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More information about each of the ten projects listed overleaf can be found on @Sony.

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SONY

eco



Sony Europe

Smarter Sustainability

For The Next Generation

Ten achievements in eco and sustainability, accomplished in Europe.

For us to be proud of and share widely.

- Our latest BRAVIA Eco TV “WE5” consumes 50% less energy than previous comparable models and the whole 2009 BRAVIA range consumes 10–20% less power than the 2008 range. Moreover, almost all of our BRAVIA models from the Spring 09 line-up will be awarded the European Union’s Eco-label ‘EU Flower’. This is a prestigious official EU award identifying products that comply with strict environmental requirements.
- In Europe, we have significantly reduced our CO2 emissions by approximately 90% between FY2000–FY2008. At our site in Pencoed, UK, we achieved an energy-saving of 43% from FY07 to FY08, three quarters of it through innovative engineering measures.
- Most of Sony Europe’s sites are powered by electricity from 100% renewable sources. Additionally, an impressive 98% of all waste material from our European manufacturing, logistics and service sites is recycled.
- Sony is a founding member of the ‘European Recycling Platform’ (ERP). Fully operational in 11 European countries, the ERP effectively manages end of life collection and recycling for all consumer electronic products. In 2008, approximately 60,000 tons of electronic waste were collected and recycled on behalf of Sony in 20 European countries.
- All of our supply partners are certified according to Sony’s Green Partner Programme (GPP), requiring adherence to strict environmental standards that exceed current legislation.
- Sony is a member of WWF’s Climate Savers Programme and has committed to reducing the level of our CO2 emissions globally by 7% in 2010 (compared to 2000 levels). In Europe, we have already achieved this, two years ahead of the target date!
- In Europe, around 30 million people are visually impaired and this number is increasing as the population ages. Sony is the only company to make ‘Audio Description’ a standard feature on its entire BRAVIA range, providing narration of the programme storyline to allow visually impaired people to more fully enjoy the TV.
- In our partnership with streetfootballworld, a non-profit organisation, we use football and our expertise in technology as a means to drive social change and development around the world.
- As part of our Climate Change initiatives, we are supporting an innovative children’s project to use remotely controlled, solar powered camera technology to develop an early detection and warning system for potentially damaging forest fires.
- By partnering with the Prince’s Rainforest Project, Sony is raising awareness of the devastating impacts of deforestation. By delivering a stunning interactive exhibition across Europe that combines new photography from the rainforests with Sony technology, people can experience the glory of the rainforests and their plight.