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sense and simplicity

the Green Era

Harry Hendriks
CEO Philips Electronics Benelux

3 billion people in cities

climate change a trigger
for innovation



What makes us different?

Driven by our long standing environmental action program EcoVision



Double sales of Green Products to 30%

Make own organization 25% more energy efficient

Double investment in Green Products by EUR 1 billion



Energy consumption



Packaging



Hazardous substances



Weight



Recycling and disposal



Lifetime reliability

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Lighting: a world of opportunities



lighting accounts for 19% of
global electricity use

huge opportunity
to cut emissions

We can do it today

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Renovation is vital!



99% of opportunities are in
existing buildings

C2C inspired innovation – our first ‘ones’ 😊



Performer EnergyCare

- up to 35% more energy efficient via High Density motor
- partly made out of bio-based and recycled materials
- packaging >90% recycled
- leaflets = 100% recycled
- 97% PVC-free (except cord-winder)
- on the market per March 2009

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Woodstove: almost no smoke and efficient



3 billion people cook on kerosene or wood

1,6 million people die every year of smoke and smog inside their own houses



Increased health for
mother and child



Fast and easy cooking



Less wood and
easy to clean

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