

SEEDA Sustainable Business Awards aim to encourage and promote a sustainable approach to business in the South East region through celebrating excellence, significant achievement and through the dissemination of best practice.

MATSUSHITA COMMUNICATION INDUSTRIAL UK / MATSUSHITA MOBILE COMMUNICATIONS DEVELOPMENT EUROPE

Company Background

Matsushita Communication Industrial UK Ltd, which is based in West Berkshire, designs and manufactures mobile phones for the international market. It was founded in 1988 and expanded its facilities, building a new facility for design and support services in 1998. It employs 882 staff on an 11-acre site, on the edge of an industrial estate, adjacent to farmland and the A4. The site has two main buildings, housing a production area, stores, offices, support facilities, and design and engineering operations. There are car parks and two outdoor 'green areas' with mature trees and natural landscaping to provide staff with an outdoor recreational area. There are seven trees with Tree Protection Orders on-site. Concern for the environment is recognised as an integral and fundamental part of the Company's business strategy. Its objective in this respect is to ensure that all activities are carried out in such a way as to foster a positive commitment in all employees to reduce impact on the environment to the lowest practicable minimum by working together in pursuit of continual improvement.



ACTION HISTORY

The Company was certified to ISO14001 in July 1996 - the first Matsushita company in the world to achieve this standard. It now has a mature and evolved Environmental Management System (EMS), two full-time environment staff, and more than 15 others regularly involved in environment-related activities. In recent years, after reducing site impacts (energy use, waste, etc) to a minimum,

Key Achievements

- ❖ A mature Environmental Management System, with 2 full-time staff; achieved ISO14001 in 1996
- ❖ On-site CHP has reduced fuel use and CO₂ emissions
- ❖ Waste recycling since 1994; minimisation and return schemes with customers and suppliers have reduced waste generation – eg £6000 per month saved through return & reuse of wooden shipping boxes; component reclaim and precious metal recovery generates £100k pa income
- ❖ Supply chain Environmental Assessment Programme
- ❖ Introduced Life Cycle Assessment as design tool
- ❖ Good employee communications on environmental matters
- ❖ Extensive involvement with the local community and community groups
- ❖ Encouragement to staff to use public transport – subsidy to local bus service, low-emission company transport and extensive use of videoconferencing

MCUK/MMCDE has expanded its EMS to look at the whole product life cycle, concentrating on developing Green Product Design, Green Procurement and End of Life Management elements of the EMS. The Company acts through management support as a centre of excellence, providing support, advice and a best practice example to all companies in its group. Staff at the local site are also involved in European trade association activities, and chair the Company's European Working Group on Environment. Social responsibility is governed by a 'Basic Business Philosophy', introduced by the Company's founder in 1932.

Other Company activities are summarised at:
<http://www.mcuk.panasonic.co.uk/2001/environment.html>.
 MCUK/MMCD also contributes to an award winning corporate environment report, released annually at:
http://www.matsushita.co.jp/environment/en/ee_0002.html.

Energy/Fuel Savings

In 1998 the Company installed a 400kW gas fired combined heat and power unit. This has led to reduced fuel use and carbon dioxide emissions, and also exempts the Company from the Climate Change levy.

MCUK/MMCD continues to work to help its customers save energy, by signing up to the Voluntary Agreement on Standby power use, reducing to a minimum the energy used by its chargers in standby mode. The Company already meets 2005 voluntary standards for this in all its products.

Waste

Cardboard, paper and other materials have been recycled since 1994. Returnable packaging and packaging minimisation schemes launched with customers and suppliers have reduced waste generation considerably. Initiatives include:

- Adaptors are supplied in cardboard sleeves, designed to fit into customer packaging, reducing material use
- Customer packaging has been reduced to 100% cardboard, using an innovative flatpack design. This increases product per pallet from 400 to 700, thus reducing material use, waste and transport
- Wooden boxes used to ship products are now returned, using reverse logistics, and reused, saving £6000/month and conserving resources
- Use of an ISO14001/ EMAS company for all product-related waste, utilising component reclaim and precious metal recovery. This also allows reuse/recycling rates to be tracked by item, and has turned a significant cost into revenue of over £100,000 per year
- Packaging reduction and reuse is a key item in the Company's Green Procurement Guidelines

Community/Other

- Employees receive environmental induction and are kept up to date using a dedicated intranet area, notice boards, area environment representatives, newsletters and function specific training.
- A recent survey of staff environmental awareness, concerns and priorities gained a high response rate, allowing the environment team to understand employee concerns and prioritise future activities
- Employee Care includes Private healthcare, eyetests, Occupational Health Nurses, Ergonomist, assistance with stopping smoking. An on-site Blood Donation Scheme operates during working hours.

- Personal Development Sponsorship for all staff from ONC to PhD
- Life Skills Training
- Student Placements and work experience for local children
- Recent donations include: local football team, Splash, an outdoor activity scheme for children, OAP Christmas Parcels, School Visits (Engineering, Japanese Culture, Environment), equipment for schools. Donations average £25,000 pa into the local community

Environmental Supply Chain Management

In September 2001 MCUK/MMCD invited its suppliers for a day's training on Environmental Issues, and launched its Supply Chain Environmental Assessment Programme. So far, all participating suppliers have returned self-assessments, and the Company has visited 14 suppliers to evaluate them, and provide assistance and advice in improving their performance. 16 of the Company's purchasing, design and Quality Control staff received external Environmental Assessment training to facilitate implementation.

Life Cycle Analysis/Product Assessment

The Company has partnered the corporate office in redesigning its internal LCA software tool PAV5 to be suitable for use in all European sites.

Transport

The Company has provided funds to allow the local bus service to be diverted through its site, and publishes bus timetables on its intranet to encourage employees to use public transport. A recent survey revealed that many staff already cycle to work, using the 100 cycle spaces and changing facilities provided. Guidance for managers in choosing low emissions company cars is also provided. Videoconferencing is used extensively to minimise business transport. Reverse logistics, node distribution and supply packaging minimisation are all utilised where possible to minimise transportation impacts.

Company Awards

1998 CHPA Award: Best small CHP.

1999 Mars and Berkshire Premier Award Winner.

2000 Mars and Berkshire Golden Oak Award Winner.

Internal: Matsushita Excellent Factory Awards, EMS and Green Product.

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