

eco

Environmental Info

Sony Europe is constantly rethinking and re-evaluating its products, processes and potential impact on the planet.

Product: Sony is committed to ensuring its products continue to use less energy – we aim to reduce the average power consumption of our products by 30% by the end of FY2015*

Process: Our processes throughout the supply chain are as environmentally conscious as possible, from product creation to waste disposal – we aim to reduce CO2 emissions from Sony Group sites by 30% by the end of FY2015**

Planet: Sony is determined that its practices as a business should be environmentally responsible – our long term goal is to achieve a zero environmental footprint throughout the lifecycle of Sony's products and business activities

Please refer to www.sony.eu/eco for more information on Sony's environmental activities

* Compared to the level of the fiscal year ended March 31, 2009

** Compared to the level of the fiscal year ended March 31, 2001