

Case Study - Sony United Kingdom Limited

Company Background

Sony is the manufacturer and distributor of Sony branded products which are principally electronic goods for the domestic, leisure, business and professional markets.

Sustainability Initiatives

All Sony sites have been audited and continue to meet the ISO 14001 environmental standard.

Key Achievements

- ISO14001.
- Large reductions in waste.
- Increased recycling.
- Significant reduction in energy usage.

Resource Efficiency

Use and disposal of goods is tightly monitored and performance measured. Results are fed back to staff through noticeboards, email and newsletters. Regular training ensures that staff understand both the importance and means of recycling and energy saving.

Since the installation of a baler at Thatcham, significant cost savings have been made on the disposal of cardboard. A typical saving per year is 204 tonnes of cardboard which amounts to £16,420.

Environmental improvements and related benefits include:

- 25% reduction in general waste to landfill in 2000 with a further 17.5% in 2002.
- 100% reprocessing and reduction to landfill of hazardous and special waste.
- 80% of written off product was recycled in 2001-2002.
- 100% recycling of CRTs.
- 75% reduction of wooden pallets to landfill in 2001-2002.
- Expecting a reduction of 60% of packaging, including stretch-wrap, to landfill in 2002.
- 50% reduction of computer equipment to landfill.
- 20% reduction of TV stands/cabinets to landfill by returning to manufacturer in 2001 and an 80% reduction in 2002 by donating them to charity.

Other schemes include:

- Plastic cups are collected by Save a Cup.
- Scrap metal is collected by a dealer.
- Toner cartridges are collected for refurbishment and reuse.
- Damaged pallets are repaired on site and reused or sent for recycling.
- Fluorescent tubes are recycled, safely disposing of hazardous mercury.



Sony Offices in Weybridge, Surrey. Landscaping is a key feature of all Sony offices, helping to create habitats for, and therefore encourage the presence of, local wildlife

- Unwanted furniture is donated to charities.
- 10 tonnes of end of life products are collected at Thatcham each month and transported to a recycling facility in Singapore, where all plastics and various metals are recycled.
- 300 broken cathode rays are collected each month at Thatcham for recycling.
- Cardboard packaging from incoming goods is shredded and used as outgoing packaging.
- Waste solder from deflection yoke process (special waste) is returned to the supplier where it is recycled.
- The cardboard pallets on which PlayStation 2 consoles are delivered to the warehouse are stored and either collected for reuse, or recycled.

Energy Efficiency

Sony's first step towards improving energy performance was to find a guideline benchmark figure. It used the Energy Consumption Guide to assess the relative efficiency of Sony buildings against national averages. These showed that a typical office would have an annual energy use per square meter of floor of £14/m², while Sony's site at Thatcham was using £8/m², which corresponds to the 'Good Practice' figure.

This was the result of the following:

- Monitoring energy use.
- Switch off procedure that works on a coloured dot system. Out of hours security turns off anything with a green dot.
- Photocopiers and printers are fitted with power saving time switches.
- A new energy efficient boiler, with power factor correction systems which balance the load of the 3-phase power system, increasing the efficiency of the equipment from the previous 87% to 98%.
- Bulk lamp replacement to energy efficient bulbs.

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Sony has achieved a stand by power consumption of less than one watt in all analogue CRT televisions and many DVD players, audio models and battery chargers for camcorders and Walkman models.

The company is investigating using solar power.

Water

Water used at Thatcham has been reducing on an annual basis since 1996. Compared to the Water Board benchmark figure of 25l/day per person, Thatcham has reduced its usage from 28l to 20l/day per person. This has been achieved by such measures as the installation of water saving devices in toilet cisterns and educating staff on water efficiency. At Weybridge they have achieved 23.94l/day and 12.52l at the Heathrow site.

Social Responsibility

Sony has a Donations Committee to deal with requests for support from charities and community organisations. These include:

- Milly's Fund, a charity that was established in memory of Milly Dowler, with the objective of helping people live safer lives by providing training and education in personal safety.
- Local schools, hospitals and hospices. One hundred hampers were donated to the elderly, homeless and single parent families at Christmas.
- Major donation of Sony equipment to the Pelican Cancer Foundation, a charity solely dedicated to curing cancer patients by advancing precision surgery.
- Matched Giving Programme exists for staff who donate to an organisation of their choice to have the amount matched by the Donations Committee.
- Member of Business in the Community (since 1988) and the associated Percent Club, where 0.5% of pre-tax profits are donated to community organisations.
- The internal lottery, running since 1995, has raised over £50,000 for various charitable organisations.
- To mark Sony's 4th Annual Global Volunteer Day in 2003 employees took part in projects to help the White Lodge Centre, Chertsey and the Kennet Valley Countryside Project, Thatcham.
- This year, in the European Year of the Disabled, Sony employees supported three projects chosen to benefit disabled organisations.
- At the annual co-operation event with neighbours Proctor and Gamble, staff helped raise £50,000 for two charities - Bliss and the Alzheimer's Society in 2003. The event was opened by the mayor of Elmbridge and supported by many local businesses.
- An active supporter of organisations that develop culture in UK.
- Support the Rory Peck Trust. In 2002, the Rory Peck Trust and Sony created the Sony International Impact Award to honour the contribution made by freelance broadcast journalists in capturing images that have impact, are memorable and which can be influential.
- Supports the Surrey Business Enterprise Agency which supports individuals setting up businesses.
- A number of employees are school governors. Together with other local companies, Sony has provided funds to help Heathside School achieve Technology College status.
- Inviting art student's from Brooklands College to display their work in Sony offices.



Sony's annual charity day raises money for selected charities: the 2003 Charity Day raised funds for BLISS and the Alzheimers Society

- A nine strong team of Sony mentors for 60+ year nine students at the John Hunt of Everest School. Mentors swap time in the office for sessions aimed at raising aspirations, confidence and levels of attainment.
- Supports the Dyslexia Institute through sponsorship of 'As I See It' competition. The competition provides an opportunity for people with dyslexia to demonstrate their natural creative strengths through video, art and writing.
- Sponsored a Christmas card competition organised by the Vision charity which was open to the visually impaired and dyslexic school children and students. One entry was chosen as the company card and another will be included in a card company catalogue (royalties to Vision).
- Involved with Young Enterprise - provide sponsorship and the prize for the person receiving the highest mark in Surrey. Employees act as advisors to guide Young Enterprise companies.
- A corporate member and sponsor of Understanding Industry which aims to break down the barriers between business and education by demonstrating how companies operate and the role of industry and commerce in creating community wealth.

Supply Chain Management

Sony operates a Green Procurement Programme which targets all suppliers.

Transport

Sony is committed to reducing its transport impact and has already implemented the following:

- Outsourced its fleet to TNT which demonstrated efficient transport management.
- Video conferencing at Sony sites reduces travel for meetings.
- Launched a travel plan project for employees. The first step is to undertake a survey to find out how to encourage employees to travel differently. It is hoped that the resulting Sony Travel Plan will encourage employees to use alternative transport methods.

Awards

- Business Commitment to the Environment Premier Award, 2002.
- Green Dragon Award - Wales.



Sustainable Business Awards for the South East 2003

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