

SONY



# Road to Zero

GfK Summit, September 2023

# Speaker



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2012 – 2017	Product Manager Benelux (Imaging / TV)
2017 – 2020	Category Head Benelux (TV / Audio)
2020 – 2023	Marketing Director Benelux (Consumer Electronics)
2023 – present	ABM Director TV Europe

Purpose

Fill the world with  
emotion, through the  
power of creativity and  
technology.





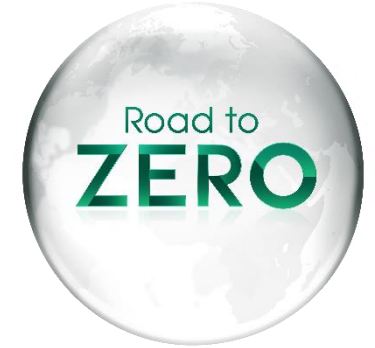
# Creating a world filled with emotion. For the next generation.

Driven by technology and the inspirations of a diverse and talented team, we're moving forward with the challenge of generating social and environmental value.



# Road to Zero

## Sony's Global Environmental Plan



### Perspectives



### Life cycle



# Road to Zero: Four perspectives

Sony sets respective goals for the “four perspectives” related to environment.



## Curbing climate change

Sony reduces greenhouse gas emissions as the cause of climate change not just in operations but also throughout product life cycles.



## Conserving resources

Sony conserved resources by minimizing consumption and maximizing recycled materials in operations and product life cycles.



## Promoting biodiversity

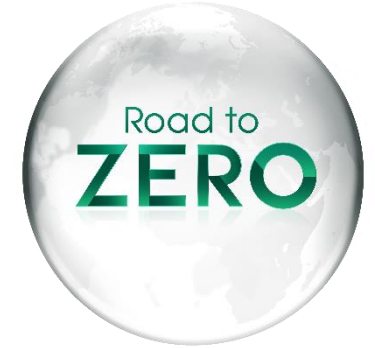
Sony strives to continue protecting biodiversity (maintaining balanced ecosystems) through Sony's business and conservation activities.



## Controlling chemical substances

Sony minimizes the risk of chemical substances that we use causing serious harm to human health and the environment.

# Road to Zero: Life cycle



Sony defines the process from the time when products and services are planned to the time when they are recovered and recycled as “Life cycle” and sets goals for each of six stages.



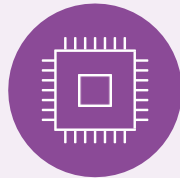
## Product/service planning and design

For a lighter environmental footprint, we enhance product environmental performance and capitalize on unique opportunities in respective business fields.



## Operation

To minimize our environmental footprint at plants and offices, we set globally unified targets in absolute terms for emissions, waste, and other criteria.



## Raw materials and components procurement

In addition to thorough management of chemicals in cooperation with suppliers, we also aim at zero environmental footprint from energy-saving and water- saving with suppliers.



## Logistics

To save energy and reduce CO2 emissions related to product transport, we have introduced smaller packaging materials, improved loading efficiency, and switched to environmentally superior modes of transport.



## Take back and recycling

Designing for recycle is only the start of our post-consumer responsibility, which extends to the local recycling programs we have established to encourage take-back and recycling of end-of-life products.

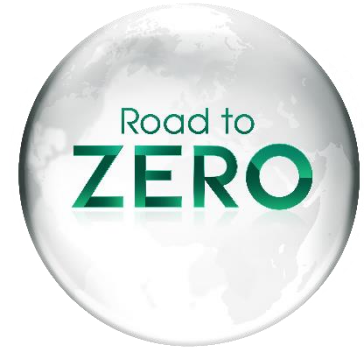


## Innovation

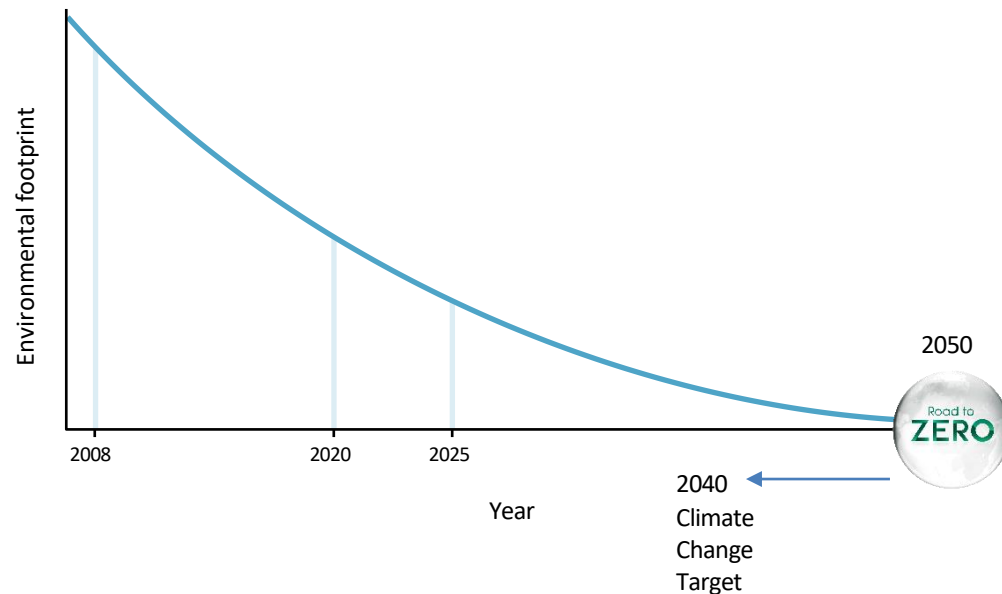
As we develop environmentally conscious technologies, we will also pioneer business models that reduce our environmental footprint.

# Sony's Global Environmental Plan

We're accelerating our efforts to further reduce our footprint by 2025 and have implemented the Green Management target.



Sony is focused on achieving a “Zero Environmental Footprint” by 2050, known as the “Road to Zero”. To achieve this final goal, Sony sets medium-term environmental targets every five years. GM 2025 is our latest set of targets.



## GM 2025



1. Improve energy and resource efficiency of products
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2. Expand renewable energy use



3. Enhance supply chain engagement





With BRAVIA,  
sustainability in  
every scene

# What drives sustainability in AV

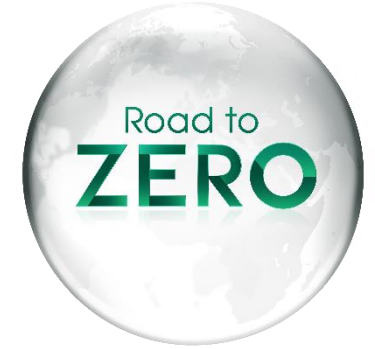
Requests from customers for more sustainable solutions



The need to reduce costs and save energy in current climate



# Sustainability Path Sony BRAVIA



Making it, moving it and using it more efficiently;  
advanced engineering for sustainability.



Materials



Manufacturing



Transportation



Usage



# BRAVIA Sustainability Path

## Materials - SORPLAS™



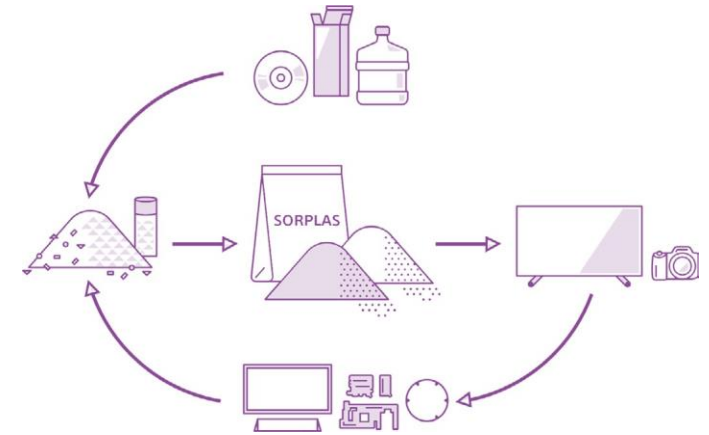
Using less virgin plastic: Combining high recycling and product quality.

Sony-developed SORPLAS™ recycled plastics are used for the rear cover, the largest TV part by area, reducing overall virgin plastic use by approximately 60%\*.

2018

2022

- 60%

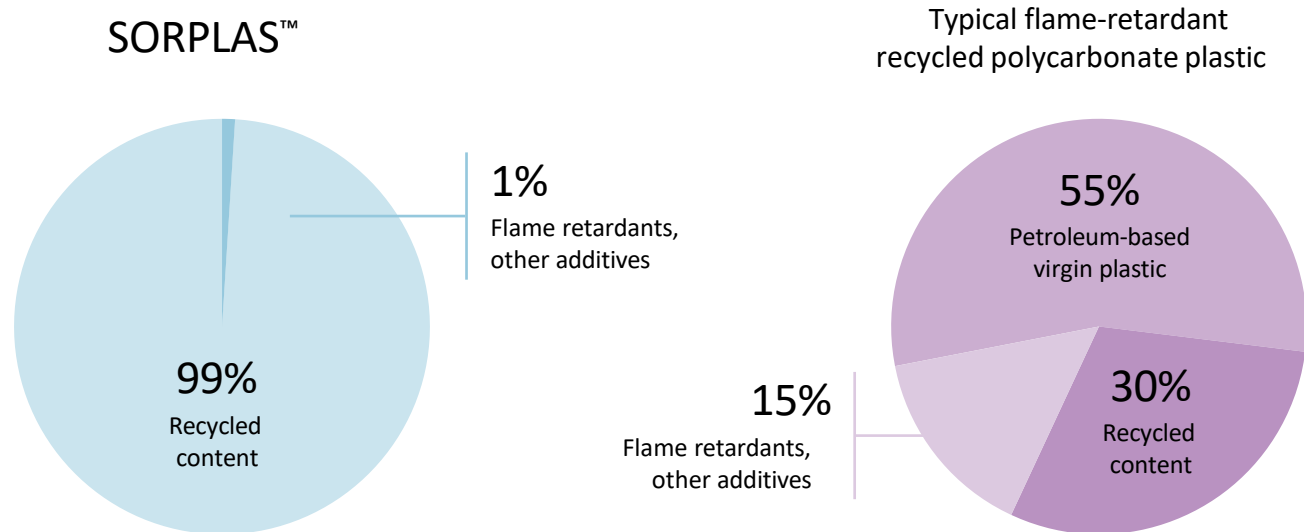


### Towards closed loop with repeated recyclability.

One advantage of SORPLAS™ is that it won't degrade too much even after being recycled several times. Recycled SORPLAS™ parts have a potential to reduce the volume of waste and contribute toward recycle-oriented society.

# BRAVIA Sustainability Path

## Materials - SORPLAS™

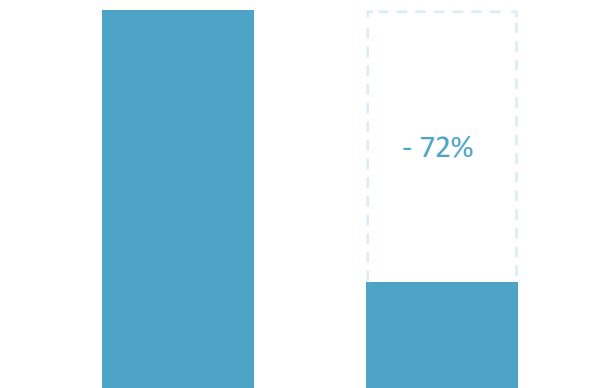


### High recycled content, up to 99%

Recycled plastic used in electronics is typically only around 30% recycled content. Our groundbreaking sulfur-based flame retardant produces consistently high-performance plastic even when using up to 99% recycled content.

### Helping to reduce CO<sub>2</sub> emissions

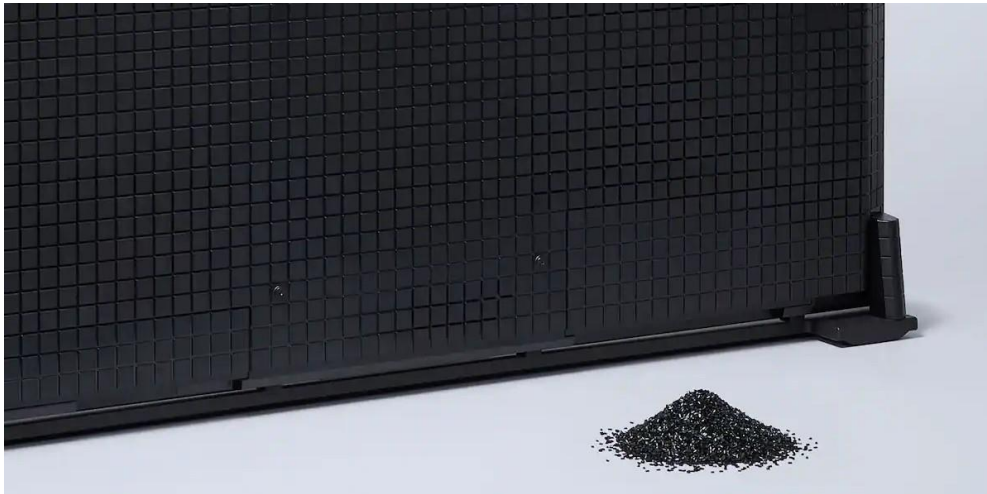
CO<sub>2</sub> emissions from production of SORPLAS™ can be reduced by approximately 72% compared to flame-retardant virgin plastic production used in the same application.





# BRAVIA Sustainability Path

## Materials - SORPLAS™

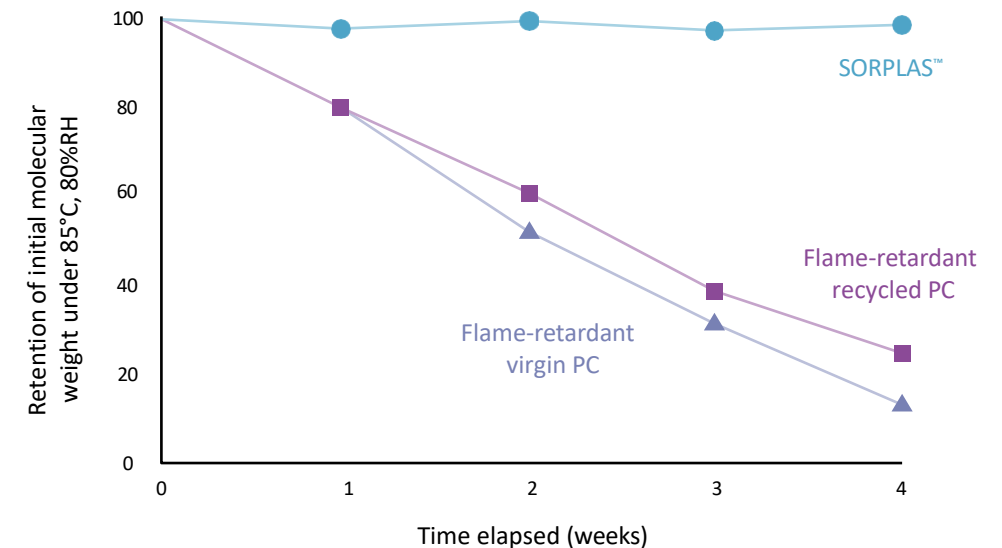


### Durability for longer product life

The reduced amount of flame retardant allows SORPLAS to achieve equal or better durability than general flame-retardant plastics. It's also robust, and has been adopted for uses such as suitcase parts and PC cases that require strength.

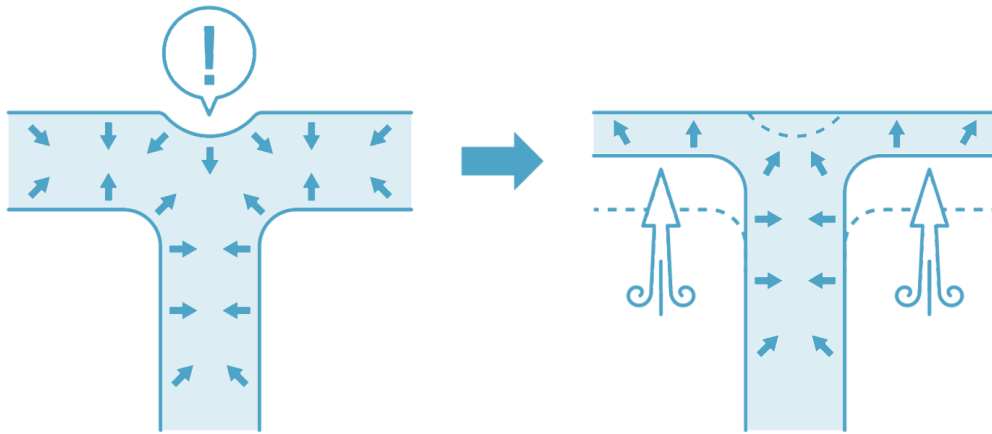
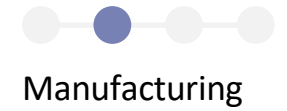
### Temperature and humidity resistance

To allow products to be used for long periods in a variety of environments, Sony is developing degradation-resistant recycled plastics. As our proprietary formulation uses only a small amount of the flame retardant, SORPLAS has both strength and high resistance to temperature and humidity.



# BRAVIA Sustainability Path

## Manufacturing



### Manufacturing for less weight: external air injection

Instead of overfilling the plastic, air pressure is applied from the rear to avoid uneven pressure.

### Less ink saves resources

Product information printed on the package has been carefully considered for simplicity and length in order to reduce print ink usage by approximately 90% to lower impact without compromising the packaging design and appeal\*.



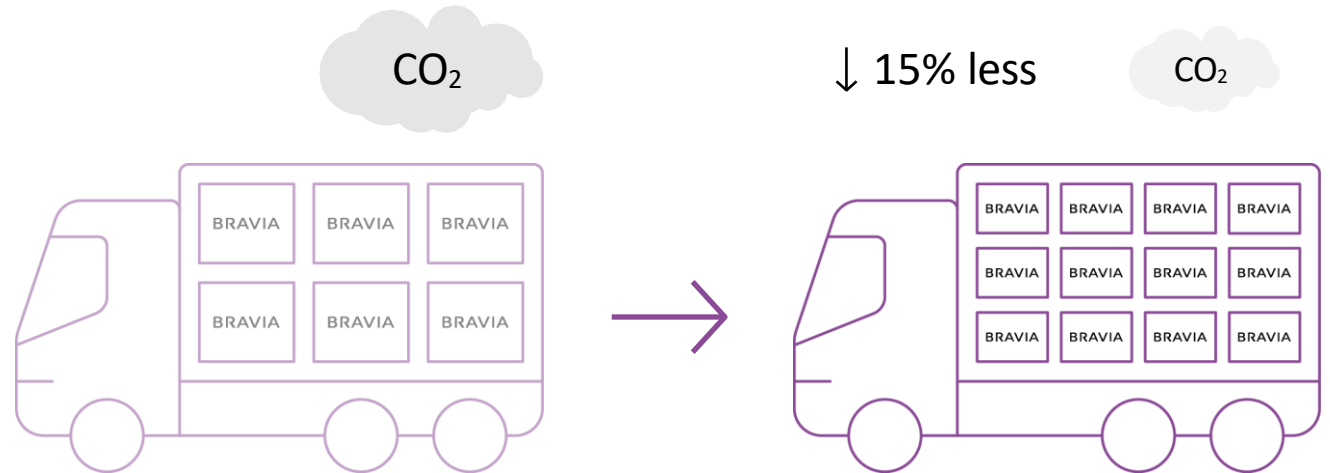
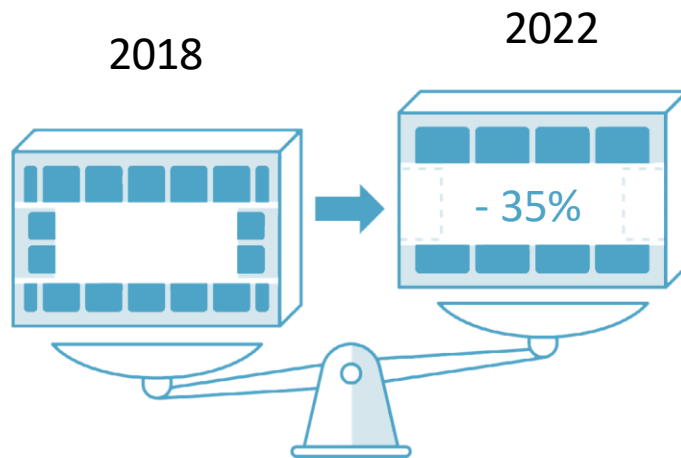
# BRAVIA Sustainability Path

## Transportation



### Better packaging with less plastic

Optimised packaging design to protect the screen with reduced packaging materials, achieving an approximately 35% reduction of the packaging plastic volume\*



### Cutting CO<sub>2</sub> with smaller and lighter packaging

By reengineering the packaging that protects the product during shipping, we cut the package size by 15% and total weight by 10%.

# BRAVIA Sustainability Path

## Usage

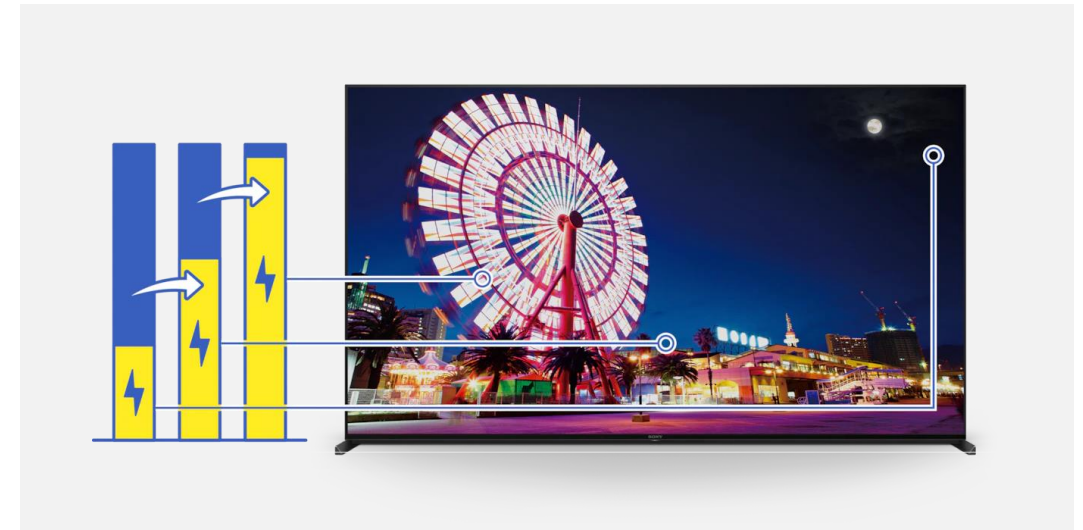


### Optimal viewing and energy use with automatic brightness control

With ambient light sensing enabled, the screen brightness is optimized for lighting condition, and power consumption can be reduced.

### Efficient power usage according to the brightness of each image location

Enjoy clean and vibrant images with unique signal processing to optimise every part of the picture\*.



\*Efficient power usage is available depending on model.

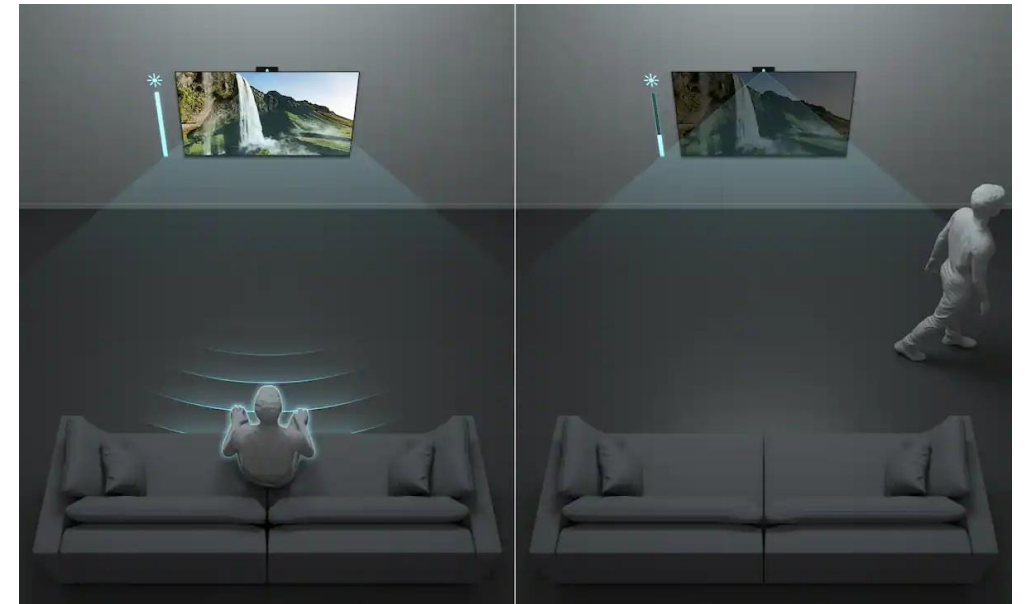
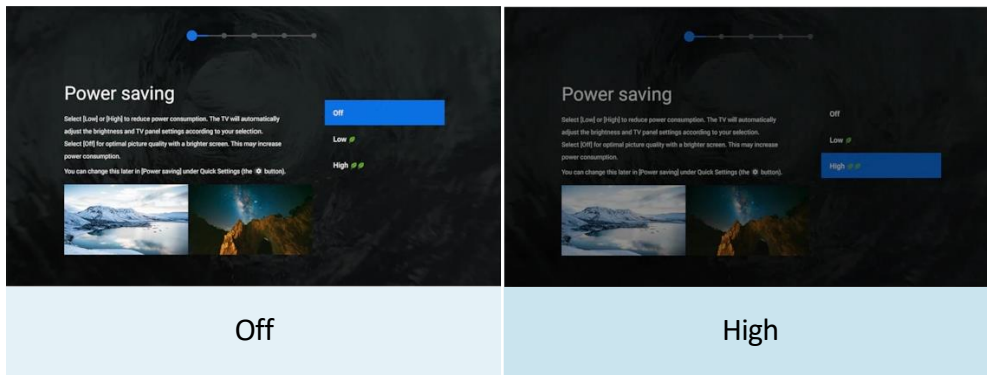
# BRAVIA Sustainability Path

## Usage



### Easy setup for ideal picture and energy savings

One-step TV setup makes setting up easier and more rewarding. You can select Power Saving mode that helps to achieve the desired balance between display brightness and the power usage simply from the initial setup menu.



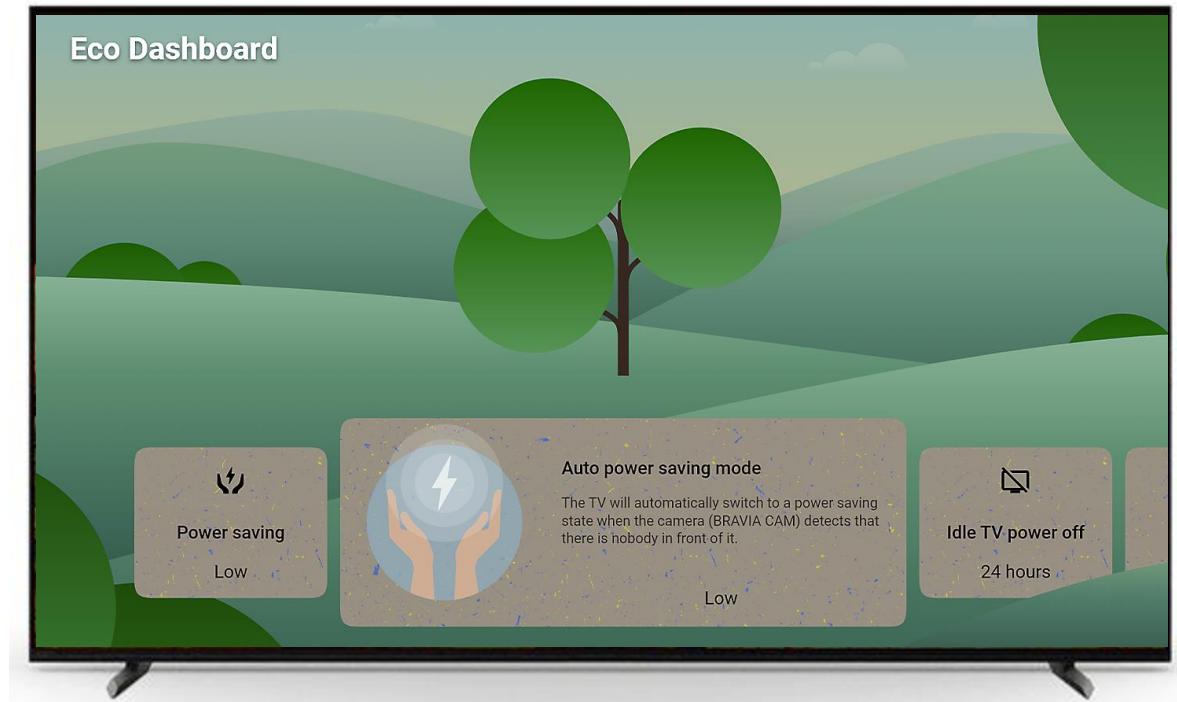
### Automatic viewer sensing

By attaching the exclusive accessory BRAVIA CAM to detect viewer movement, when there is no one in front of the TV, the screen is automatically dimmed to minimize power consumption.



# BRAVIA Sustainability Path

## Usage



## BRAVIA ECO-Dashboard

The Eco Dashboard keeps all eco-related settings in one place, making it easy to change them individually or in one go.

## What's coming up...

- Accelerating the target year for achievement of carbon neutrality by 10 years.
- Accelerating the target year for achievement of “RE100” 100% renewable energy by 10 years from 2040 to 2030.
- Continuing to evolve our BRAVIA product roadmap

**SONY**