

Activities of Nippon Keidanren for Creating a Recycling Society

November 12, 2009

Japan Business Federation

Co-Chairman of Committee on Environment and Safety

SAMESHIMA Fumio

<Today's Presentation Topics>

I. What is Nippon Keidanren?

II. Activities of Nippon Keidanren for Realizing a Recycling Society

I. What is Nippon Keidanren?

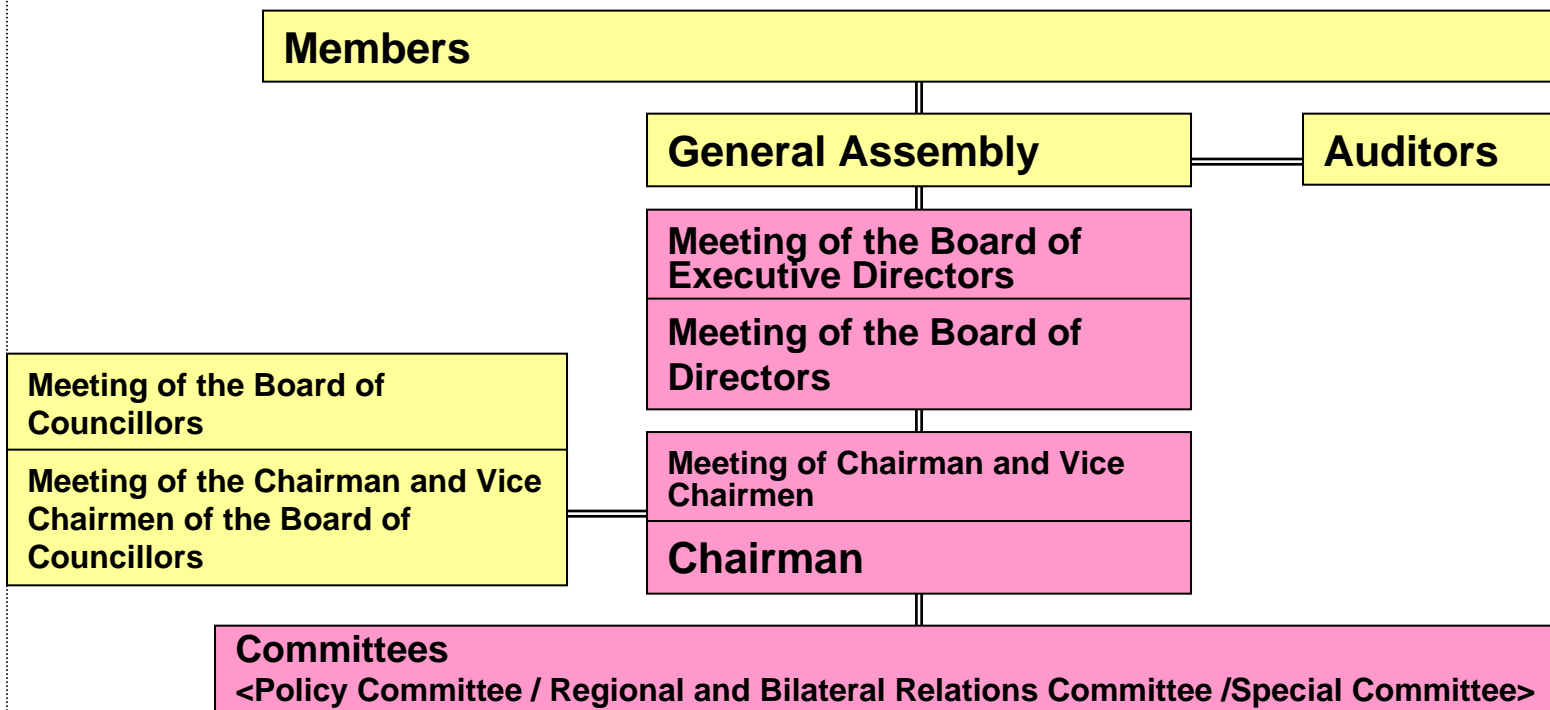
What is Nippon Keidanren (Japan Business Federation)?

◇ Established in May, 2002 by amalgamation of Keidanren and Nikkeiren.

• Keidanren (Japan Federation of Economic Organizations): Established in 1946 for reconstruction and rehabilitation of Japanese economy.

• Nikkeiren (Japan Federation of Employers' Association): Established in 1948 for creation of proper labor-management relations.

◇ Composition: Corporate members – about 1,300 companies (including foreign-affiliated companies)
Industry-classified nationwide organizations – about 130 organizations
Regional economic organization – about 50 organizations



Active Area of Keidanren (activities concerning policy proposals)

[Total number of committees: 71]

- ◇ **Policies in general:** Committee on Comprehensive Strategy, Committee on Constitutional Policy
- ◇ **Economy and legislation:** Committee on Economic Policy, Committee on Taxation, Committee on the Fiscal System, Committee on Social Security, Committee on the Financial System, Committee on Economic Law, etc.
- ◇ **Administrative reform, industry and land:** Committee on Administrative Reform, Committee on New Government System, Committee on Industrial Affairs, Committee on New Business Development, Committee on Transportation and Distribution, Committee on Agricultural Policy, Committee on Urban and Regional Policies, Committee on Tourism, Committee on Housing Policies, etc.
- ◇ **Technology, Environment and Energy:** Committee on Industrial Technology, Committee on Intellectual Property, Committee on Information and Communication Policy, Committee on e-Government, Committee on Oceanic Resources, Committee on Environment and Safety, Committee on Energy and Resources, etc.
- ◇ **Interaction with Society:** Committee on Corporate Behavior, Committee on Corporate Philanthropy, Committee on Political Affairs, Committee on Education and Human Resources Development, Committee on Risk Management
- ◇ **Labor-related Affairs:** Committee on Management and Labor Policy, Committee on Employment, Committee on National Quality of Life, Committee on Labor Legislation, Committee on Population Issues, etc.
- ◇ **International Relations:** Committee on Trade and Investment, Committee on International Cooperation, Committee on Promotion of Economic Partnerships, etc.
- ◇ **Regional and Bilateral Relations Committees, etc.** (Europe and the United States, Latin America, Pacific Ocean, Middle-East, Africa, Russia, NIS)
- ◇ **Special Committees**

Nippon Keidanren Chairman and Vice Chairmen / Chairman and Vice Chairmen of the Board of Councillors (Fiscal 2009)

[Chairman]

MITARAI Fujio Chairman, Canon Inc.

[Vice Chairmen]

WATARI Fumiaki Chairman, Nippon Oil Corporation

SASAKI Mikio Chairman, Mitsubishi Corporation

NAKAMURA Kunio Chairman, Panasonic Corporation

MORITA Tomijiro
Insurance Company Chairman, The Dai-ichi Mutual Life

UTSUDA Shoei Chairman, Mitsui & Co., Ltd.

SAKAKIBARA Sadayuki President, Toray Industries, Inc.

MAEDA Terunobu Chairman, Mizuho Financial Group, Inc.

TSUKUDA Kazuo Chairman, Mitsubishi Heavy Industries,
Ltd.

UJIIE Junichi Chairman, Nomura Holdings, Inc.

OHASHI Yoji Chairman, All Nippon Airways Co., Ltd.

IWASA Hiromichi President, Mitsui Fudosan Co., Ltd.

SHIMIZU Masataka President, The Tokyo Electric Power
Co., Inc.

WATANABE Katsuaki Vice Chairman, Toyota Motor
Corporation

NISHIDA Atsutoshi Chairman, Toshiba Corporation

MUNEOKA Shoji President, Nippon Steel Corporation

total: 16

[Chairman of the Board of Councillors]

YONEKURA Hiromasa Chairman, Sumitomo Chemical Co.,
Ltd.

[Vice Chairmen of the Board of Councillors]

SHIBATA Masaharu Chairman, NGK Insulators, Ltd.

OHASHI Mitsuo Chairman, Showa Denko K.K.

SUZUKI Shoichiro Chairman, Oji Paper Co., Ltd.

OKUDA Tsutomu President, J. FRONT RETAILING
Co., Ltd.

IKEDA Kouichi Chairman, Asahi Breweries, Ltd.

KUROYANAGI Nobuo President, Mitsubishi UFJ Financial
Group, Inc.

OKA Motoyuki Chairman, Sumitomo Corporation

HASEGAWA Yasuchika President, Takeda
Pharmaceutical Company Limited

CHUBACHI Ryoji Vice Chairman, Sony Corporation

NOMAKUCHI Tamotsu Director, Mitsubishi Electric
Corporation

SAKANE Masahiro Chairman, KOMATSU Ltd.

HARA Yoshinari Chief Corporate Adviser, Daiwa
Securities Group Inc.

MIURA Satoshi President, Nippon Telegraph and
Telephone Corporation

MIYAHARA Koji Chairman, Nippon Yusen Kaisha
(NYK Line)

OKUBO Naotake Chairman, Sekisui Chemical Co., Ltd.

OTSUKA Mutsutake Chairman, East Japan Railway
Company

total: 17

Outline of Committee on Environment and Safety, Nippon Keidanren

➤ Committee on Environment and Safety

Composed of about 200 Nippon Keidanren major companies and organizations

Chairman SAKANE Masahiro (Chairman, KOMATSU Ltd.)

Co-chairman SAMESHIMA Fumio (Chairman, Taiheiyo Cement Corporation)

➤ Subordinate organizations

Global Environment Panel (Panel Chair: INO Hiroyuki, Vice President, The Tokyo Electric Power Co., Inc.)

Waste Management and Recycling Panel (Panel Chair: YOSHIKAWA Hirokazu, Chairman, Dowa Holdings, Co., Ltd.)

Safety Panel (Panel Chair: KOHASHI Junichi, Senior Vice President, Nippon Oil Corporation)

Environmental Risk Protection Panel (Panel Chair: KAWACHI Satoshi, Supreme Advisor, Sumitomo Chemical Co., Ltd.)

➤ Related committees, outside organizations, etc.

Keidanren Nature Conservation Fund

Cooperative Foundation against Environmental Pollution

Japan Industrial Waste Management Foundation, etc.

II. Activities of Nippon Keidanren for Realizing a Recycling Society

1. Activities of Nippon Keidanren Environment Voluntary Action Plan

(1) Activities to date

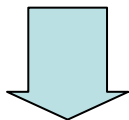
April, 1997 Keidanren Global Environment Charter

Base on a basic philosophy that efforts on environmental problems are requisite for the existence and activities of companies, implementation of voluntary and vigorous activities for environment protection was declared.

June, 1997 Nippon Keidanren Environment Voluntary Action Plan

· Plan on measures against waste materials "Reducing final industrial waste disposal by 75% over fiscal 1990 in fiscal 2010"

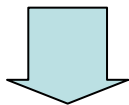
Set numerical targets by industry and reduce the disposal voluntarily.



Conduct a follow-up survey every fiscal year.

➤ Dec., 1997 COP3 Adoption of Kyoto Protocol

Fiscal 2002 achievement: the above target of fiscal 2010 (75% reduction over fiscal 1990) was achieved for the first time.



From this year, the above target for fiscal 2010 had been achieved for four consecutive years ahead of schedule

March, 2007 (result of the fiscal 2006 follow-up survey)

: expansion from "Plan on measures against waste materials" to "Plan on creation of a recycling society"

(Formulation of the secondary target on reduction in final industrial waste disposal, etc.)

<Expansion from “Plan on measures against waste materials” to
“Plan on creation of a recycling society”(result of the fiscal 2006 follow-up survey) >

(1) Revision and renewal from “Plan on measures against waste materials” to “Plan on creation of a recycling society”

For creating "a recycling society where environment and economic development go together," we committed again further efforts as the industrial community to promote 3R and to conduct proper waste disposal thoroughly.

(2) Review of the target as the whole industrial community (target on reduction in final industrial waste disposal)

New target as the whole industrial community: “Reduce the final industrial waste disposal by 86% over fiscal 1990 in fiscal 2010.” (old target was reduction by 75%.)

As Nippon Keidanren, we continuously request reduction in final industrial waste disposal for each industry, and **promote 3R further so that the disposal does not increase irrespective of changes in economic conditions**, setting the above target as the whole industrial community.

(3) Formulation of original targets by industry

For each industry, we newly set original targets other than the ones concerning the final industrial waste disposal, considering the character and conditions of each industry, and further strengthen voluntary activities for realizing a recycling society.
(Examples: improving resource recovery ratio, reducing the generation of waste, increasing the receiving amount of waste from other industries)

< Fiscal 2008 follow-up survey participating industries: 40 industries >

◇ Industries to which the whole industry target is applied (for which the calculation on the final industrial waste disposal is performed): 31 industries

Electricity, gas, petroleum, steel, nonferrous metal production, aluminum, copper and copper alloy, electric wire, rubber, flat glass, cement, chemical, drug, paper, electrical and electronics manufacturing, bearing, automobile, automotive parts, automotive body, industrial vehicle, railway vehicle, shipbuilding, flour milling, sugar refining, milk and dairy product, soft drink, beer, construction, airline and telecommunication

◇ Other industries: 9 industries

Housing, real estate, machine tool, foreign trade, department store, railway, shipping, bank, and casualty insurance

(Since housing and construction overlap one another, housing is included in construction in the calculation, not added independently.)

⇒ Announce the targets and the conditions of activities by industry (“Individual industry version”)

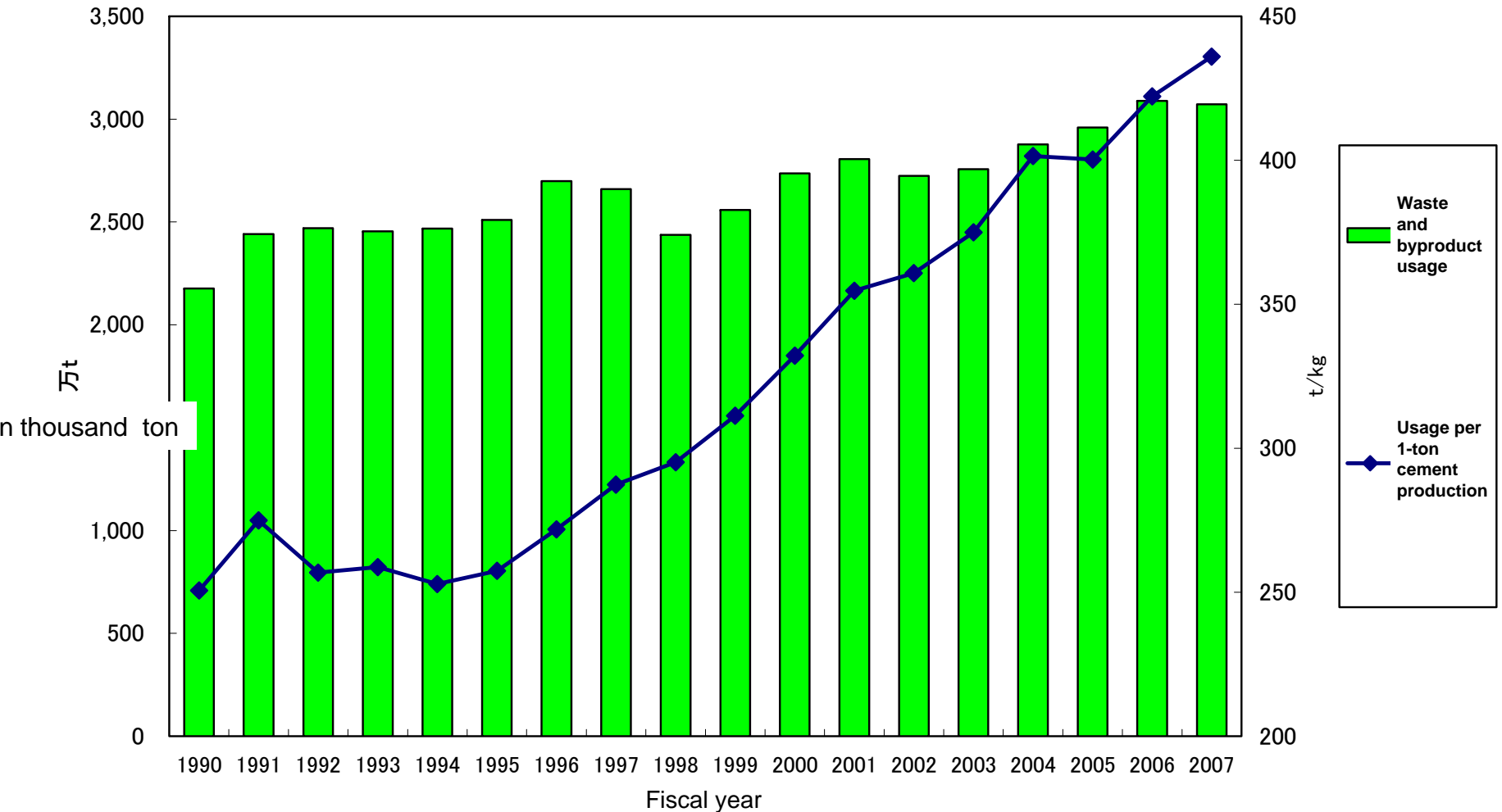
Introduce activities to dispose not only industrial waste but used products and general business waste.

※ Covering percentages of this survey are a little lower than 70% in general (as of fiscal 1990)

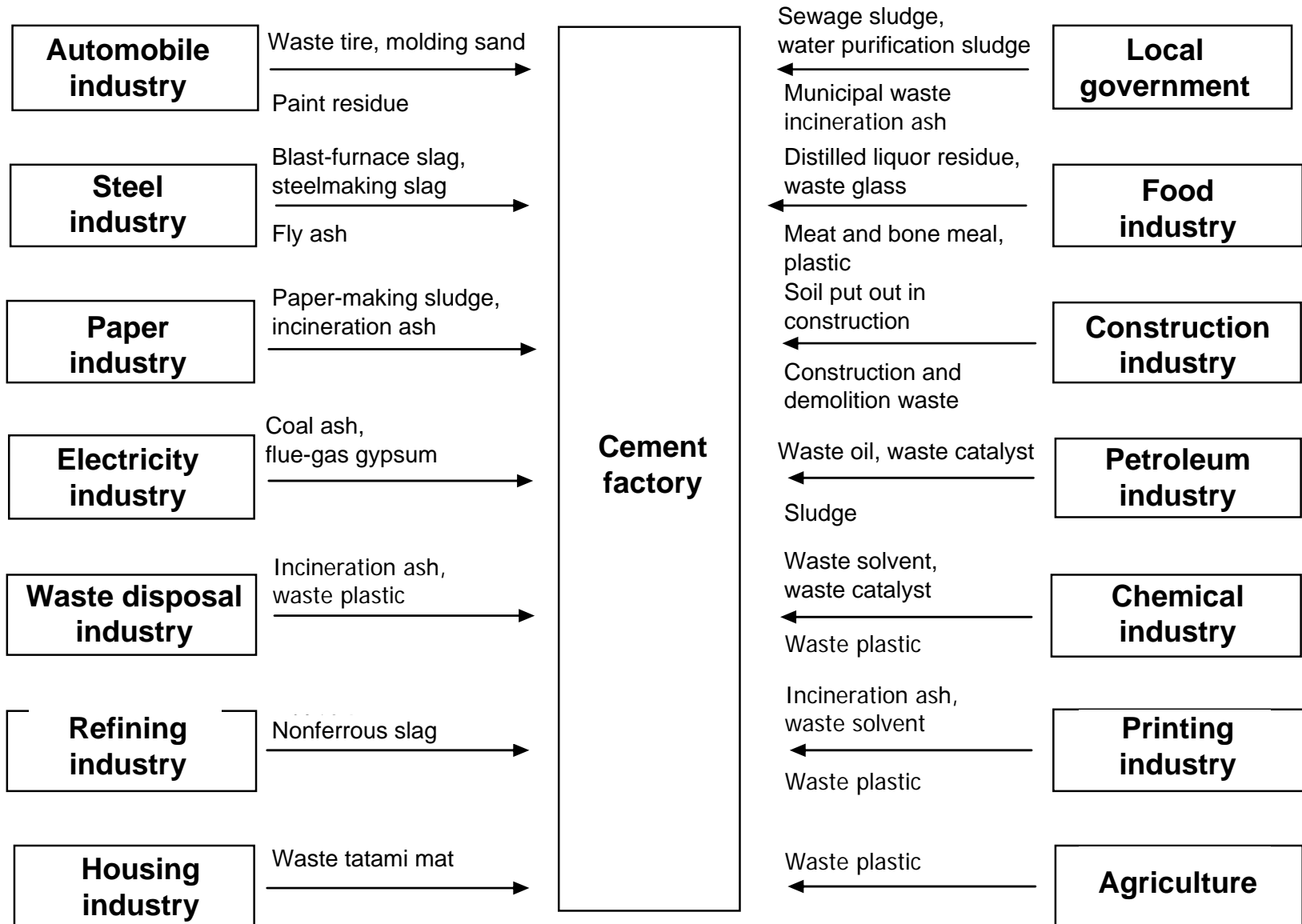
Industrial wastes not included in the numerical value of Nippon Keidanren mainly consist of those from the water and sewerage industry (sludge, mainly) and the agricultural sector (animal waste, etc.).

Changes in waste and byproduct usage in the cement industry

Changes in waste and byproduct usage in the cement industry

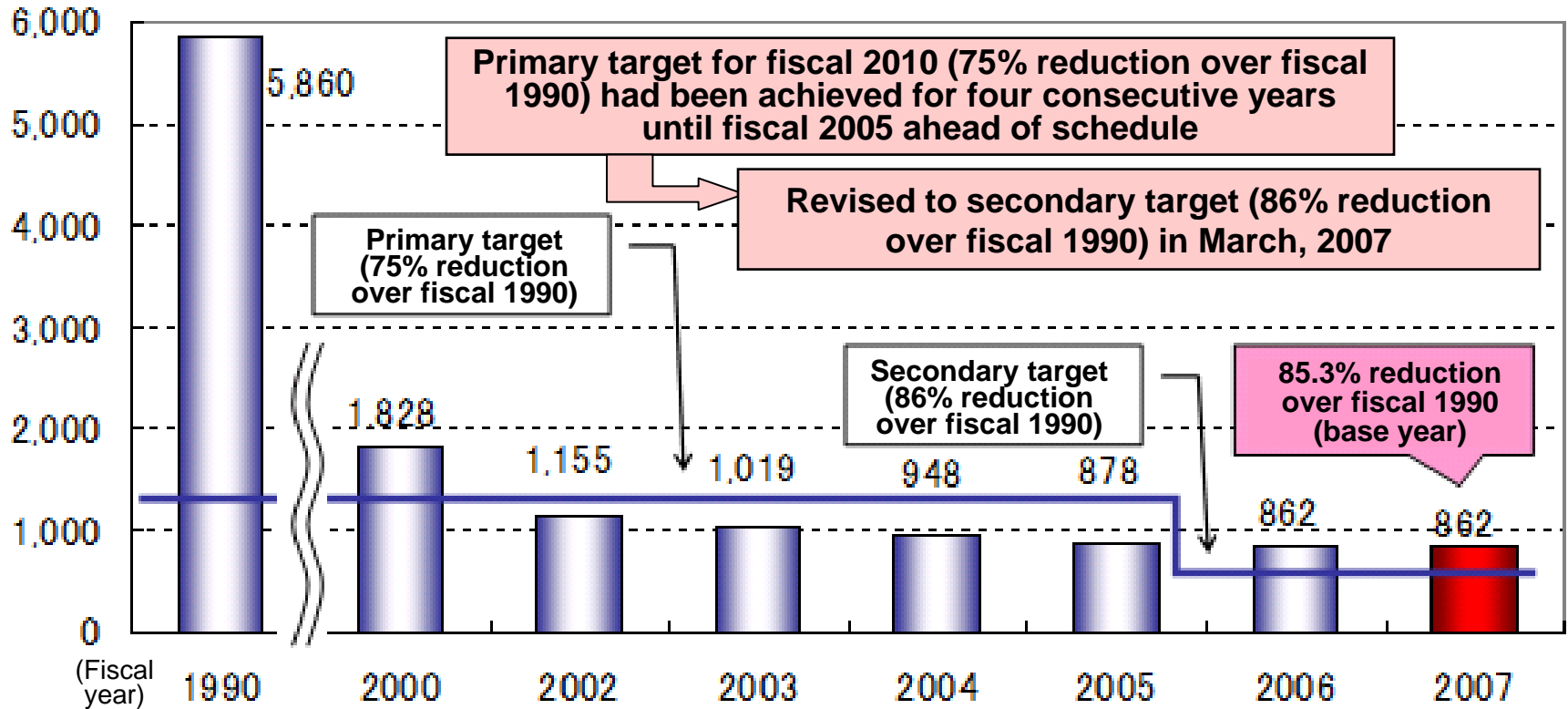


An example of effective utilization of waste and byproduct leveraging a cement factory



<Result of the fiscal 2008 follow-up survey>

[Final industrial waste disposal from the whole industrial community (31 industries)]
 (Unit: ten thousand ton)



※85.3% reduction over the fiscal 1990 (base year) achievement
 (leveling off over the previous year)