

# “Eco Changes” initiative of Mitsubishi Electric Group

## 三菱電機グループの 「エコチェンジ」イニシアティブ

for ISAP2011 Day 2 IV. Green Economy, High-Level Panel

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## Environmental Statement

### 環境ステートメント

**for a greener tomorrow**



**Eco = ecology   Changes = positive changes**

# Environmental Statement

## 環境ステートメント

for a greener tomorrow



**We will contribute to environmental preservation through our broad range of businesses.**

**We will join forces with our customers to make the world more ecological.**

# Eco Changes Products

## エコチェンジ製品

for a greener tomorrow



## Eco Change Products to Promote Green Economy グリーン経済を促進するためのエコチェンジ製品

**All Mitsubishi Electric Group Products  
Relate Global Environmental Improvement**

**Eco Change Products  
As Representatives**

**Environmental Vision 2021  
targets with registered  
products (categories)**

Reduce CO2 emissions from product usage by 30%  
Aim to reduce CO2 emissions from power generation  
Reduce total CO2 emissions from production by 30%  
Promote product "3Rs"

**Previously Called  
'Environment-Related  
Businesses'**

Photovoltaic Systems Business  
Heat Pump-related Business  
Power Device Business  
Smart Grid Business  
Plastic Recycling Business

## Examples of Solar Power System in Asia アジアにおける太陽光発電システムの例

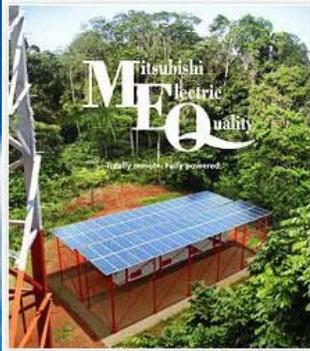


**Solar Power System  
(Belitung Island, Indonesia)**

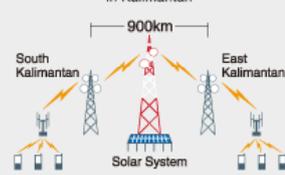
Mitsubishi Electric solar systems provide all the electricity to some 30 households (150 people) on Indonesia's Belitung island.

Folks tend to gather at the "media center" in Rejosari. That's where the latest news gets exchanged and that's where the town's only TV set is. The electricity for it comes from a solar power station within the village.

## Examples of Solar Power System in Asia アジアにおける太陽光発電システムの例



Backbone network for mobile communications in Kalimantan



**Solar Power System (Indonesia)**  
By powering remote relay stations, Mitsubishi Electric solar systems help to bring mobile telecommunications to isolated Indonesian villages (Kalimantan Island). 09/18/2007

[http://www.mitsubishielectric.asia/meq/0709\\_solar\\_idn/index.html](http://www.mitsubishielectric.asia/meq/0709_solar_idn/index.html)



**Solar Power System (Cambodia)**  
Mitsubishi Electric solar technology helps provide energy to places where electricity is scarce (for computer classes of a small junior high school which has no electric power). 03/05/2007

[http://www.mitsubishielectric.asia/meq/0703\\_solar\\_khm/index.html](http://www.mitsubishielectric.asia/meq/0703_solar_khm/index.html)

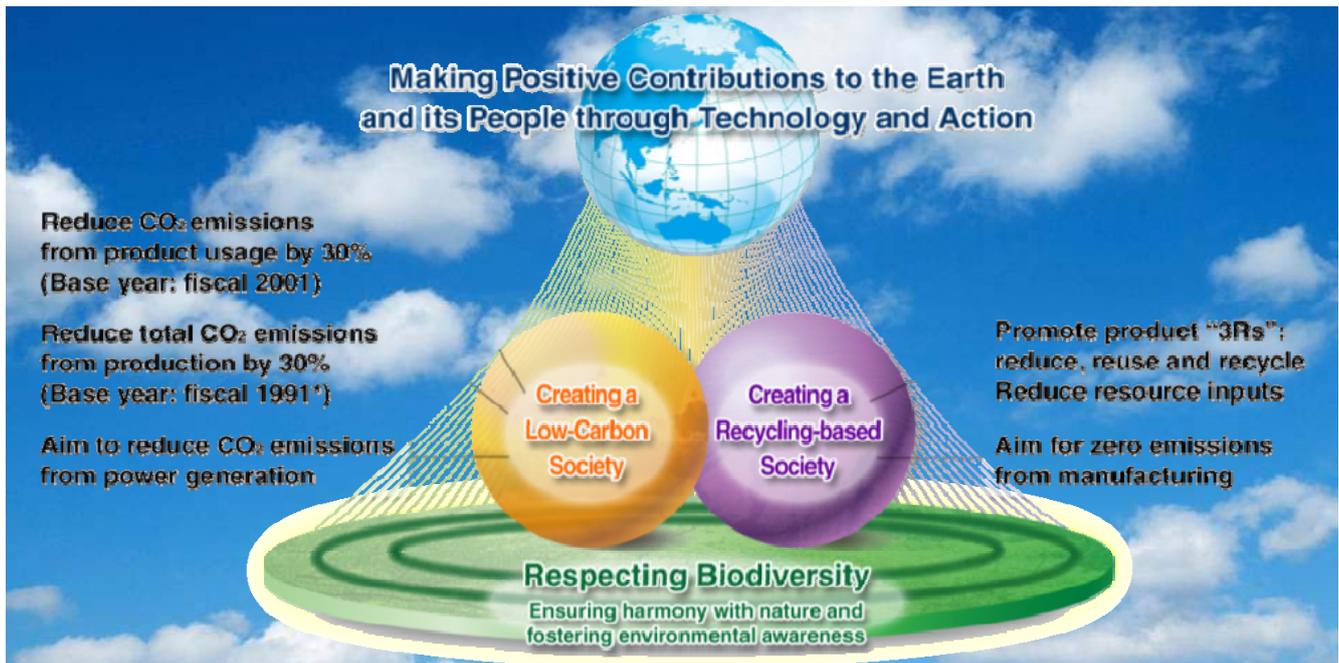
for a greener tomorrow



# Environmental Vision 2021

# Environmental Vision 2021

## 環境ビジョン 2021

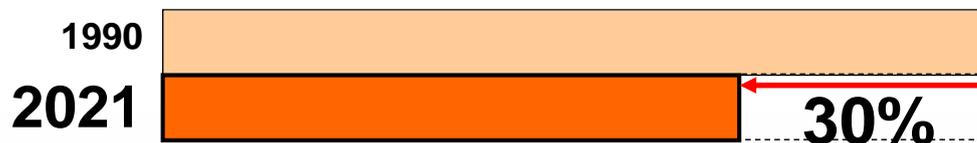


# Creating a Low-carbon Society

## 低炭素社会の構築



### Reduce CO<sub>2</sub> Emissions from Production



### Reduce CO<sub>2</sub> Emissions from Product Usage



## Strengthen Our Constitution & Contribute to Society 企業定款の強化と社会への貢献



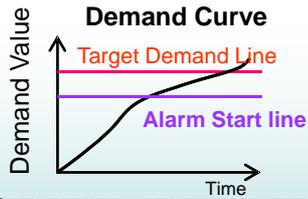
# Save Power for This Summer : Demand Control

## 今夏の電力節約: 需要管理

To control total power usage of our 18 sites, Mitsubishi Electric Group installed a Demand Control System over these sites, aiming to reduce peak power totally by 25% from previous year.

### Demand Control System

Collect Demand Information from all target sites every per 10 seconds, and create reference chart in Web Browser



Data Collecting Server  
**EcoManager II**

+ Demand Control Software

Company Network

Power Receiving

LAN



Demand Control Server  
**E-Energy**



Utilizing Solar Power energy



18 sites including affiliated companies