

FUJIFILM Holdings raises its target on reducing CO₂ emissions for FY2030

- Receiving certification from the “Science Based Targets (SBT) initiative”
- Additional target to promote the group’s certified “Green Value Products” and have them account for 60% of total sales

TOKYO, July 30, 2020 – FUJIFILM Holdings Corporation (President: Kenji Sukeno) has updated its environmental targets for Fiscal Year ending March 2031 (FY2030) to accelerate its climate change initiatives from the approaches of “solving social issues through business activities” and “giving environmental and social considerations in business processes.”

The target to reduce Fujifilm Group’s carbon dioxide (CO₂) emissions across the entire product lifecycle (from material procurement to product manufacturing, transportation, use and disposal) has been raised from 30% to 45% compared to the FY2013 level. This target has been certified as being WB2°C (well below 2°C) by the international environmental initiative “Science Based Targets (SBT) initiative”^{*1} for being scientifically based to meet the “2°C goal” of the Paris Agreement. The target to contribute to reduction in CO₂ emissions in society by providing low-emissions products and services has been raised from 50 million tons to 90 million tons.

The Fujifilm Group has been providing environmentally conscious products and services by considering environmental impacts in the process of developing these products and services. The products and services that would significantly reduce environmental impacts are certified as Fujifilm Group “Green Value Products.” FUJIFILM Holdings introduced a new group-wide target to bring the sales ratio of “Green Value Products” to 60% of the group’s total sales.

< Main environmental targets for FY2030, updated or newly introduced this time >

	Previous target	New target
1) Amount of reduction in Fujifilm Group’s CO ₂ emissions ^{*2}	30% (vs. FY2013 level)	45% (vs. FY2013 level)
2) Amount of reduction in CO ₂ emissions by providing low-emissions products and services to society	50 million tons	90 million tons
3) Sales of Fujifilm Group “Green Value Products” which significantly reduce environmental impacts	—	60% of total sales



FUJIFILM Holdings drew up the “Sustainable Value Plan 2030 (SVP2030)” in FY2017 as a CSR plan to be achieved by FY2030 and has since worked toward it from the approaches of “solving social issues through business activities” and “giving environmental and social considerations in business processes.” There is a growing awareness that climate change has a significant impact on the society even at the level of meeting the Paris Agreement target of keeping global temperature increase attributable to human activities below 2°C above pre-industrial levels. Amidst this trend, the Fujifilm Group has decided to adopt further climate change measures to revise its emission-related environmental targets upwards.

As part of economic measures implemented in response to the spread of COVID-19, there is a global call to kick-start a green recovery, building sustainable society through climate actions. The Fujifilm Group will continue to promote the SVP2030, creating new value through the development of products, services and technologies in an effort to contribute to solving issues in post-COVID society.

*1 The Science Based Targets initiative was launched in September 2014 as a collaboration between the CDP, World Resources Institute (WRI), the World Wide Fund for Nature (WWF) and the United Nations Global Compact, aimed at promoting science-based targets for reducing greenhouse gas emissions to keep global temperature increases below 2°C above pre-industrial levels. In November 2016, the Paris Agreement, aimed at keeping a global temperature rise this century below 2°C, went into effect as an international framework on climate change.

*2 Across the entire lifecycle of Fujifilm products

< Overview of the certification program in relation to the new sales target for Fujifilm Group “Green Value Products” >

Since 2018, FUJIFILM Holdings has run a program to certify its products and services that meet specific criteria on environmental consciousness as Fujifilm Group “Green Value Products” in an effort to contribute to the establishment of sustainable society. The criteria include addressing climate change, recycling resources, reducing environmental risks such as the use of hazardous substances, and reducing waste. The program defines group-wide certification ranks (Diamond, Gold and Silver) and has certified 140 items so far. This time, the company has introduced a new target of raising the sales ratio of Fujifilm Group “Green Value Products” to 60% of total sales.



Rank	Certification criteria
Diamond	Products and services that drastically reduce environmental impact by utilizing innovative technologies
Gold	Products and services that reduce environmental impact at the highest level among their respective industries
Silver	Products and services that reduce environmental impact at a higher level than their respective industries' standard

-Standard environmentally conscious products: Products and services that reduce environmental impact at the standard level among their respective industries. Environmental impacts are considered in the process of developing of these products and services.

-Fujifilm Group “Green Value Products” certification program is designed in compliance with the ISO14021, an international standard defined by the International Organization for Standardization (ISO)

Main products and services certified as FUJIFILM Group “Green Value Products”

1) Completely process-less printing plate for newspaper “SUPERIA ZN-II” (Diamond rank)

Printing plate is used on a newspaper press in the process of newspaper production. Using this product omits the development process, which involves the use of harsh alkaline chemicals, water and electricity, and thus completely eliminates the use of chemicals, water and electricity and generates no liquid waste. When combined with the benefit of closed-loop recycling system which manufactures CTP plates of similar quality by reusing the main material, aluminum, this equates to reduction in CO₂ emissions by approximately 390 tons^{*3} per plant annually.

2) Data archiving and storage solution “FUJIFILM Data Management Solutions” (Gold rank)

Tape-media storage solution, combining hard disks with magnetic tapes, enables secured, low-cost and long-term storage of high-volume data. Archive data that is not frequently used is transferred from a hard disk to a high-volume magnetic tape to drastically reduce the usage of energy^{*4}.

3) Document handling software “DocuWorks” (Gold rank)

DocuWorks centrally stores hardcopy and electronic documents and allows users to freely edit their contents. It can be connected to the secure and high-capacity cloud-based storage service “Working Folder,” to smoothly exchange and utilize information in and outside the company regardless of place, time, and devices. The software reduces CO₂ emissions by reducing the number of prints and unnecessary movement of people.

^{*3} Based on the average plate use per plant (5,000 m² per month)

^{*4} When stores 960TB data on magnetic tape for a year, the amount of CO₂ is 1/18 compared to storing same volume of data on a hard disk. According to data by the JEITA's Tape Storage Technical Committee

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