE Alternative for External Shipment
 - Provide No-Waste Pallet Option for Inter-company Transfers
 - With either option, CO2 Impact Reduced by 85%
 - Carton Impact = 0.773 lbs CO2 Equiv /carton
 - Bundle Impact = 0.112 lbs CO2 Equiv/bundle
- Net CO2 Reduction 1,000,000+ lbs CO2 Equiv*



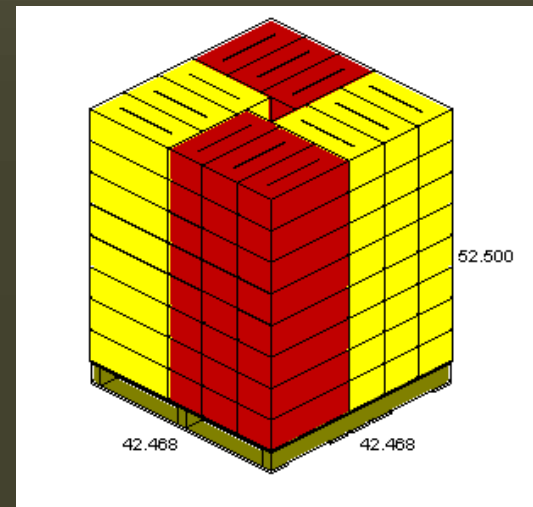
* 100million units

5. Reduce finished goods CO2 transportation emissions by 10%
 - High Density Pallet Build Increase Per Unit Transport Density by 20%.

2,400/pallet



2,880/pallet



- **Wind Farm supported by Native Energy Inc., USA**
(Operated by FPL energy Inc)
 - Location : Horse Hollow Wind Energy Center in Texas (60,000 acres)
 - Produced electricity is enough for about US 220,000 homes (735 megawatt)
 - GE 1.5 megawatt turbine : 291
81 meters in height
77-meter diameter covered by blades
 - Siemens 2.3 megawatt turbine : 130
81 meters in height
94-meter diameter covered by blades



2008

1. Four US sites participating
2. 50,000 mWh offset

2009

1. Eight US sites will be participating
2. 85,000 mWh to be offset