

Creation and Promotion of Environmentally Conscious Products

Toshiba Group's fundamental concern in manufacturing is the creation of environmentally conscious products (ECPs) that impose fewer environmental impacts. We focus on environmentally conscious design, life cycle assessment and environmental labels. One way we reinforce this is with our own Earth Protection Mark: this can be displayed on products meeting our 20-plus criteria for environmentally conscious products. Our design process seeks to promote the use of lead-free solder—by fiscal 2001 it was used in 18 products including washing machines and portable PCs, and it will be found in all Toshiba products by fiscal 2003. In December 2000, our portable PCs became the first in their product category to receive Germany's "Blue Angel RAL-UZ 93" certification. This was welcome recognition of our outstanding eco-friendly products from one of the world's major environmental labeling standards.

Recycling End-of-Life Products

Recycling is another essential aspect of our activities, and we promote development of recycling schemes to stand alongside the Group-wide recycling system we are developing. In fiscal 2001, Japan introduced a recycling law requiring manufacturers to take back four kinds of products at the end of their life: TVs, refrigerators, washing machines and air-conditioners. In that first year, we collected a total of 1,350,000 units. We also set up recycling centers to collect and recycle PCs from companies in ten major cities across the country.

Toshiba's Standards of Conduct

A central tenet of the Toshiba Group's approach to management is that we not only observe the laws of the countries and regions in which we do business but also respect their social mores and ethics and seek to contribute to society. To clarify what this means in practice, we published our Standards of Conduct in 1990. They establish a clear, shared code of conduct for Toshiba Group management and employees, wherever in the world they may be. Full compliance with legal, social, ethical standards, and strict adherence to these standards of conduct constitute the core of our risk management strategy and provide essential conditions for Toshiba's continued growth and success as a global enterprise.

Activities for Local Communities

Toshiba Group companies are active in contributing to the societies in which they operate, as can be seen in support for educational programs and philanthropic and voluntary activities.

Toshiba Science Museum in Kawasaki, Japan, is a showcase for our advanced technologies and a place where kids can enjoy interactive exhibitions and experiments that stimulate their interest in science. That same concern explains why we support science competitions in North America, the U.K. and China. Other cultural and educational programs are supported by our three charitable foundations, two overseas and one in Japan, the Toshiba International Foundation.

In Japan, Toshiba employees are active in their local communities. We promote a volunteering spirit among employees by providing volunteer recruitment information and other information related to voluntary activities. We also offer financial support to volunteer organizations in which our employees participate. One example is our provision of financial assistance to a Japanese organization working for physically-challenged children. In the aftermath of the September 11 attacks in the United States, employees of 109 group companies offered support to a victims aid fund.

For more information on Toshiba Group environmental activities and social contributions, please visit our web sites at:

Environment <http://www.toshiba.co.jp/env/english/index.htm>

Citizenship <http://www.toshiba.co.jp/worldwide/about/philanthropy.html>

