

materials procurement, manufacturing and distribution, through to consumption and eventual disposal. These guidelines call for environmentally conscious design, environmental assessment of all products, and full disclosure of environmental impacts and other information.

Toshiba promotes environmentally conscious design grounded in the principle of the "5Rs": design to achieve reduction, reuse, recycling, reduction of energy consumption and reduction of substances with an environmental impact. In establishing its "Environmentally Conscious Product Design Guidelines" and "Eco Material Selection Guidelines," Toshiba promotes the use of lead-free solder, green procurement, and the development of an environmentally conscious design support system.

In the area of environmental assessment of products, Toshiba has introduced "Product Assessment Guidelines" for its complete product range, to clarify the extent to which the environmental impact of a contemplated product is reduced compared with that of the previous model. In particular, Toshiba has incorporated a lifecycle assessment (LCA)-based quantitative evaluation in the product assessment of mass-produced mainstay models. The application of LCA is expected to increase over a broader range of products in the future.

Toshiba applies stringent standards in the disclosure of environmental performance. The Company has adopted a leading position in the industry, adopting 13 criteria, including the "5Rs," in its "voluntary environmental standards." Toshiba products that comply with all of the Company's voluntary standards and that have gained eco-labels, Toshiba Group's environmental performance self-declaration mark in compliance with ISO 14021, are introduced on the Company's Web site.

A prime example of Toshiba's environmentally conscious products is the "New Super Power Eco," an air conditioner used in large stores. Equipped with Toshiba's unique dual inverter system for simultaneous control of two inverter compressors, and using a new high-efficiency refrigerant, R-410A, this new product has achieved an air-conditioning system that cuts power consumption to 40% of earlier models and was awarded the Director-General's Prize from the Agency for Natural Resources and Energy in the 2002 Energy Conservation Awards.

## Recycling Activities

Recycling is another essential aspect of Toshiba's activities. All Group companies focus on the development of technologies that recycle discarded products and the materials from which they are made. Emphasis is also placed on the reduction of waste and costs. In accordance with Japan's recycling law, which requires manufacturers to take back TVs, refrigerators, washing machines and air-conditioners at the end of their life, Toshiba recycled 1,560,000 units during fiscal 2002. In preparation for the introduction of recycling laws in Europe in 2005, Toshiba has established a European Environmental Division in Germany.

## Activities for Society and Local Communities

Toshiba Group companies actively contribute to the communities in which they operate, and for the betterment of society as a whole.

Opened in 1961, the Toshiba Science Museum welcomes more than 120,000 visitors each year to view the Company's latest technologies. The museum also serves to increase interest in science as a place for people to interact with science displays, and offers personal computer courses for beginners.

In addition, Toshiba has three charitable foundations around the world, including the Toshiba International Foundation and Toshiba America Foundation, which support cultural and educational activities. Toshiba also works closely with regional groups in Japan to hold events in tune with the needs of local communities.

Toshiba believes it is essential to disclose its activities and results in protecting the environment based on environmental management systems to as many people as possible through open communication both within and outside the Company. To this end, the Company publishes an Environmental Report and discloses related information on its Web site.

For more information on Toshiba Group environmental protection activities, please visit our Web site at: <http://www.toshiba.co.jp/env/english/index.htm>.



The dual-inverter system and new coolant of the New Super Power Eco achieve an air-conditioning system that cuts power consumption to 40% of earlier models. Its performance won the Director-General's Prize from the Agency for Natural Resources and Energy in the 2002 Energy Conservation Awards.