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*Customer Inquiries*

Corporate Environmental Sustainability Group  
Mitsubishi Electric Corporation  
Tel: +81-3-3218-9024  
<http://www.MitsubishiElectric.com/ssl/contact/company/environment/form>

*Media Contact*

Public Relations Division  
Mitsubishi Electric Corporation  
Tel: +81-3-3218-3380  
[prd.gnews@nk.MitsubishiElectric.co.jp](mailto:prd.gnews@nk.MitsubishiElectric.co.jp)  
<http://www.MitsubishiElectric.com/news/>

## **Mitsubishi Electric Launches Seventh Environmental Plan**

**Tokyo, April 17, 2012** – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) announced today it has launched as of this month its Seventh Environmental Plan, a three-year action plan aligned with [Environmental Vision 2021](#), the long-term environmental management vision of the Mitsubishi Electric Group. The plan aims to contribute to the reduction of carbon dioxide emissions on both the production and end-use sides, supports other efforts to realize recycling-based societies and expands environmental business.

### **Low-carbon initiatives**

Mitsubishi Electric will improve the energy efficiency of its products, aiming to reduce carbon dioxide emissions by an average of 27 percent in the use of 84 products compared to levels in fiscal 2001, which ended March 2001. Carbon dioxide emissions per unit of product net sales will be reduced to just 83 percent of the fiscal 2011 level, or by 121,000 tons in the three-year period. Other greenhouse gas emissions such as sulfur hexafluoride, perfluorocarbon and hydrofluorocarbon will also be reduced by 70 percent compared to the fiscal 2006 level on a carbon-dioxide-equivalent basis.

Within the next three years, Mitsubishi Electric will expand its photovoltaic power-generation capacity by 6,400 kilowatts to a total of 14,100 kilowatts, which also includes the output of existing photovoltaic systems. Demand control systems will be incorporated to control peak demand in electricity at all 68 major domestic locations contracted to purchase at least 500 kilowatts of electricity. Carbon dioxide emissions also will be reduced through power-saving efforts, such as replacement of air conditioners with more energy-efficient products.

### **Recycling initiatives**

Mitsubishi Electric will lower the final waste disposal ratio by evaluating and thoroughly sorting the waste at business locations. The target is to maintain a ratio below 0.1 percent at Mitsubishi Electric's own sites, and achieve less than 0.1 percent at Japanese affiliates' sites and 1.0 percent at overseas affiliates' sites. Resource inputs will be also reduced by 39 percent from fiscal 2001 levels through the development of more compact and lighter products. Mitsubishi Electric will promote 3R (reduce, reuse and recycle) in products such as collecting rare-earth magnets or utilizing more recycled materials.

### **Environmental businesses initiatives**

Mitsubishi Electric will nurture environmental specialists who have the technical skills to mentor others in subjects such as energy efficiency, waste management and pollution prevention. The group also will pursue conservation activities in cooperation with local communities worldwide and will strengthen measures to comply with the European RoHS II, REACH and other regulations on the use of chemicals in products.

Mitsubishi Electric will globally expand its environmental businesses related to materials recycling, energy efficiency and innovative products for fields such as smart grids and smart communities.

### **Background**

Since 1993, the Mitsubishi Electric Group has adopted a new environmental plan every three years to set medium-term targets and policies. Under the Sixth Environmental Plan launched in 2009, the company expects to achieve the targets of all major initiatives, including a 103,000-ton reduction of carbon dioxide emissions in production. Aiming to become a global, leading green company, Mitsubishi Electric continues to leverage its achievements and expertise in energy saving while responding to changing social conditions regarding power supply.

Environmental Vision 2021, which the Mitsubishi Electric Group released on October 22, 2007 as its long-term plan to help realize more sustainable societies, is aimed at achieving its final goals in 2021, the company's 100th anniversary.

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### **About Mitsubishi Electric**

With over 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 3,645.3 billion yen (US\$ 43.9 billion\*) in the fiscal year ended March 31, 2011. For more information visit <http://www.MitsubishiElectric.com>

\*At an exchange rate of 83 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2011