Cyber Partnerships for Sustainability

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SONY

Implementation Matters

January 18th 2000

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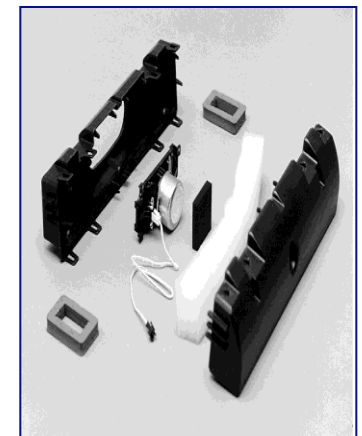**Sony International (Europe) GmbH**

Contents

- First Steps towards Sustainability

- New information relationships

- Connectivity needs
  - ➢Industry level
  - ➢Corporate level
  - ➢Project level

- Discussion

First Steps

- **New Product Designs**
  - ➢ Lead free,
  - ➢ Recyclable materials
  - ➢ Modular component blocks for re-use
  - ➢ Design for fast disassembly
- **New Production techniques**
  - ➢ Towards zero emission
  - ➢ waste elimination
  - ➢ Use of smart and/or recycled materials

New Information Relationships

- Employees
  - ➢ Well-being, Assurance, Ethics, Morale
  - ➢ Health & Safety
  - ➢ Training, Workplace Codes, First Aid Information Support

New Information Relationships

Consumer & Retailer

- Product data
  - ➢Recyclability, Substances, Warranties
- New product - consumer relationships
  - ➢Lease, share
  - ➢Product Exchange Service
- Corporate Policy and Activity
  - ➢Green Management Plan and Targets

Sony Exchange Service

New Information Relationships

- Recyclers
  - ➢Location of valuable components materials
  - ➢Optimal disassembly techniques
  - ➢Component lifetime diagnosis
  - ➢Residual component, material values
- Authorities
  - ➢Recycling Targets
  - ➢Certification of recycling, take-back service
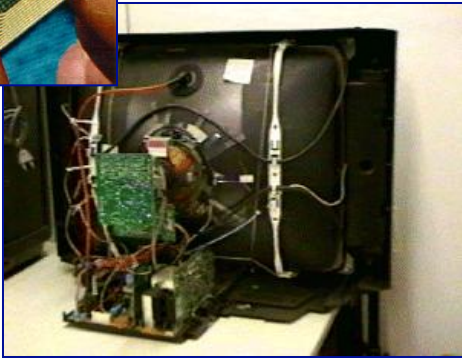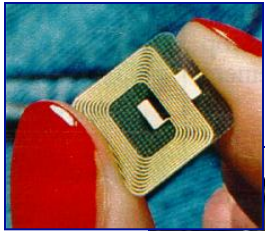
Connectivity Needs

- European Scale Examples from the Strategic CARE Project

  ➢ Identification Unit

  ➢ Smart Materials

  ➢ Biodegradable Printed Wiring Boards

  ➢ European Governments

Connectivity Needs - Industry level

ID Unit Project

Data Chip In Waste TV
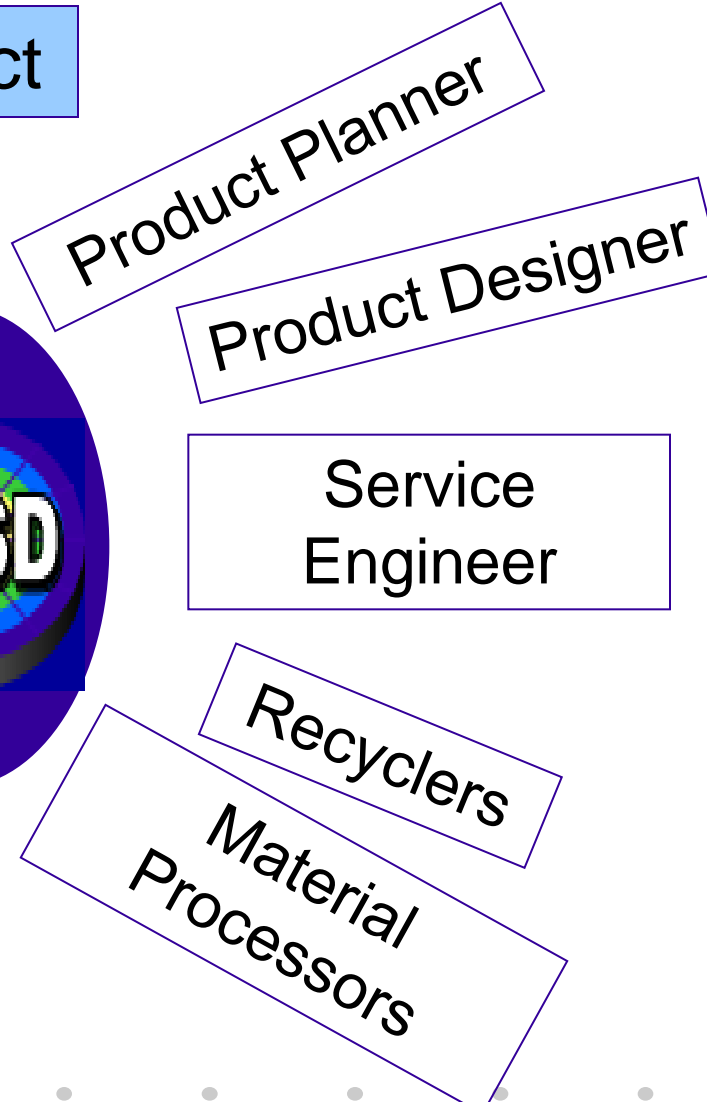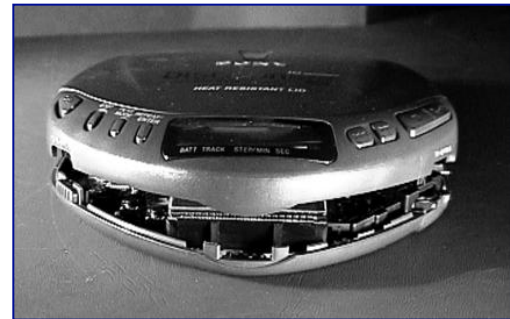
Product data

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Retailer

Municipality

Haulage Co's

Recyclers

Material Processors

Connectivity needs - Corporate level

Smart Materials Project

Self Disassembly Low End Products

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Product Planner

Product Designer

Service Engineer

Recyclers

Material Processors

Connectivity needs - Project level

Bio degradable PWB's

Plant Extensin
Material

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Universities

Manufacturers

Institutes

Recyclers

Material
Processors

Annex - Break

Annex - Industry Partners - SCARE

- Philips
- Siemens, DE
- ICL, BE
- Motorola, DE, IE, PL
- Bosch, DE
- SONY, DE
- Indumetal Recycling, ES
- ALCATEL ICT, FR
- Rumpold, AT
- ERA Technology, UK
- STENA Technoworld, SE

- TESLA-ECIMEX, CZ
- ECOBILAN, FR
- GAIA, ES
- Miljo- og Innovations-center Egen Mark, DK
- PI Management, NL
- Ploos van Amstel, NL
- Rendan, DK

Annex - Political Network

- European
  - ➢ Head Commissioner for Industry, Research & Information Society
  - ➢ DG Research C1 head of IPPO Key Action
  - ➢ DG Research C1 head of industrial and material technologies unit
  - ➢ DG Research AP2 Official Commission contact for Eureka
  - ➢ DG Research E Head of unit for Industrial and Emerging countries

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