

International Symposium on Climate Change

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Hitachi's Environmental Strategy

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Hitachi, Ltd.

Hitachi's "Environmental Vision 2025"

- Create energy free from CO₂ emissions
- Create products with less energy consumption

Prevention of
global warming

Pioneering Sustainability

Cyclic use of
resources

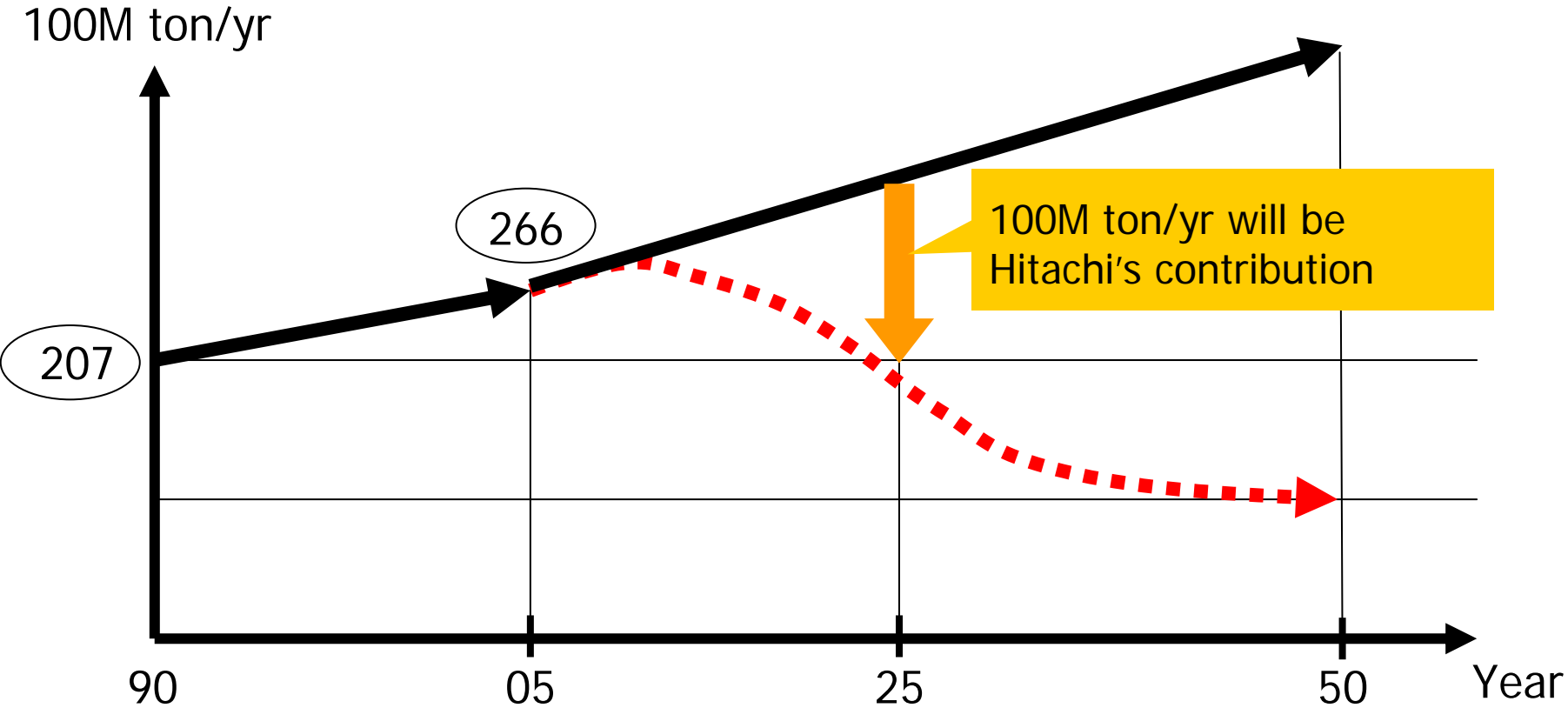
Protection of
ecosystems

- Create a total recycling society

- Create clean air, water and soil and maintain biodiversity

Target of CO₂ Reduction by 2025

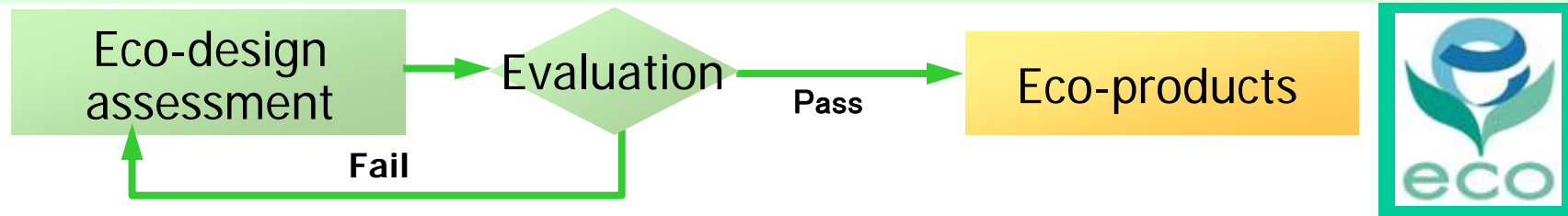
CO₂ emission (worldwide)











Eco-Products

 Eco-Products are products that have passed the eco-design assessment, comprising 8 categories:

- (1) Losing weight (2) Extending lifetime (3) Recycling (4) Disassemblability (5) Environmental friendliness (6) Energy conservation (7) Wrapping material (8) Information disclosure

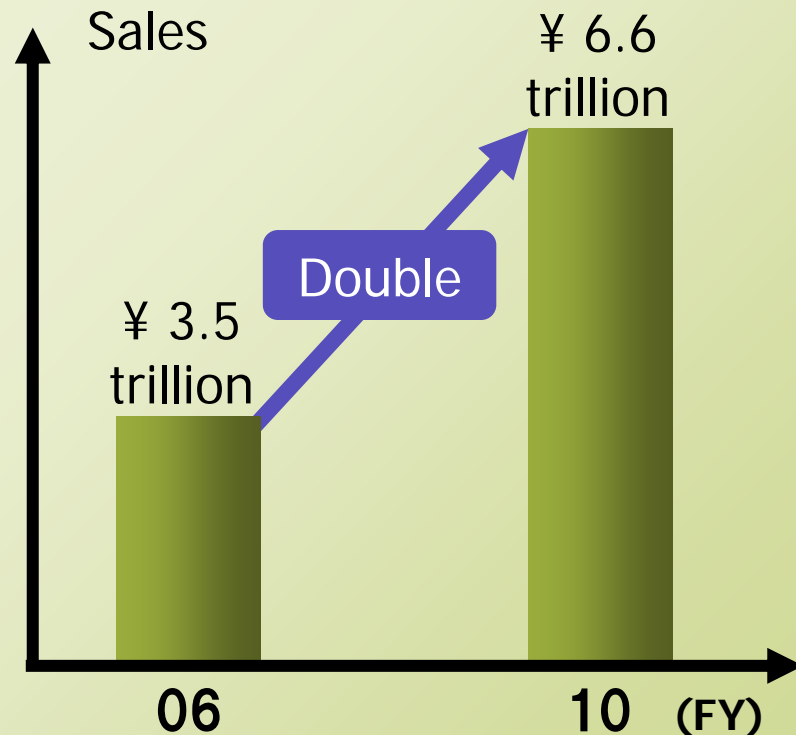


IT	Electronic devices	EPS industrial system	Home Electronics	Materials
 Disk arrays	 Clinical laboratories	 H25 gas turbines	 Plasma TVs	 ANISOLM
 2.5 HDDs	 TFTs	 Amorphous transformers	 Refrigerators	 Electrical wires

Doubling Sales of Eco-Products

Sales target of Eco-Products in 2010 is increased to ¥6.6 trillion, roughly twice 2006 sales

Sales target of Eco-Products



Note: Sales here refer to accumulated sales of individual business groups (before cancellation of internal transactions between business groups).

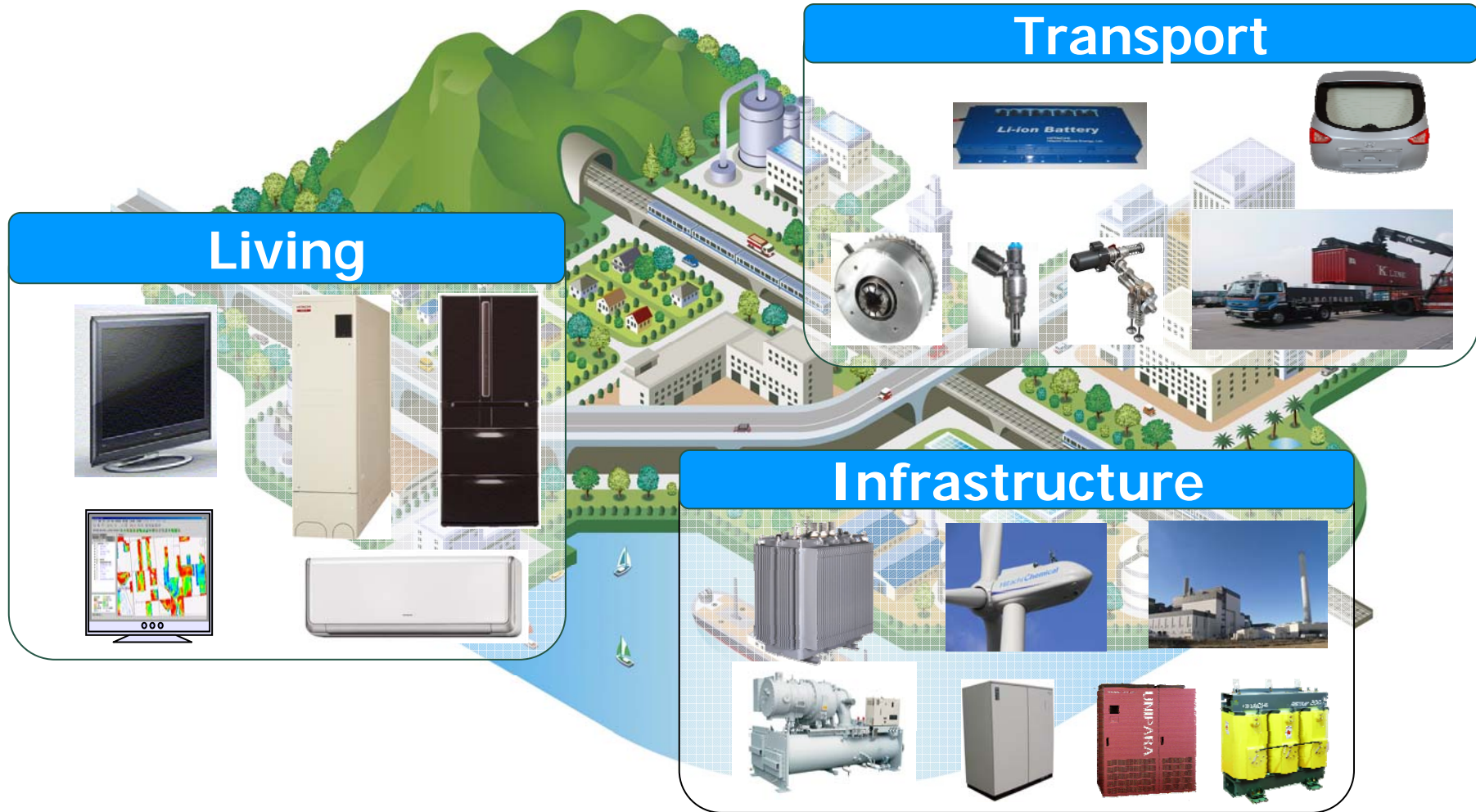
Measures for business expansion

- Enhance proportion of Eco-Products
 - Improve environmental performance of new products
- Intensive investment in environment business
 - Efficient coal-fired thermal power + AQCS
 - Nuclear power
 - Wind power
 - Energy-saving IT products/Data centers
 - Recycle-related business

AQCS: Air Quality Control System

Hitachi's Environment/Energy-saving Solutions

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Refrigerator Freezer R-X6000

- Energy savings realized by Hitachi's unique technologies
- 20% reduction in electric power consumption
- Adopting non-CFC coolant R600a
- Grand Energy Conservation Prize for second consecutive year



Environmental Innovation Products - Living (2)

ECO CUTE BHP-FSV37FD

- First Direct Water Pressured technology in the industry*¹
- Use of a natural refrigerant (CO₂)
- No.1 in energy efficiency*² and the thinnest body in the industry*³



日立エコキュート
ナイアガラ出湯
水道直圧タイプ

エコキュート
ECO CUTE

省エネ
No.1

プレミアムタイプ

eco

年間CO₂削減量
約**1,622**kg

エコキュート BHP-FSV37FD

ずっと使うから、日立のエコ

*2 当社7年間の商品(BEH-3870BFAW1)電気消費量*部比新商品(BHP-FSV37FD)(エコキュート)の年間CO₂削減量の比較。BEH-3870BFAW1:約1.63kg、BHP-FSV37FD:約0.64kg、年間CO₂削減量は約1.02kg(約70%削減)です。*3日立標準値。CO₂削減率(2008年度)0.419kg-CO₂/kWh(電気事業連合会「電気事業における環境行動計画2007」44頁)

* 1 Launched 5/31/2006
Heat pump hot water supply unit
for domestic use (BHP-FS37DD)

* 2 As of 2008/9
Heat pump hot water supply unit
for domestic use (BHP-FSV37FD)

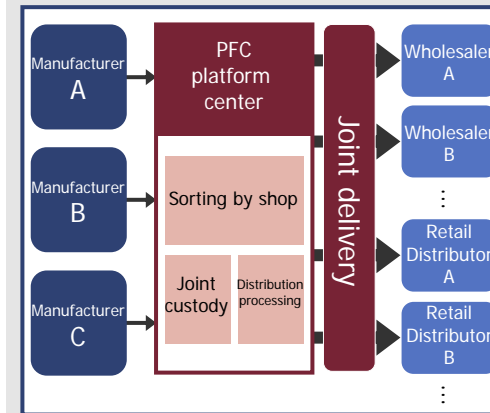
* 3 As of 2008/9
Heat pump hot water supply units
for domestic use (BHP-FSV46FD, FSV37FD, FS46FD, FS37FD)



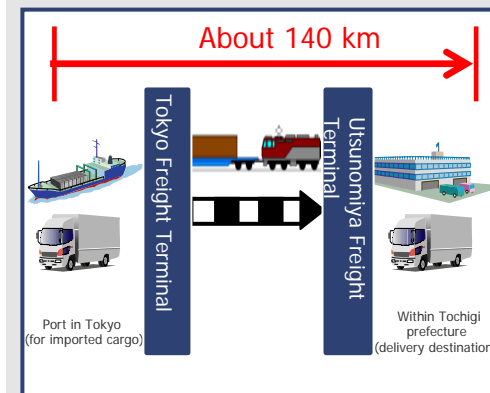
Green logistics

- Reduction in environmental load associated with transportation
- Approx. 20% reduction in number of delivery cars
- Reduction of about 800 tons of CO₂ emissions per year
- Many awards for environmental performance

Joint logistics per industrial sector (Platform business)

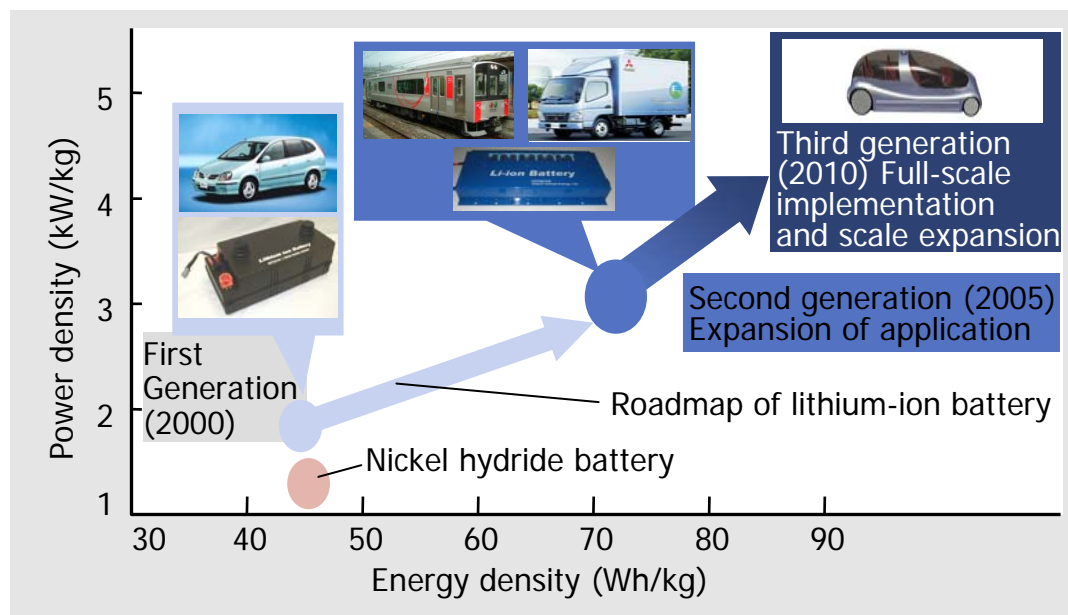


Modal shift supporting middle-distance



Lithium-ion batteries for hybrid cars

- High-performance energy source for hybrid cars
- Reduction of car fuel consumption by 20 to 40%
- World-first*¹ mass manufacturing for hybrid cars

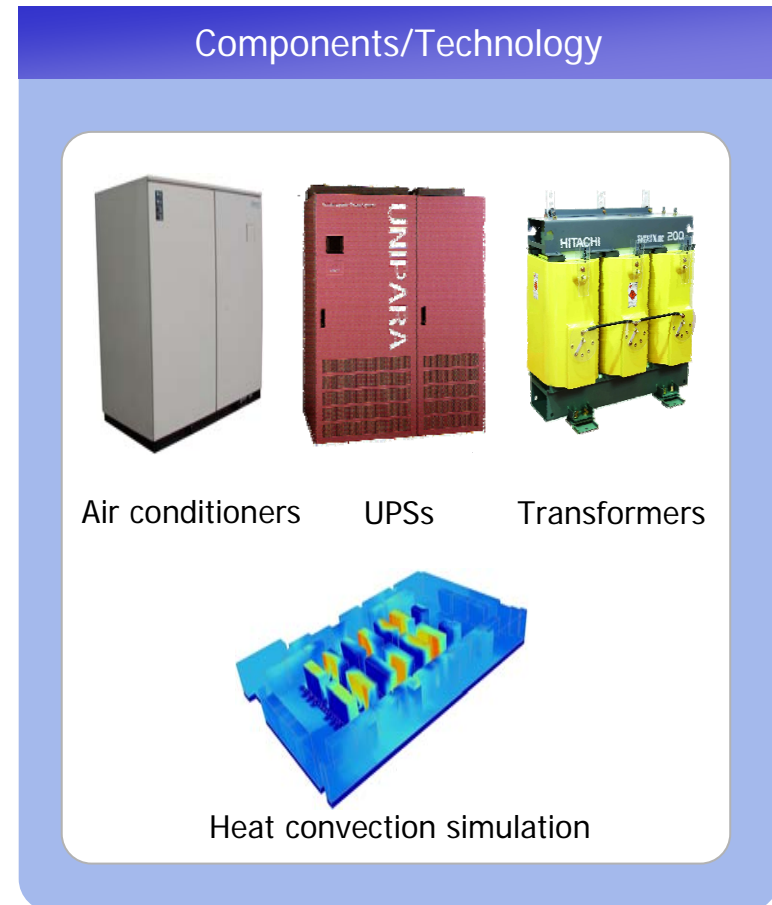


*1: Loaded on Isuzu Motors Limited 'ELF DIESEL HYBRID' launched on Apr. 18, 2005

Power saving datacenter project

- Comprehensive power saving for datacenters*¹
- Reduction in CO₂ emissions from IT equipment of 330 kt over 5 years
- 50% reduction in electricity consumption over 5 years
- Green IT Award 2008

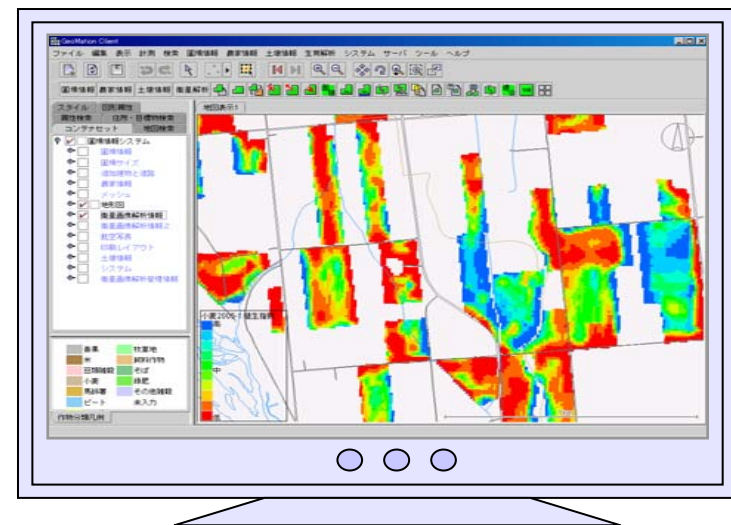
*1: Facilities providing maintenance & operational services for customers' servers and systems kept there. Rapid growth in energy consumption expected in datacenters due to increased use of IT equipment caused by explosive growth in volume of information.



GeoMation Farm: Agricultural information management system

- Optimization of picking seasons and sequence
- Use of satellite images
- 33% reduction in CO₂ emissions
- u-Japan Best ECO Solution Award 2008

GeoMation Farm
Visualization of growing conditions
Red: grown areas
Blue: growing area



Design Method: LCA (Life Cycle

Assessment)



Identifying high-load stage in product's life cycle, then selecting targets to improve product design and reduce environmental load

Product	High-Load Stage	Features	Target				
<ul style="list-style-type: none"> PCs Video cameras 	<p style="text-align: center;">Production</p> <table border="1" style="margin: auto;"> <tr> <td style="background-color: cyan;">P</td> <td>S</td> <td>U</td> <td>D</td> </tr> </table>	P	S	U	D	Many printed-circuit boards	Down-sizing
P	S	U	D				
<ul style="list-style-type: none"> Packaging materials/containers 	<p style="text-align: center;">Shipping</p> <table border="1" style="margin: auto;"> <tr> <td>P</td> <td style="background-color: cyan;">S</td> <td>U</td> <td>D</td> </tr> </table>	P	S	U	D	Bulkiness	Weight reducing
P	S	U	D				
<ul style="list-style-type: none"> Cars Refrigerators 	<p style="text-align: center;">Use</p> <table border="1" style="margin: auto;"> <tr> <td>P</td> <td>S</td> <td style="background-color: cyan;">U</td> <td>D</td> </tr> </table>	P	S	U	D	Long-life continuous use	Energy saving
P	S	U	D				
<ul style="list-style-type: none"> Batteries 	<p style="text-align: center;">Disposal</p> <table border="1" style="margin: auto;"> <tr> <td>P</td> <td>S</td> <td>U</td> <td style="background-color: cyan;">D</td> </tr> </table>	P	S	U	D	Short-life hazardousness	Recyclable
P	S	U	D				

P: Production S: Shipping U: Use D: Disposal

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