



**Sony Australia Limited**  
**Australian Packaging Covenant**

**Action Plan 2010 - 2015**

**Submitted: May 2011**

# **SONY AUSTRALIA ACTION PLAN INDEX**

<b><u>Title</u></b>	<b><u>Page No.</u></b>
Company Information & Covenant Contacts	3
Company Overview	4
Executive Summary	4-5
 <b><u>APC Goals &amp; KPIs</u></b>	
 <b><u>Goal 1 - Design</u></b>	
KPI-1 - Integration of the SPG in Design or Procurement Systems	6-9
 <b><u>Goal 2 - Recycling</u></b>	
KPI-3 - Does Sony have an Onsite Recovery System in Place for Recycling Used Packaging?	10-16
KPI-4 - Does Sony have an Existing 'Buy Recycled' Policy/Procedure?	16
 <b><u>Goal 3 - Product Stewardship</u></b>	
KPI-6 - Formal Process for Working with Others to Improve Packaging Design & Recycling of Packaging	17
KPI-7 - Product Stewardship Actions to Support Covenant's Objectives & Goals	17
KPI-8 - Reduce Number of Packaging Items in the Litter Stream	18
<b><u>Summation &amp; Action Plan Endorsement</u></b>	19

# COMPANY INFORMATION

## Head Office

Sony Corporation

7-35 Kitashinagawa 6-chome, Shinagawa-ku  
Tokyo 141-0001, Japan

Tel: 81-(0)3-5448-2111  
Fax: 81-(0)3-5448-2244  
Website: [www.sony.co.jp](http://www.sony.co.jp)

## Australian Head Office

33-39 Talavera Road  
North Ryde NSW 2113

Tel: 61 2 9887 6666  
Fax: 61 2 9887 4351  
Website: [www.sony.com.au](http://www.sony.com.au)

Managing Director: Mr. Carl Rose

## Covenant Contacts - Sony Australia Limited

Shelley Walker  
EHS Manager  
Human Resources  
Sony Australia Limited  
20-22 Gardiner Road  
Nottinghill VIC 3168

Tel: 61 3 9264 0225  
Email: [shelley.walker@ap.sony.com](mailto:shelley.walker@ap.sony.com)

Jenny Geddes  
Corporate Communications  
Sony Australia Limited  
33 - 39 Talavera Rd,  
North Ryde NSW 2113

Tel: 61 2 9887 0539  
Email: [jenny.geddes@ap.sony.com](mailto:jenny.geddes@ap.sony.com)

Brian Gow  
Logistics Manager  
Sony Australia Limited  
33 - 39 Talavera Rd,  
North Ryde NSW 2113

Tel: 61 2 9997 6666  
Email: [brian.gow@ap.sony.com](mailto:brian.gow@ap.sony.com)

## Company Overview

### **Sony Australia Limited (Electronics)**

Sony Australia continues to fuel industry growth through the sale and marketing of innovative electronics products such as the 3D BRAVIA line of flat panel LCD televisions, Sony's Blu-ray, DVD & HD Handycam ranges.

In addition through research and development, Sony has made considerable inroads in the areas of professional broadcasting (with the creation of the Betacam, DVCAM and HDCAM); mobile communications; PCs (with VAIO notebook); storage and media (with the invention of the floppy disk, AIT and DTF drives and the Memory Stick).

Sony is an organisation with entertainment at its very heart. From electronic products and technologies to music, movies, TV shows and video games, the company is turning the world of consumer electronics into a world of consumer entertainment.

<b>Date of establishment:</b>	27 March 1974
<b>Major Business activities:</b>	Importer and distributor of Sony AV, IT and Broadcasting products
<b>Branch offices:</b>	Brisbane, Melbourne, Adelaide, Perth
<b>Major brand names:</b>	BRAVIA, Walkman, Handycam, Cyber-shot, VAIO

## Executive Summary

Sony Australia has been a National Packaging Covenant member since 1996.

At the end of fiscal 2009, Sony formulated Green Management 2015, a set of new mid-term targets that will serve as a yardstick for the environmental activities of Sony Group companies and divisions worldwide until fiscal 2015. Green Management 2015 will go into effect in fiscal 2011.

The complete report on Sony Corporation's environmental initiatives can be found at:  
<http://www.sony.net/SonyInfo/csr/eco/RoadToZero/>

Globally Sony Corporation has initiated the 'Road To Zero' campaign targeting a Zero Environmental footprint by 2050 by addressing the entire Sony product lifecycle:-

- a) Research & Development
- b) Product Planning & Design
- c) Procurement
- d) Business Operations
- e) Distribution
- f) Take Back & Recycling

From this Sony has applied four environmental perspectives to each stage of the product lifecycle:-

1. Conserving Resources
2. Controlling Chemical Substances
3. Promoting Biodiversity
4. Curbing Climate Change

Non-manufacturing sites such as Sony Australia have a target of 50% reduction of waste (vs FY2000) by 2015 (mid range targets) and a recycling rate of more than 99%. Therefore we are setting targets endeavouring to reflect these requirements by 2015 along with initiatives that will assist us in achieving these targets.

Through ensuring accuracy of our environmental performance data and continuing to look at resources for recycling and saving measures Sony Australia look forward to achieving our targets.

## **GRIDS Data (Global Reliable Information & Data System)**

To assist Sony Australia in monitoring our Targets a global Sony intranet system is in place whereby monthly waste actuals (along with CO2 emissions, water consumption data), are recorded and reviewed monthly against targets set. This system is an excellent way in which we can monitor our KPIs and review where our focus needs to be in regard to waste/recycling.

## **Staff Awareness**

Sony Australia employees are fully aware of our commitment to waste and recycling with a number of initiatives in place in all offices around Australia, below are some examples:-

- Under desk paper bins / wheelie binds (paper/cardboard)
- Plastic/Glass bins
- Hazardous Chemical bins
- General Waste bins
- Battery recycling bins
- Mobile Phone Recycling bins
- Ongoing Environmental Updates through Sony's intranet site 'TASMAN'

Once again Sony Corporation sets Guidelines reflecting our commitment to the Environment through raising environmental awareness and education that is suitable for our Divisions, Departments and company as a whole.

## **Accreditation Status - March 2011**

### **Corporate**

- Sony Australia's Corporate Governance Policy & Corporate Code of Conduct applies to all business dealings
- Sony Australia operates under a Corporate Social Responsibility Policy (CSR)
- Sony Australia's business operations and controls are Sarbanes Oxley compliant
- Sony Australia operates a Personal Information Management system (PIM)
- Sony Australia's business operations comply with an Anti Money Laundering policy (AML)
- Sony Australia's business operations comply with an Anti Bribery Policy (ABP)
- Sony Australia's business operations are compliant to Australian Consumer Laws (ACL)

### **Management Systems**

- Sony Australia operates and maintains a Quality Management System (QMS) which is internally audited
- Sony Australia operates and maintains an Environmental Management System (EMS) which is both internally and externally audited
- Sony Australia operates and maintains an Occupational Health & Safety Management System (OHS) which is both internally and externally audited

Both the EMS and OHS systems are externally accredited to International & Australian Standards:-

- |                                    |                 |
|------------------------------------|-----------------|
| - EMS Environment                  | - ISO14001:2004 |
| - OHS Occupational Health & Safety | - AS4801:2001   |

# **SONY AUSTRALIA LIMITED - ACTION PLAN REFLECTING APC GOALS & KPIs**

**GOAL 1 - DESIGN - OPTIMISE PACKAGING TO ACHIEVE RESOURCE EFFICIENCY AND REDUCE ENVIRONMENTAL IMPACT WITHOUT COMPROMISING PRODUCT QUALITY & SAFETY**

## **KPI 1 - Integration of the SPG in design or procurement Systems**

Currently Sony Australia is conducting a local packaging review which will incorporate reviewing our packaging into workable groups, ie; (Consumer Product Group x 6 Product Types and Professional & Broadcast equipment). Once completed, we will then review these groups against the 12 Sustainable Packaging Guidelines. Appropriate 'Packaging Review' and 'Sustainable Packaging Guidelines' templates are being utilised for this review.

As Sony's product range is wide and varied this process will take at least 4 months to complete and we are targeting end July 2011 for this review.

However as Sony Australia is a non-manufacturing site with all product imported from off-shore, it is difficult to incorporate the SPG particularly as Sony Corporation has its own specific International Packaging requirements as noted below.

## **SONY CORPORATION INTERNATIONAL PACKAGING REQUIREMENTS**

Although it is difficult to reduce the use of packaging material due to the characteristics of each product, Sony continues to consider environmental activities for packaging of Sony products.

The volume of packaging relies on the following aspects:-

### **1. CARTON (Function)**

To protect the product from stacking pressure in warehousing and handling during transport.

The actual volume of packaging depends on:-

- a) The Product dimensions
- b) The Product weight
- c) Volume of cushioning required
- d) Stacking Height (2.4m x 2)
- e) Humidity & Temperature
- f) Length of storage

### **2. CUSHION (Functions)**

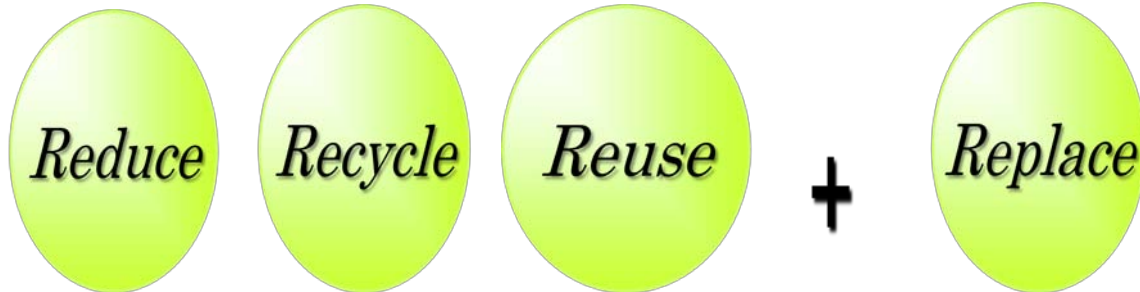
To absorb shock levels during transportation & to hold the product in the carton.

The actual cushion volume depends on:-

- a) The Product's shock-resistance limit
- b) The Product's Weight
- c) The Actual Shape of the Product
- d) Shock levels during Transportation

## SONY CORPORATION INTERNATIONAL PACKAGING REQUIREMENTS (cont.)

Sony Corporation adheres to the following basic environmental policy when considering packaging for all Sony products:-



- REPLACE** - REPLACE MATERIAL WHICH HAS POPULAR RECYCLING SYSTEM
- REDUCE** - REDUCE MATERIAL MADE FROM "FOSSIL RESOURCES"
- REPLACE** - REPLACE MATERIAL WHICH HAS A LOW ENVIRONMENTAL IMPACT IE;  
**RECYCLED** MATERIAL OR **REUSABLE** MATERIAL
- PROHIBITION OF THE USE OF MATERIAL CONTAINING HAZARDOUS SUBSTANCES

## SONY CORPORATION STANDARDS

Sony Corporation also has a number of written Standards which are rules and guidelines used for product design and are revised every 2 years. These Sony Standards include:-

- Pre-shipment Test Methods for Packaging Products  
This Standard verifies the minimum use of packaging material and the protective function (shock & vibration) of the product
- Design Rules for Packaging Materials  
Bans on the use of Foaming Agents for expanded plastics, chlorine-bleached white liners and silica-gel containing cobalt chloride
- Shock Test Methods for Products  
Verifies product shock resistance level for designing cushioning
- Rules for Carton Strength Instructions on Drawings
- Marking of Plastic Parts & Packaging Materials  
Material indication methods for recycling

## SONY CORPORATION STANDARDS (cont.)

- Management Regulations for environmental related substances to be controlled which are included in Parts & Materials  
Regulation for heavy metals and other hazardous substances
- Rules to be kept regarding Regulation over Packaging Wastes  
Control the use of packaging materials for recycling scheme

## SONY CORPORATION EFFICIENT LOADING SYSTEM (ELS)

Another tool utilised by Sony Corporation is the 'Efficient Loading System'. This system is used to assist in the efficiency of logistics and simulates a loading pattern of the packaged products - from the size of the packaged product, pallet and container.

## SONY GLOBAL ENVIRONMENTAL MANAGEMENT SYSTEMS (GEMS)

Sony Group Standards for Environmental Considered Product Packaging are also implemented globally, intending to make clear the operational principles for implementing environmentally considered product packaging.

As an example, the below are Definitions of Roles as stipulated in the above GEMS Standard.

1. **Department in Charge of Packaging Design**  
Use the minimum required amount of packaging material that protects the quality of a product from the production site until it is delivered to the end consumer.  
  
Choose materials with recyclability in mind and consider the package structure when designing packages.
2. **Packaging Technology Committee**  
Standardise packaging technology and in cooperation with the Sony HQ Environmental Office, formulate policies and measures regarding environmentally considered product packaging. Make these policies and measures fully understood by the Department in charge of Packaging Design and other related departments as well as by package designers.  
  
Establish a working group to address common technical issues.  
  
Incorporate information obtained through its activities into the "Guidelines for the selection of Environmental Considered Packaging Materials" to ensure that it is shared within the Sony Group.  
  
Verify and review the technical specifications regarding recycled material content and other efforts not listed in the "Guidelines for the selection of Environmentally Considered Packaging Materials" and if needed, revise the guideline provided as the supplementary document of these standards.
3. **Business Units** - Discuss ways to avoid over-packaging.
4. **HQ Procurement Office** - Promote the purchase of PLP and other more recyclable materials.
5. **HQ Environmental Office** - Cooperate with the Packaging Technology Committee to define basic policies regarding environmentally considered product packaging and ensure that these policies are fully understood by all the Business Units concerned.

## PROMOTING ENVIRONMENTALLY CONSCIOUS PACKAGING



By shrinking the size of packaging so as to improve transport efficiency, consideration can then be given to the layout of products and accessories in the product's packaging.  
(The size of the package on top has been reduced)

By making the size of product packages smaller, it is possible to increase the number of products Sony can load per container, thereby increasing transport efficiency. Sony considers that is not only reducing the volume of packaging materials it uses but also helping to reduce the environmental impact of logistics.

Focusing on televisions and other large items, Sony is reconsidering the layout of the main unit and its accessories in the packaging, with package design and product design teams working as one to promote decisive improvements in transport efficiency. Further, Sony is minimizing its use of petroleum-based material such as polystyrene in the packaging, opting instead to use recycled plastic materials, and paper materials for which well-established recycling systems exist.

As can be seen by the above, Sony Corporation does not take its responsibility for product packaging/recycling lightly and has a number of initiatives in place to ensure the ongoing control of our packaging which in turn will help us achieve our ongoing sustainability goals.

## **GOAL 2 - RECYCLING - THE EFFICIENT COLLECTION & RECYCLING OF PACKAGING**

### **KPI 3 - DOES SONY HAVE AN ONSITE RECOVERY SYSTEM IN PLACE FOR RECYCLING USED PACKAGING?**

As mentioned previously in our Executive Summary, Sony globally has initiated the 'Road to Zero' initiative, targeting a Zero environmental footprint by 2050 through the application of four environmental perspectives to each stage of Sony's product lifecycle - one of which is 'Conserving Resources'. Amongst other areas, Minimising waste and encouraging recycling initiatives form part of this perspective.

Targets are set for non-manufacturing sites such as Sony Australia Limited aiming for a 50% reduction in waste from FY00 to FY2015 and a recycling rate of more than 99% for the same period.

With the signing of a new waste contractor Sony Australia sees a significant reduction in our inhouse waste going to landfill - with a 95% diversion rate moving forward. General waste bins to dispose of all rubbish including food, paper, plastic, general waste, etc., will be collected and sorted into specific categories at the waste contractor's facility. No longer will Sony Australia have commingle bins as all items can be placed into one of two general waste bins.

The recycling process of paper, cardboard, glass, etc., is recycled 100% as per the below reports from our Waste Contractor.

Ongoing monthly waste reports from our contractor will provide us with information that we can continue to monitor and utilise this information into Sony's Global Reliable Information & Data System - GRIDS).



## WASTE CONTRACTOR - RECYCLING PROCESSES

CARDBOARD	GLASS	METAL / ALUMINIUM	E WASTE
Collected from waste generation point	Collected from waste generation point	Collected from waste generation point	Collected from waste generation point
Transported to Galloway EWM Materials Recycling facility	Transported to Galloway EWM Materials Recycling facility	Transported to Galloway EWM Materials Recycling facility	Transported to Galloway EWM Materials Recycling facility
Sorted and processed into appropriate grade	Sorted and processed into appropriate grades and colours	Sorted and processed into categories	Sorted and processed into components, metals , recyclables and areas for complete destruction
Baled and compacted	Transported to local and domestic markets for recycling - Campbelltown glass	Baled and compacted	Processed through shredder if further required or sent away for a 3 pass data swipe - hard drive information
Recycled through business partners in local and domestic markets		Quality controlled for export or on sell	Recycled through e waste recycling business partners in local and domestic markets
Quality controlled for export or on sell		Transported to local and domestic markets for recycling	
Shipped overseas for processing at Paper/ cardboard Recycling plants			

**WASTE CONTRACTOR - RECYCLING PROCESSES (cont.)**

PAPER	ANIMAL	ORGANIC & FOOD WASTE - Alternate waste technologies	PLASTIC		GREEN WASTE
Collected from waste generation point	Collected from waste generation point	Organic Waste Collected from waste generation point	Collected from waste generation point		Collected from waste generation point
Transported to Galloway EWM Materials Recycling facility - Seven Hills , NSW		Transported from waste generation point to Earthpower an Organic Waste recycling plant in Camellia NSW	Transported to Galloway EWM Materials Recycling facility		
Sorted and processed into appropriate grade		Earthpower further processes organic waste to be used as renewable energy	Sorted and processed into appropriate grades - please see table below		
Processed through shredder if further required		<a href="http://www.earthpower.com.au/">http://www.earthpower.com.au/</a>	<b>GRADES OF PLASTIC</b>	<b>LDPE</b> - Low Density Polyethylene ( Garbage bags, plastic used to make plastic containers )	
Baled and compacted				<b>HDPE</b> - High Density Polyethylene ( Milk bottles,juice bottles, cream containers, bottles for shampoo and cleaning agents )	
Recycled through business partners in local and domestic markets				<b>PET</b> - Polyethylene Terephthalate ( Soft drink ,juice and water bottles plus some plastic jars )	
Quality controlled for export or on sell			Quality controlled for export or on sell		
Shipped overseas for processing at Paper Recycling plants			Shipped overseas for processing at Plastic Recycling plants		

## **GOAL 2 - RECYCLING** - (CONTINUED)

### **SONY CORPORATION**

Sony Corporation aims to design products that are conducive to recycling, as well as to enhance the suitability of its products for recycling. As an example, Sony has formulated guidelines summarizing crucial points for consideration in creating eco-conscious televisions and has incorporated these guidelines from the product planning and design stage. These guidelines encompass considerations for making televisions more conducive to recycling.

Considerations include making units easy to disassemble by clearly indicating the position and number of screws, and labeling to indicate types of plastics and flame retardants used. This facilitates the recycling process by making it easy to pull end-of-life televisions apart and separate constituent materials.

### **Reducing the Environmental Impact of Logistics through the Reuse of Packaging**



LCD television (BRAVIA™ LX900 series): Increasing transport efficiency through reduced packaging

Left: KDL-52W5 (2009 model)

Right: KDL-52LX900 (2010 model)

Within Sony Group, product design, procurement, manufacturing and logistics departments are working together to promote a packaging improvement initiative to realize optimisation of total costs for products and components, and concurrently to reduce environmental impact of CO2 emissions and packaging materials used.

During the course of product package improvement, product loading efficiency to container is increased by shrinking package sizes and optimization of loading efficiency depending on transportation variation, thus, it shall contribute to the reduction of the overall environmental impact. As a typical example, packaging volume for LCD televisions sold in fiscal year 2009 was reduced by an average of 23% in comparison with models sold during the previous fiscal year, thus CO2 emissions were reduced by an average of 26%.

## GOAL 2 - RECYCLING - (CONTINUED)

### LOCALLY

#### Sony Foundation Australia Mobile Phone Recycling Campaign

In 2010, Sony's charity, Sony Foundation Australia in conjunction with teen cancer organisation - CanTeen, launched the You Can campaign to build youth cancer centres of excellence across Australia.

Why are we raising money for youth cancer centres?: In Australia, teenagers and young adults fall into a health gap. Like a forgotten generation, those over 16 are currently treated in wards established with much older people in mind, which has a profound impact on their treatment and their survival.

Sony Foundation and CanTeen are working together to give our most precious resource, our youth, a fighting chance, by building specialised and age-appropriate youth cancer centres. The creation of these centres virtually guarantees an increase in the survival rates, through the collaboration of medical experts, the development of specialised treatments and the opportunity for young people to be amongst peers in a dedicated, encouraging environment. Some will be built from scratch others will be created by renovating existing wards. **The money to fund the program is being raised through the recycling of old mobile phones.**

Why mobile phones?: It is estimated that there are anywhere from 15 to 20 million unwanted phones in Australian homes. On average, Australians upgrade or change their phone every 18 months. This means there is a continuous supply of mobile phones becoming obsolete each year. Sony Foundation has partnered with Folamh, a recycling company, to swap old mobile phones for cash. The monies raised will be used for the development of youth cancer centres. All donated phones will be recycled for reuse. So simply by donating an old mobile phone, Australians can directly contribute to You Can's fundraising appeal, whilst also helping to create a greener planet.

In 2011, the program has been expanded to Primary Schools. As at April 2011, 2013 Primary Schools across Australia have joined the program.

**Since the program launched, 330,984\* old mobile phones have been removed from the waste stream across Australia. \*(As at April 2011)**



#### LCD Panels

Within Sony Australia's Technical Service division, we ensure our LCD Panels are destroyed under strict security controls with approximately only 15% of waste going to landfill. This is due to there being no use or downstream process to handle the glass component of the panels. All other material however would be sent to respective recovery streams - ie; metals, plastics, CCFL backlights, etc.

Sony Australia Limited Packaging Covenant

### VAIO Notebooks

92% of Sony Australia's VAIO Notebook components such as mother boards, hard drives, display panels, RAM, etc., are recovered and resent for remanufacture overseas for re-use in the Service cycle. This would prove to be 1000's of pieces annually.

### Home Video

Within the Home Video category, Sony Australia are refurbishing main boards at a quantity of approximately 110 per month and have over a 6 month period avoided approximately 660 circuit boards ending up in landfill.

### Mercury Bearing Tubing/Lamps

Glass, aluminium, phosphorus and mercury content of mercury bearing tubing and lamps, are all recycled saving landfill space and ensuring the best outcome for the environment.

### Carpet Reclamation Program

A recent carpet reclamation program saw Sony Australia divert 5500 square meters of carpet from landfill and provide post consumer materials for the production of new carpet

### Toner Cartridge Recycling

Toner Cartridges are recycled through Planet Ark

### Warehousing/Logistics

Inbound cartons are re-used for outbound needs - once again significantly reducing packaging requirements, and the use of recycled butcher's paper for void filling is another significant aspect in the reduction of overall secondary packaging.

During 2010 the following approximate figures for purchasing cartons and butchers paper took place:-

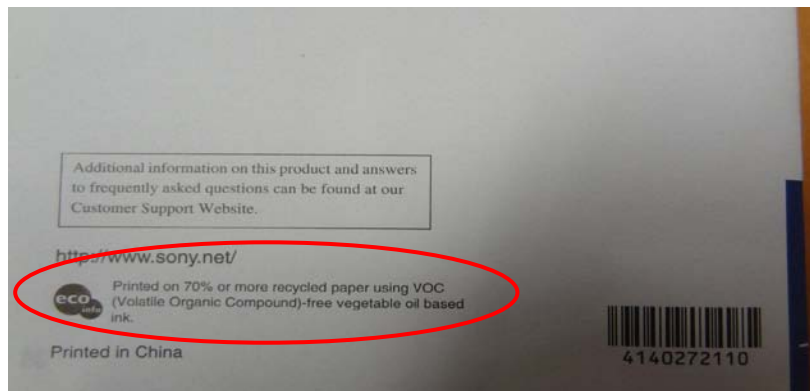
11,520kg of cartons for repackaging  
19,389kg of butcher's paper

A 5% reduction in the purchase of cartons for repackaging and butchers paper for secondary packaging is estimated for FY2011, based on Sony's sales budget and inbound volumes.

10,944kg of cartons for repackaging  
18,419kg of butcher's paper

- Purchased cartons are made up of approximately 85% recycled material
- Newsprint - 100% recycled material

Further evidence of our commitment to recycling is reflected below. This information is printed on some of our product packaging:-



Sony Australia Limited Packaging Covenant

## **GOAL 2 - RECYCLING** (Continued)



### **KPI 4 - Does Sony have an Existing Buy Recycled Policy/Procedure in Place?**

Sony Corporation's Basic Policy on Resource Conservation is:-

*"To promote the effective use of resources through its business activities, as well as through the life cycle of its products, Sony aims to minimize the volume of resources it uses, as well as to reuse/recycle resources as much as possible.*

*To these ends, Sony is working to reduce waste and promote the use of recycled resources at its sites. At the same time, Sony is promoting the reuse/recycling of resources by creating systems for collecting end-of-life products and conducting R&D aimed in the area of recycling technologies".*

\*\*\*\*\*

Locally, a 'Purchase & Procurement Policy' incorporating both Sony Australia and Sony New Zealand is in place. Stipulated within this policy are specific compliance considerations to be given prior to the purchase and/or procurement of products or services through a vendor. These considerations are:-

1. Vendor Compliance with OHS Legislation
2. Consideration to Vendor's Quality Management System
3. Vendor's Environmental Policy & Practices

Currently our "Purchase & Procurement Policy" does not specify a preference to "Buy Recycled". This will be investigated and discussed in house with a view to include such a statement when further updates and/or amendments to the policy are considered for implementation.

Sony Australia Limited Packaging Covenant

### **GOAL 3 - PRODUCT STEWARDSHIP - A DEMONSTRATED COMMITMENT TO PRODUCT STEWARDSHIP BY THE SUPPLY CHAIN**

#### **KPI 6 - Formal processes for working with others to improve packaging design & recycling of packaging**

##### **E-Waste Take Back Scheme**

Sony has been a foundation member of Product Stewardship Australia (see [www.productstewardship.asn.au](http://www.productstewardship.asn.au)), whose current membership includes most key players in the market, for take-back compliance in Australia since 2001 when work commenced to implement a national E-Waste Take Back Scheme. Sony Australia currently holds the Chairmanship of PSA.

The main driver for this scheme has been the expected high volumes of old television/computer technology being replaced with new due to the eventual digital switchover and the assumption that the old technology will go to landfill.

Negotiations for the scheme to establish a Regulatory approach have been ongoing and began in 2004, finally resulting in the Government agreeing to a co-regulatory approach in November 2009. The Bill for the scheme has been introduced to parliament for the first time, and it is expected it will be re-introduced in June 2011 with the view of approval in June/July 2011.

Once approval has been given, Sony and other like-minded electronics companies who are part of PSA will then build a scheme to become operational within 12 months from government approval. It is hoped that the regulations will be flexible enough so as to extend to other consumer products in the future.

This is another way in which Sony Australia is working towards the reduction of e-waste within the litter stream and reducing landfill.

#### **KPI 7 - Product Stewardship Actions that Sony will take to support the Covenant's Objective & Goals**

##### **E-Waste (TV Recycling) legislation / establishment of TV packaging recycling facilities**

As mentioned in KPI 6, it is the expectation that the Product Stewardship Bill - recently introduced into Parliament – will be passed in the winter sitting of Parliament. When passed, a national e-waste recycling service will be delivered to Australian consumers.

In anticipation of this direction, Sony Australia, through its direct involvement in Product Stewardship Australia (PSA) – the peak environmental body representing TV manufacturers - will table the possibility of establishing cardboard recycling opportunities for consumers when they make the decision to recycle their redundant TVs. Effectively, it would allow consumers who have purchased a new TV and who want to recycle the old TV, the ability to – at the same time – recycle the carton and packaging from the new TV. This new initiative will be tabled for discussion at the PSA Board meeting to be held on 6 May 2011.

**KPI 8** - Reduce the number of packaging items in the litter stream

To reduce the volume of paper used by Sony offices, Sony is making concerted efforts to use both sides of printer paper, shrinking documents for copying and using dual-sided copying, as well as digitizing business forms and internal handouts.

In further efforts to continue the reduction in paper usage Sony are in the process of replacing our current fleet of printers and copiers. This will reduce the number of devices required, but also and importantly, reduce the number of prints per month by approximately 80,000. Effectively reducing the amount of paper and its packaging in the litter stream.

Sony's global initiatives as mentioned under KPI3, specifically in regard to the reduction in packaging size of our BRAVIA televisions, is a further testament to Sony's commitment to reducing these items in the litter stream.

We are extremely committed to ensuring the E-Waste Take Back Scheme is realised (as mentioned under KPI-6 & KPI-7).

To further assist in the reduction of items in the litter stream, located in our BRAVIA television manuals is the following disposal information for batteries and televisions:-

**Batteries**

- Observe the correct polarity when inserting batteries.
- Do not use different types of batteries together or mix old and new batteries.
- Dispose of batteries in an environmentally friendly way. Certain regions may regulate the disposal of batteries. Please consult your local authority.
- Handle the remote with care. Do not drop or step on it, or spill liquid of any kind onto it.
- Do not place the remote in a location near a heat source, a place subject to direct sunlight, or a damp room.

**Disposal of the TV set (Australian model only)**



**Disposal of Old Electrical & Electronic Equipment (Applicable in the European Union and other**

**European countries with separate collection systems)**

This symbol is on the remote control.

## **SUMMATION**

As demonstrated throughout Sony Australia's Action Plan, our commitment, on Australian shores and globally, is to make every effort to Reduce, Recycle, Reuse and Replace materials in an endeavour to lower overall environmental impact and move towards a more sustainable future.

## **SONY AUSTRALIA LIMITED ACTION PLAN ENDORSED BY:**

A handwritten signature in blue ink, consisting of several overlapping loops and a final horizontal stroke, positioned to the left of the name and title.

**CARL ROSE**  
**Managing Director**  
**Sony ANZ**