

# Electrolux Overseas Green Activities

## ■ エレクトロラックス社の様々な功績

### 【受賞歴】

: 社会及び社内の環境整備に努めていることが認められました。



#### Sustainable Energy Europe award 受賞

工場での生産過程や製品等の消費エネルギーを削減する取り組みに対し受賞(2006)



#### Globe Award 受賞

国連が設定している「人権、労働基準、環境、贈収賄」等の基準を十分満たしているスウェーデンの企業に授与される賞

### 【環境への取り組み】

: エネルギー消費量の削減に努めています。



#### European Recycling Platform

他3社と共に、EUのWEEE政策(電気・電子機器の廃棄に関する指令)を実施する団体を設立いたしました。(2002)



#### CLASP

店頭に商品を展示する際、消費電力などをラベルに表示することを推進するNPOで、製造会社の中で最初に加入しました。(2007)

### 【グローバルな指針】

: 社会的責任への取り組みが大きな信頼につながっています。



#### Dow Jones Sustainability Indexes

優れた生産工程やゴミの処理方法が認められ、家電メーカーとして唯一、環境・経済・社会の3分野から企業のもつ持続可能性を測る「Dow Jones Sustainability Indexes」に入っています。



#### FTSE4Good

企業のサステナビリティや倫理観、社会的責任等のあらゆる基準において、安定していると認められています。この組織に属していることは、株主や投資家からの期待と信用を得ています。



#### KLD Global Climate 100 Index

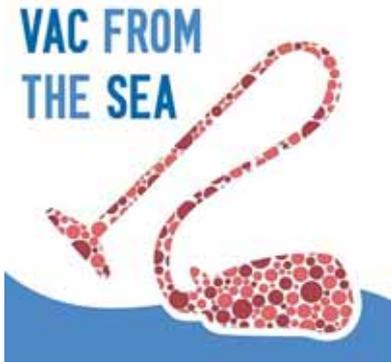
KLD Research and Analytics社&Global Energy Network社が「環境への取り組みに非常に貢献している」と認めた企業に対し、投資をプロモートする機関です。



#### Edelman Trust Barometer 2007

世界の信頼性の高い有名企業33社の中で、社会的責任や環境への取り組みに積極的な企業として、世界第9位、ヨーロッパでは第2位に選ばれました。

## Green Activites: Vac from the Sea



### What is it

Vac from the Sea is a global project, initiated by Electrolux that aims at raising awareness about the immediate need for the world to take better care of plastics, and support the heroes that do

### Why?

The environment is a concern and responsibility of everyone and the marine plastic pollution is an issue much too important to leave just to the politicians. Electrolux is in the homes of millions and can help raise awareness and affect many consumers.

Plastic is the main raw material when making a vacuum cleaner. From a sustainable business point of view, Electrolux rely on an increased global supply of recycled plastic.

### How

A limited number of vacuum cleaners will be made from marine plastic debris – harvested from the Pacific and other sites where the plastic problem is immense.

Gathering of plastics will vary – from diving among coral reefs to scooping up plastic directly from the water surface.

The vacuum cleaners that are to be produced from the material gathered will be put on display for the world, decision makers and consumers to see.



Video:

<http://www.youtube.com/watch?v=YIIWzZo0fvo>

Blog: [www.electrolux.com/vacfromthesea](http://www.electrolux.com/vacfromthesea)

Twitter: [www.twitter.com/vacfromthesea](http://www.twitter.com/vacfromthesea)

Facebook:

[http://www.facebook.com/ElectroluxAppliances?v=app\\_7146470109](http://www.facebook.com/ElectroluxAppliances?v=app_7146470109)

Images:

<http://picasaweb.google.com/ElectroluxPhotos/VacFromTheSea#>

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## Green Activities: Green Products

### **Our Awareness, Our Quest**

Promoting the role of efficient appliances in a carbon slim future. Our long history in vacuum cleaner innovation supports ongoing R&D in greener technologies. We will continue to launch products with superior environmental credentials, in terms of energy efficiency, chemical and waste minimization, while maximizing use of recycled materials. Our Green range of vacuum cleaners, made with over 50% recycled plastics and using energy efficient motors are examples of this.

What makes Electrolux Green vacuum cleaners green? First of all, they are partially made from recycled plastic. What others see as waste, we see as valuable raw material. This approach saves resources, and puts plastic waste to good use again instead of having it end up in landfills.

In our work, we scrutinize the proposed solutions of the day to evaluate where we should focus our efforts and energy. One of the sectors with the greatest potential for changes is resource reduction at the production level – simply put, using less new plastic. Electrolux strives to create and support sources reduction, in part by using recycled plastic. When designing our vacuum cleaners we think about their entire lifecycle. So the packaging too is made from material that is recycled, and when the day comes to replace the vacuum cleaner, 92% of its materials are recyclable. We're also reducing the use of PVC plastic as much as possible - one of our models is already completely PVC free.

### **Recycle the plastic you didn't know you could recycle.**

Making Electrolux Green vacuum cleaners from recycled plastic is a win-win situation. We get the raw material from our products while at the same time reducing the need for crude oil, and the world gets rid of some plastic garbage. You can win too – the type of plastic we need is the type that's in old garden chairs, computers, big plastic toys, and machines like hairdryers, electric kettles and coffee machines. So we are interested in any of these things that you don't use any more. Get rid of them and give them a new life as vacuum cleaners by handing them to your nearest recycling station.

### **Some of our best vacuum cleaners are actually green.**

Plastic is of course a material with many advantages. It is used in an enormous range of products, from paper clips to spaceships, due to its relatively low cost, ease of manufacture and versatility. But when plastic ends up in the wrong place it becomes an environmental hazard. Plastic is durable and degrades very slowly. The best way to stop adding to this problem is to use less plastic and recycle as much as we can.

### **Green Fact:**

Every Electrolux Green vacuum cleaner saves about 2 liters of crude oil and 80 litres of water during the manufacturing process. 90% less energy is needed to produce the parts compared to making them from virgin plastic.

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## Green Activities: Green Products

### You can do more

Want a cleaner world? Start at home. To make a better world, what counts are the small green steps we all can make in our everyday lives.

Besides choosing a green vacuum cleaner there are lots of things you can do to make your home greener. Here are some of the ways that can help make your life and your home a little more environmentally responsible.

- Most of the time you don't need to use appliances at the maximum setting – a vacuum cleaner for example doesn't necessarily clean better on certain surfaces when set to max compared to a medium setting.
- Switching off the TV and other appliances rather than leaving them in stand by mode saves surprisingly much energy over time.
- When it is cold, reducing the indoor temperature by just 1 or 2 degrees drastically reduces energy consumption.
- Change to low-energy lamps, and don't leave lights on when they're not needed.
- Find out how the recycling systems work in your area. Find a good solution with separate bins for different kinds of waste that's easy to use and fits into your everyday life. Recycling saves energy and valuable resources.
- Water saving taps work very well. You can also save water by not letting it run unnecessarily.
- Choose eco labeled laundry detergents and dishwasher detergents. This helps reduce chemicals that are harmful to nature. Don't throw chemicals into the toilet or the garbage bin – find out where to deposit them safely.

## YOU CAN DO MORE:

Want a cleaner world? Start at home. To make a better world, what counts are all the "small" green steps we all can make in our everyday lives.

Besides choosing a green vacuum cleaner, there are lots of things you can do to make your home greener. Here are some of the ways that can help make your life and your home a little more environmentally responsible.

- Most of the time you don't need to use appliances at the maximum setting – a vacuum cleaner, for example, doesn't necessarily clean better on certain surfaces when set to max compared to a medium setting.
- Switching off the TV and other appliances rather than leaving them in stand-by mode saves surprisingly much energy over time.
- If you live in a cold climate, reducing the indoor temperature by just 1 or 2°C drastically reduces energy consumption.
- Change to low-energy lamps, and don't leave lights on when they're not needed.
- Find out how the recycling systems work in your area. Find a good solution with separate bins for different kinds of waste that's easy to use and fits into your everyday life. Recycling saves energy and valuable resources.

- Water-saving taps work very well. You can also save water by not letting it run unnecessarily.

- Choose eco-labelled laundry detergents and dishwasher detergents. This helps reduce chemicals that are harmful to nature. Don't throw chemicals into the toilet or the garbage bin – find out where to deposit them safely.

### OF COURSE WE ARE ALSO GREENWASHING – SWITCH UP TO OUR GREEN APPLIANCES

True to our philosophy of making everyday appliances a little greener, it's not only our vacuum cleaners that come in green versions. We also offer kitchen and laundry appliances that go a long way towards a greener world. In fact, studies show that if everyone in Europe would switch their 10-year-old household appliances to modern energy-saving models, the annual emissions of CO<sub>2</sub> would be reduced by 22 million tons. That's why we offer washing machines and dryers with settings that save energy and water. And the biggest energysaving effect is to replace old refrigerators and freezers with new ones, since these appliances run 24 hours a day, 365 days a year. To find out more about our green range, go to [electrolux.com](http://electrolux.com)

# News Room

- June 1 2010
  - Ergorapido PR event Link
- Sept 1 2010
  - PR launch event link
  - New products release