



KONICA MINOLTA

# ENABLING CARBON NEUTRALITY

✎ Printing with our future in mind



KONICA MINOLTA  
enabling carbon neutrality



Wind energy, Vader Piet, Aruba: The project is the first wind energy project on the Caribbean island of Aruba, located north of the Venezuelan coast.

# IMMEDIATE AND SUSTAINABLE CARBON OFFSETTING

Minimising the impact on the environment and therefore slowing down global warming is up to all of us. Konica Minolta is one of the pioneers when it comes to sustainable engagement in the printing industry. With its Eco-Vision 2050 the company is proactively utilising undertakings to reduce the emission of greenhouse gases including CO<sub>2</sub>. Enabling Carbon Neutrality by Konica Minolta is a new and profound programme for the entire printing device portfolio from small printers to professional production devices. The programme utilises several steps to enable customers to minimise their environmental impact.

## ▀ About Enabling Carbon Neutrality

With Enabling Carbon Neutrality Konica Minolta offers an end-to-end solution in climate protection with footprinting, reduction and offsetting all in one.

With the experts from ClimatePartner Konica Minolta has established a transparent and resilient concept that customers can benefit from and which guarantees easy and stress-free implementation.

ClimatePartner<sup>®</sup>

## ▀ Simply push the button

Konica Minolta customers have countless advantages by offsetting carbon emissions:

- **Strengthen your differentiation:** As a climate conscious company you can increase your revenues and enhance your image by differentiating yourself from the crowd.
- **Emphasise your commitment to climate protection:** With carbon neutral printing you can contribute to the achievement of your climate protection goals.
- **Profit from an all-in-one service:** Konica Minolta offers you a transparent and proven method of offsetting CO<sub>2</sub> emissions in printing. All ID numbers are traceable and allow comprehensive communication.

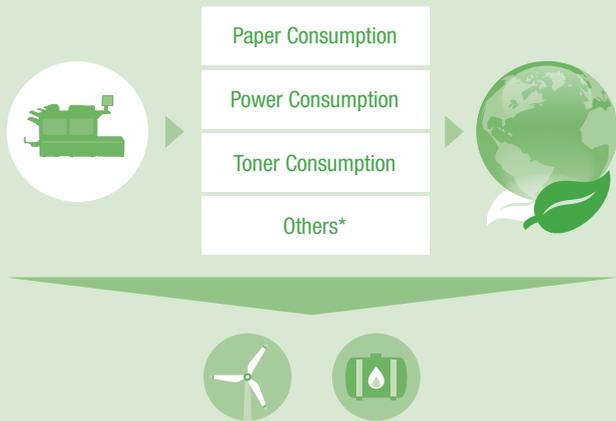
## ▀ Four easy steps to successful carbon offsetting with Konica Minolta

1. Printing as usual with Konica Minolta systems.
2. Calculation of total emissions over the lifetime of each device.
3. Emissions are compensated with carbon offset projects.
4. A certificate and labels provide proof of the carbon offset.

How it works

You receive an all-in-one service for carbon neutral printing operations

Calculation of CO<sub>2</sub> emissions of your printer fleet in operation is based on:



All your prints are carbon neutral and your company supports certified carbon offset projects.

\* Building emissions, small components and maintenance

Konica Minolta – Pioneer in Sustainability

Caring for the environment is a central aspect of Konica Minolta’s corporate philosophy “The Creation of New Value”. Climate neutral printing with Konica Minolta printers is supported by the construction of lightweight devices with competitive low power consumption. Konica Minolta was the first company worldwide to receive a Blue Angel mark in the field of copying (1992) and the first company to receive the new Blue Angel (2013) with stricter criteria.

Our Environmental Goals – Eco Vision 2050:

Our long-term goals look all the way to the year 2050 and are focused on:

- Reducing CO<sub>2</sub> emissions throughout the product life cycle by 80% by 2050, compared to fiscal 2005 levels.
- Promoting recycling and effective use of Earth’s limited resources.
- Working to promote restoration and preservation of biodiversity.

Current sustainability awards for Konica Minolta:



FTSE4Good



Two Certified Carbon Offset Project

Wind energy in Aruba:

A compensation project, certified according to the strictest available standard, the **Gold Standard (GS VER)** is being supported within the Enabling Carbon Neutrality programme:

The purpose of the project is to utilize the wind resources in the east coast region of Aruba in order to satisfy energy requirements through a sustainable, environmentally and cost effective energy source.

Methane gas recovery in Liaoning, China

When setting the manufacturing of production printing devices carbon neutral, we support a Certified Emission Reduction (CER) project in Liaoning, China. In the coal mining area, large amounts of emitted methane gas have been extracted from underground boreholes for maintaining safety in the coal mine. This gas is collected and reused in the region.



Wind energy is green: Carbon offset project in Vader Piet, Aruba



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