

Basic Direction	Action Category	Previous Initiatives	Fiscal 2008 Achievements	Fiscal 2009 Goals	Medium-term Goals
Strengthening environmental management	Strengthening the environmental management system	<ul style="list-style-type: none"> <li>Domestic and international manufacturing worksites obtained ISO 14001 certification</li> <li>Expanded system to include domestic and overseas non-manufacturing worksites</li> </ul>	<ul style="list-style-type: none"> <li>Pursued thorough management of entire Group</li> </ul>	<ul style="list-style-type: none"> <li>Pursue thorough management of entire Group</li> </ul>	<ul style="list-style-type: none"> <li>Continue to pursue thorough management of entire Group</li> </ul>
	Implementing thorough management of waste materials	<ul style="list-style-type: none"> <li>Created the position of waste material manager</li> <li>Provided waste material management training</li> <li>Adopted the Shiseido Group Supplier Code of Conduct</li> </ul>	<ul style="list-style-type: none"> <li>Provided waste material management training</li> <li>Worked to spread knowledge of the <i>Supplier Code of Conduct</i> among business partners</li> </ul>	<ul style="list-style-type: none"> <li>Implement thorough management of entire Group as well as ingredient suppliers, contract manufacturers, and storage contractors</li> </ul>	<ul style="list-style-type: none"> <li>Continue to implement thorough management of entire Group as well as ingredient suppliers, contract manufacturers, and storage contractors</li> </ul>
	Implementing thorough management of chemical substances	<ul style="list-style-type: none"> <li>Conducted regular inspections of storage and other facilities</li> <li>Conducted emergency training for dealing with leaks of chemical substances at all manufacturing sites</li> <li>Complied with the Industrial Safety and Health Act and PRTR Law</li> </ul>	<ul style="list-style-type: none"> <li>Conducted regular inspections of storage and other facilities</li> <li>Conducted emergency training for dealing with leaks of chemical substances at all manufacturing sites</li> <li>Addressed EU REACH directive</li> </ul>	<ul style="list-style-type: none"> <li>Conduct regular inspections of storage and other facilities</li> <li>Conduct emergency training for dealing with leaks of chemical substances at all manufacturing sites</li> <li>Implement thorough management of chemical substances, including those targeted by new legal regulations</li> </ul>	<ul style="list-style-type: none"> <li>Prevent leaks of chemical substances throughout the Group</li> <li>Assure safety via thorough management of chemical substances</li> </ul>
Reducing environmental impacts	Promoting environmentally responsible products	<ul style="list-style-type: none"> <li>Eliminated all use of CFC gases</li> <li>Eliminated all use of PVCs in containers and packaging</li> <li>Promoted reductions in containers and packaging (refillable products)</li> <li>Shifted to use of recycled materials</li> </ul>	<ul style="list-style-type: none"> <li>Expanded selection of refillable products</li> <li>Concluded contract of joint development of sugarcane-based plastic containers</li> </ul>	<ul style="list-style-type: none"> <li>Promote reductions in container and packaging utilization</li> <li>Actively use plant-based ingredients</li> </ul>	<ul style="list-style-type: none"> <li>Continue to promote environmentally responsible products</li> </ul>
	Reducing CO2 emissions	<ul style="list-style-type: none"> <li>Deployed cogeneration systems</li> <li>Continued to convert boilers for use with more environmentally friendly fuels</li> <li>Promoted the "Cool Biz" and "Warm Biz" programs</li> </ul>	<ul style="list-style-type: none"> <li>Domestic factories Reduced CO2 emissions by 13% per unit production compared with fiscal 1990 levels (reduction of 17 points per unit versus the previous fiscal year)</li> <li>Shifted to use of more environmentally friendly fuels for boilers at Kamakura Factory (from heavy oil to city gas)</li> <li>Promoted the "Cool Biz" and "Warm Biz" programs</li> </ul>	<ul style="list-style-type: none"> <li>Promote installation of energy-saving facilities at factories</li> <li>Continue to promote the "Cool Biz" and "Warm Biz" programs</li> </ul>	<ul style="list-style-type: none"> <li>Reduce emissions per unit of production by 15% compared with fiscal 1990 levels by fiscal 2010 at domestic factories</li> </ul>
	Supporting business partners' environmental initiatives	<ul style="list-style-type: none"> <li>Formulated and implemented Green Procurement Standards</li> <li>Formulated the Supplier Code of Conduct</li> <li>Provided support for business partners undertaking ISO 14001 certification</li> </ul>	<ul style="list-style-type: none"> <li>Disseminated knowledge of Supplier Code of Conduct</li> </ul>	<ul style="list-style-type: none"> <li>Expand activities based on the Supplier Code of Conduct</li> </ul>	<ul style="list-style-type: none"> <li>Spread knowledge of and compliance with the Supplier Code of Conduct</li> </ul>
	Promoting efficient and environmentally friendly transport and delivery	<ul style="list-style-type: none"> <li>Promoted shift to modal transport</li> <li>Promoted joint deliveries</li> </ul>	<ul style="list-style-type: none"> <li>Promoted efforts to pursue compliance with the revised Energy Savings Act (as applies to shippers)</li> <li>Expanded modal transport (Kobe and Kyushu areas)</li> <li>Expanded area of joint deliveries (Kyushu)</li> </ul>	<ul style="list-style-type: none"> <li>Implement thorough compliance with the revised Energy Savings Act (as applies to shippers)</li> <li>Examine the expansion of modal transport and joint deliveries</li> </ul>	<ul style="list-style-type: none"> <li>Continue to promote efficient and environmentally friendly transport and delivery</li> </ul>
	Promoting zero emissions	<ul style="list-style-type: none"> <li>Achieved zero emissions at domestic cosmetics manufacturing sites, the Head Office, and Research Centers</li> </ul>	<ul style="list-style-type: none"> <li>Maintain zero emissions at facilities that have already achieved this goal</li> </ul>	<ul style="list-style-type: none"> <li>Maintain zero emissions at facilities that have already achieved this goal</li> </ul>	<ul style="list-style-type: none"> <li>Continue to maintain zero emissions</li> </ul>
	Promoting recycling of used glass cosmetics bottles	<ul style="list-style-type: none"> <li>Expanded recycling program for used glass cosmetics bottles throughout Japan</li> <li>Utilized used glass cosmetics bottles to create art</li> </ul>	<ul style="list-style-type: none"> <li>Collected a total of 78 tons of used glass cosmetics bottles</li> </ul>	<ul style="list-style-type: none"> <li>Administer a recycling program for used glass cosmetics bottles</li> </ul>	<ul style="list-style-type: none"> <li>Administer a recycling program for used glass cosmetics bottles</li> </ul>
Strengthening environmental communication	Pursuing internal education activities	<ul style="list-style-type: none"> <li>Held meetings to discuss the <i>CSR Report</i></li> <li>Held environmental meetings</li> <li>Solicited eco ideas from all employees</li> </ul>	<ul style="list-style-type: none"> <li>Educated employees on environmental issues with an environmental e-learning program</li> <li>Considered ways to realize excellent eco ideas</li> </ul>	<ul style="list-style-type: none"> <li>Educate employees in environmental issues using Environmental e-Learning programs</li> </ul>	<ul style="list-style-type: none"> <li>Improve employees' environmental awareness through continued internal education activities</li> </ul>
	Environmental public relations	<ul style="list-style-type: none"> <li>Published CSR reports</li> <li>Participated in a variety of tradeshows and exhibits</li> <li>Placed ads in magazines</li> <li>Held stakeholder dialogs</li> </ul>	<ul style="list-style-type: none"> <li>Updated CSR website</li> <li>Acquired certification as Eco-First Company</li> <li>Cooperated with environmental education (Kamakura Factory)</li> <li>Held joint environmental workshop with Saitama Prefectural Government</li> </ul>	<ul style="list-style-type: none"> <li>Update CSR website</li> </ul>	<ul style="list-style-type: none"> <li>Continue communicating each fiscal year's achievements and enhance disclosure of information.</li> </ul>
	Environmental volunteer activities	<ul style="list-style-type: none"> <li>Beautified and cleaned areas around worksites</li> <li>Donated funds to the WWF via the employee-based Shiseido Social Contribution Club—Camellia Fund</li> <li>Afforestation activity in China</li> </ul>	<ul style="list-style-type: none"> <li>Donated funds to the WWF and NACS-J via the employee-based Shiseido Social Contribution Club—Camellia Fund</li> <li>Continued to beautify and clean up areas around worksites</li> <li>Continuously implemented afforestation activities in China</li> </ul>	<ul style="list-style-type: none"> <li>Conduct environmental volunteer activities through the employee-based Shiseido Social Contribution Club—Camellia Fund</li> <li>Continue to beautify and clean up areas around worksites</li> <li>Expand environmental volunteer activities such as afforestation</li> </ul>	<ul style="list-style-type: none"> <li>Continue to pursue environmental volunteer activities</li> </ul>