

A Message From the Management



Only One Earth for the Future

When I was a child, the earth seemed infinitely wide. It was full of wonder and beauty. There is a phrase in classical Japanese to represent the ideal coastal scene: “white sand, green pines.” That describes perfectly the place where I grew up. Rolling white sand dunes spread out in front of my home. I could see the brilliant blue ocean on the far side of a cluster of tall pine trees. Today, construction has sprung up all along the shore. The dunes and the pines are gone. The view from my home has been lost forever.

Pine trees are disappearing rapidly throughout Japan. This is not simply due to some sort of blight. Aggressive industrialization both in Japan and in neighboring countries are also to blame. Such development spouts pollution into the air, which is then carried to all parts of Japan.

Europe faces a similar problem. I have seen how pollution from countries pursuing rapid industrial development has carved a broad swath of dead trees from the Czech Republic to Germany. I was horrified to find huge tracts of land in Europe covered with nothing but stumps. People talk excitedly about the shrinking global village. Unfortunately, this kind of border-spanning pollution is a sad reminder that the world is indeed a small place.

It is also irreplaceable. It pains me to think about whether we will be able to pass on to our children—and our children’s children—a planet worth living in.

We are seeking to make consideration for environmental protection a fundamental part of all Sony business activities. But one company alone cannot change the world. I call upon the entire electronics industry and people, businesses and governments around the world to combine their knowledge and resourcefulness to overcome the critical environmental problems we now face. We must work together to succeed.

I hope this report will provide you with insights regarding Sony’s role in protecting the environment and the actions we are taking to fulfill this role.

April 1997

A handwritten signature in black ink, appearing to read "Norio Ohga". The signature is fluid and cursive, written on a white background.

Norio Ohga
Chairman of the Board and Chief Executive Officer



Protecting the Environment for a New Millennium

With its growing emphasis on producing films, TV programming and music titles, Sony is quickly evolving into a total entertainment company. However, our traditional expertise lies in the area of manufacturing audio and video products for both home and professional use. In fact, manufacturing remains the cornerstone of our company, and we currently introduce from 7,000 to 8,000 new items every year.

As a leading manufacturer of electronics products, I believe Sony must do all we can to minimize any potentially negative impact on the environment. This is true for both the products we manufacture, as well as the processes we use in making them. Furthermore, we must consider ways to recycle our products in order to conserve scant materials and resources.

The establishment in 1990 of an Environmental Conservation Committee at Sony Corporation marks our total commitment to protecting the environment. We started both the Greenplus Project and the Sony Environmental Award scheme in 1994. Through these and other projects, we have created a comprehensive framework for the promotion of environmentally friendly production systems. Our R&D and product

planning operations now include a deep awareness of environmental issues.

We are developing a similar environmental management framework for Sony companies worldwide, based on ISO-14001 guidelines. We are focusing on concrete measures with quantifiable targets for emission prevention, waste reduction and energy conservation, to name a few. In this way, we hope to contribute to the protection of the environment and preserve it for a new millennium.

This report discusses in some detail the steps we are taking to protect and preserve the environment. I hope it will help you to gain a better understanding of our commitment to this very important issue.

April 1997

A handwritten signature in black ink, appearing to read 'Nobuyuki Idei', written over a horizontal line.

Nobuyuki Idei
President and Chief Operating Officer