

PRESS INFORMATION

MILESTONE ACHIEVEMENT FOR TOSHIBA CARBON ZERO SCHEME

Thanks to its industry leading programme Toshiba TEC has offset over 125,000 tons of carbon since the introduction of the Carbon Zero Scheme. Supporting various projects around the world the company lives up to its reputation of being committed to people, committed to the future.

Neuss, January 2012. With its pan-European Carbon Zero Scheme for its multifunctional peripherals (MFP) Toshiba TEC has offset over 125,000 tons of carbon. That is the equivalent of more than 28,000 return flights from Frankfurt to Tokyo or 2.8 million energy-saving bulbs (14W CFL) switched on for one year. This unparalleled achievement is one of Toshiba's many ways to contribute to the development of a sustainable society by promoting environmental activities designed to realise a world that is low carbon, recycling based and environmentally harmonious.

In June 2009 Toshiba TEC launched the Carbon Zero Scheme with which environmental projects are supported on a global scale. Together with the carbon offsetting experts at co2balance the company developed a scheme by which it can not only offset the CO₂ emitted during the production and transport of the MFP, but throughout the entire product lifecycle including also the paper for up to 1,000,000 printed pages.

Among the supported projects is the African Energy Efficient Stove Project, which up until now has supplied over 2,000 energy-saving stoves with the Toshiba contributions to villages in poor districts of Kenya, improving the lives of over 12,000 people. These stoves reduce the amount of firewood needed by 50% compared to the traditional three-stone open fire, saving resources and money.

A study conducted by the University of Nairobi showed that in comparison to traditional methods using the energy efficient

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stoves reduced the carbon monoxide emission by up to 92% - a significant reduction which helps protect the environment. At the same time the particulate emission is reduced by up to 59%, hugely improving the health of the people.

“The projects supported by the Toshiba Carbon Zero Scheme not only help sustain the environment, they also improve the quality of life of the people” says Dierk Ulken, Deputy Manager for Environmental Affairs at Toshiba TEC. “This is very important to us as we strongly believe that long-lasting, successful environmental protection can only be achieved by involving the local communities.”

Steve Hewson, Sales and Marketing Director at co2balance, helped set up the Toshiba Carbon Zero Scheme. “Most companies pass on the responsibility to actually offset a product to their customers by only offering product information”, he says. “Toshiba on the other hand took on the full responsibility and asked us to develop a scheme which would let their customers purchase products which already are carbon zero.”

Most of Toshiba’s operating companies throughout Europe sell only offset MFPs. Available schemes under Toshiba’s Carbon Zero programme may vary from country to county.

About Toshiba TEC

Toshiba TEC Germany Imaging Systems GmbH is part of the globally operating Toshiba TEC Corporation. The majority shareholder of Toshiba TEC Corporation is Toshiba Corporation, active in various high-tech industrial sectors. Toshiba TEC is a leading supplier of information technology and office equipment products ranging from multifunctional print and copying systems (both colour and monochrome), to fax machines and digital document management products. Toshiba TEC Germany Imaging Systems GmbH is headquartered in Neuss, Germany, where all European business activities are managed and coordinated.

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About Toshiba

Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning information & communications systems; digital consumer products; electronic devices and components; power systems, including nuclear energy; industrial and social infrastructure systems; and home appliances.

Toshiba was founded in 1875, and today operates a global network of more than 740 companies, with 204,000 employees worldwide and annual sales surpassing 6.3 trillion yen (US\$68 billion).

Visit Toshiba's web site at www.toshiba.co.jp/index.htm.

About co2balance UK Ltd

Established in 2003, co2balance UK Ltd is a leading, UK based, carbon management provider offering carbon calculation, management and reduction services to leading blue chip companies including, BSKyB, Toshiba Europe, Gaz De France, Fiat and Flybe. As a project developer co2balance UK Ltd creates African Gold Standard and CDM projects that focus on social, health and community benefits to the families within the project area, in addition to carbon savings.

Further information about the Toshiba Carbon Zero Scheme is available at: www.toshibacarbonzero.eu or from the following contact:

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