

Environmental Practice

New Environmental Indicator

Environmental Accounting

We have introduced Environmental Accounting tools designed to assist us reduce our environmental load and to help cut costs. In addition to the “Environmental Conservation Cost” outlined in the Ministry of the Environment’s Environmental Guidelines, we are able to determine areas of our business requiring further reductions and managerial scrutiny. We can achieve this through converting the reduction in environmental load resulting from the implementation of more environmentally conscious production practices into CO2 equivalent.

EEBE®

The External Economic Benefit Evaluation (EEBE®) is a new standard used to evaluate value. It evaluates contributions to the environment through quantifying those things which financial statements have been unable to measure. Nitto Denko Corporation has an interest in the measure and is taking part in its development and research.

Material Flow Cost Accounting

One of the tools available to measure the reduction of environmental load is Material Flow Cost Accounting (MFCA). By focusing attention on the loss of resources and energy throughout the production process, we are able to evaluate and analyze costs through counting “negative costs”, these being the costs associated with what could not be produced. Nitto Denko Corporation is the first enterprise to have introduced this measure.

In linking with the Ministry of Economy, Trade and Industry, we strive to follow the practice of MFCA, encouraging its spread to other domestic enterprises. With international standardization activities’ proving successful, it has been decided that MFCA will be set as an international standard. This is due to take place in November 2011.

■ Improvement Circumstances of Adhesive Tape for Electronics in Toyohashi Plant

Cost classification	Fiscal 2001	Fiscal 2004	Fiscal 2008(goal)
Positive cost	68%	78%	90%
Negative cost	32%	22%	10%
Total	100%	100%	100%

Positive cost : Product cost
 Negative cost : Waste cost

Planted Trees Growing Large at Tohoku Plant

Nitto Denko Corporation’s Tohoku Plant was established in 1977. It was built on cleared land. In order to restore the environment as much as possible, trees were planted around the buildings. Further expansion of the plant required that some trees needed to be cut down or transplanted. Despite this the remaining trees have grown large. We hope to be a plant that truly coexists with nature and greenery in the future.



Trees planted at the start of plant operations



Established trees now standing around the plant’s buildings.