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# IT with a Sense of Responsibility

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From Eco-Design to Remarketing and Recycling

Information Technology, Competitiveness and the Environment

Club of Rome

Symposium – Helsinki, November 20th, 2006

Hans-Georg Riegler-Rittner

Vice President, Total Quality Management

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# Agenda

- Fujitsu Siemens Computers – at a glance
- Our Environmental Management System and the Processes from Product Development to Remarketing & Recycling
- Outlook on ‘new’ challenges

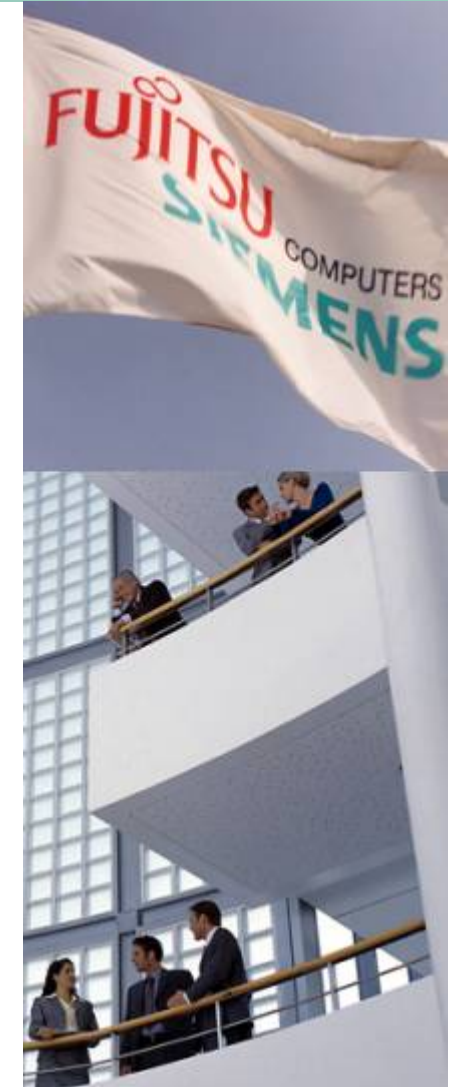
# About the leading European IT company

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## Some facts:

- Founded in 1999
- Full-line IT infrastructure supplier from mobile devices to high-end servers and storage solutions
- Revenue €6.7 B (FY 05/06)
- 7,000 employees (FY 05/06) + 4,000 in Service
- Operating in all markets across Europe, Middle East and Africa
- Powered by the global strengths of Fujitsu and Siemens



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# Powered by a unique product offering

**A complete range of business clients**



**A unique choice of servers & storage solutions**



**Consulting  
Integration  
Services**

Our extensive product portfolio is designed to meet even the most demanding infrastructure requirements.

# Where we invent and build – Excellent quality made in Europe

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- Europe's most modern manufacturing facilities for PCs and servers
- Fast and flexible response to customers' requirements
- Built-to-channel for retail/partners
- Customizing and Manufactured-to-order for business customers



# Management Principles

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**Outstanding quality is essential  
for our customers and for our success**

**We use our creativity and innovative technological skills  
to preserve our environment**

**We take responsibility for the safety and health  
of our employees at work**

**We stick to our company values  
and ethics principles**



**Bernd Bischoff**  
Chief Executive Officer

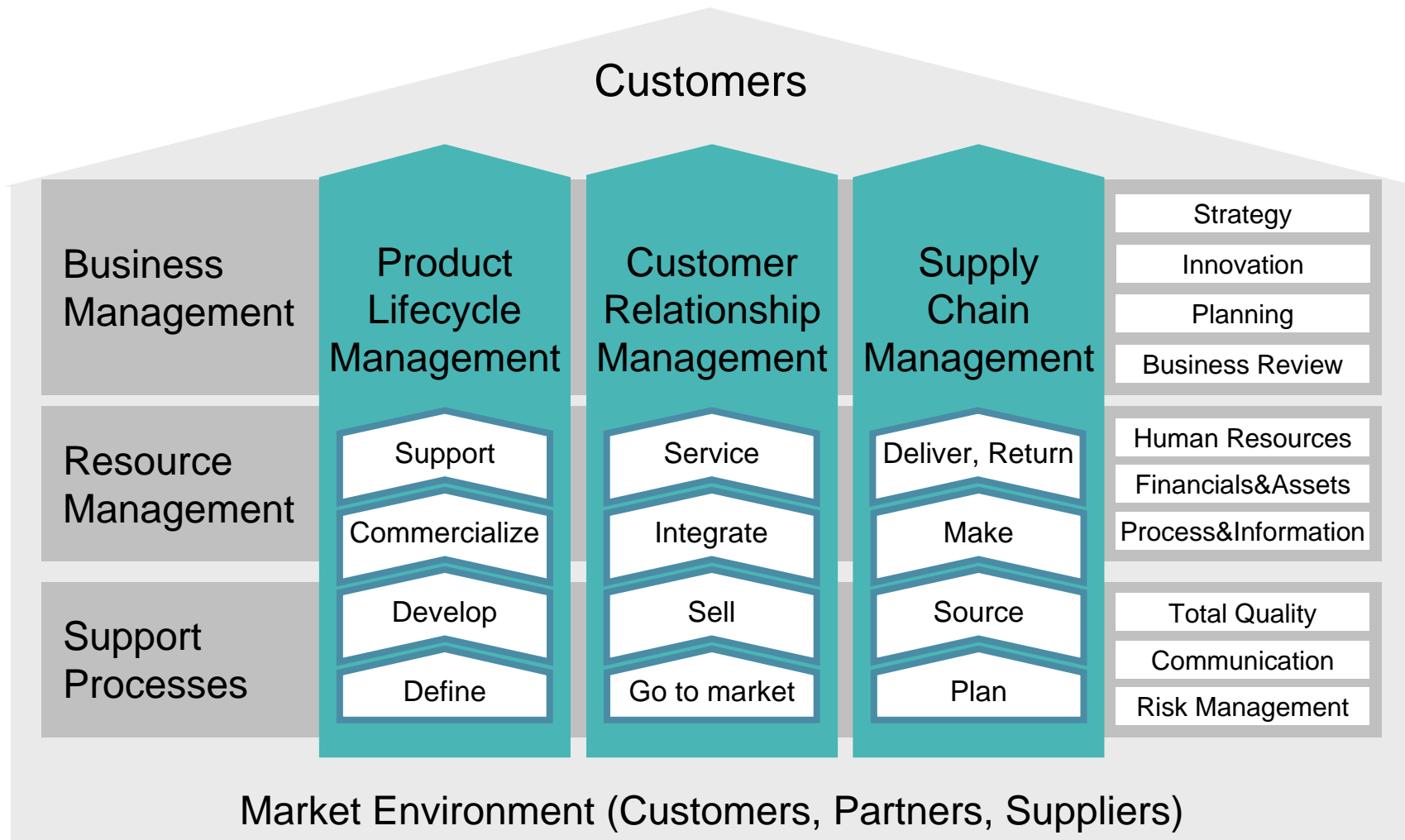


**Kai Flore**  
Chief Financial Officer



# Fujitsu Siemens Computers' Architecture of Process House

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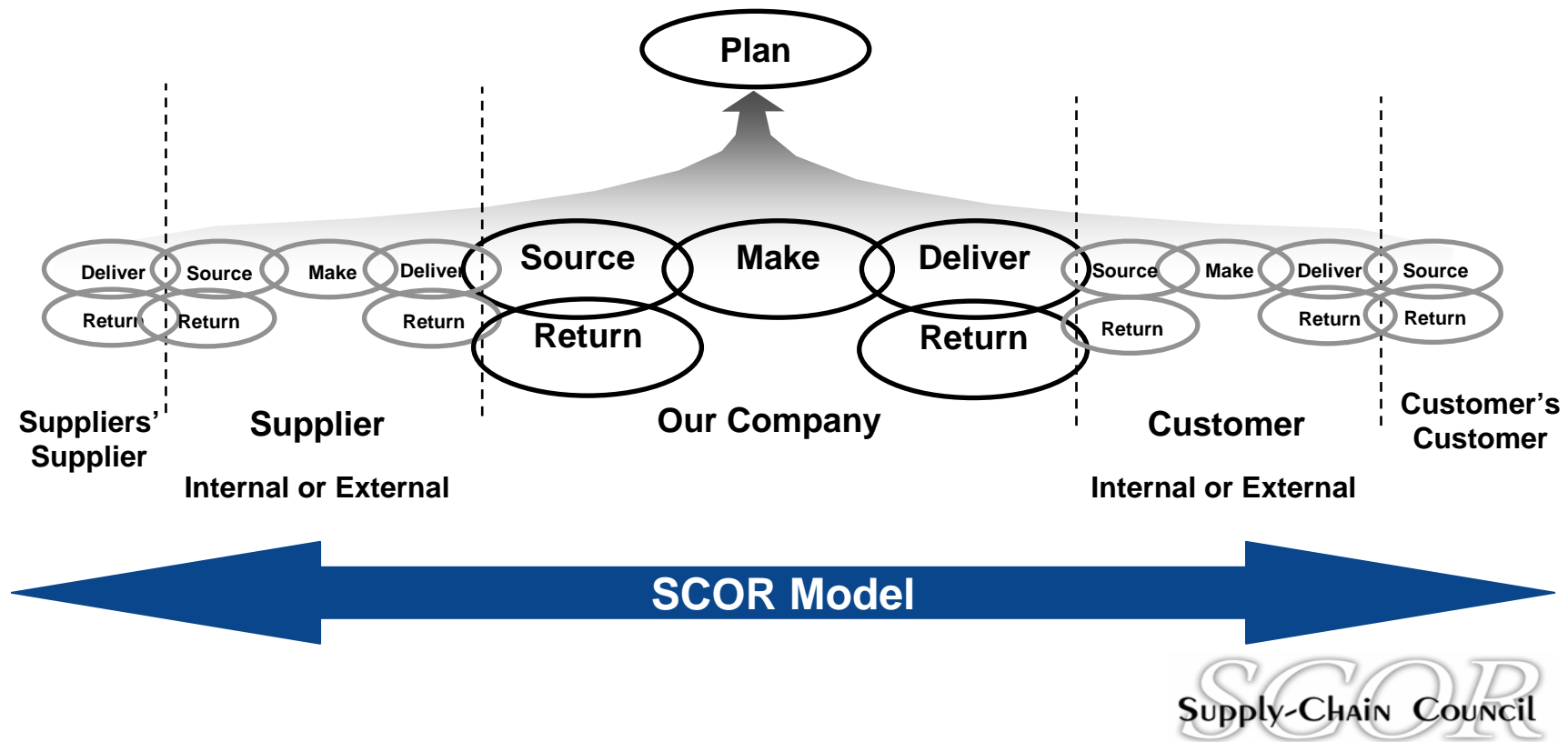


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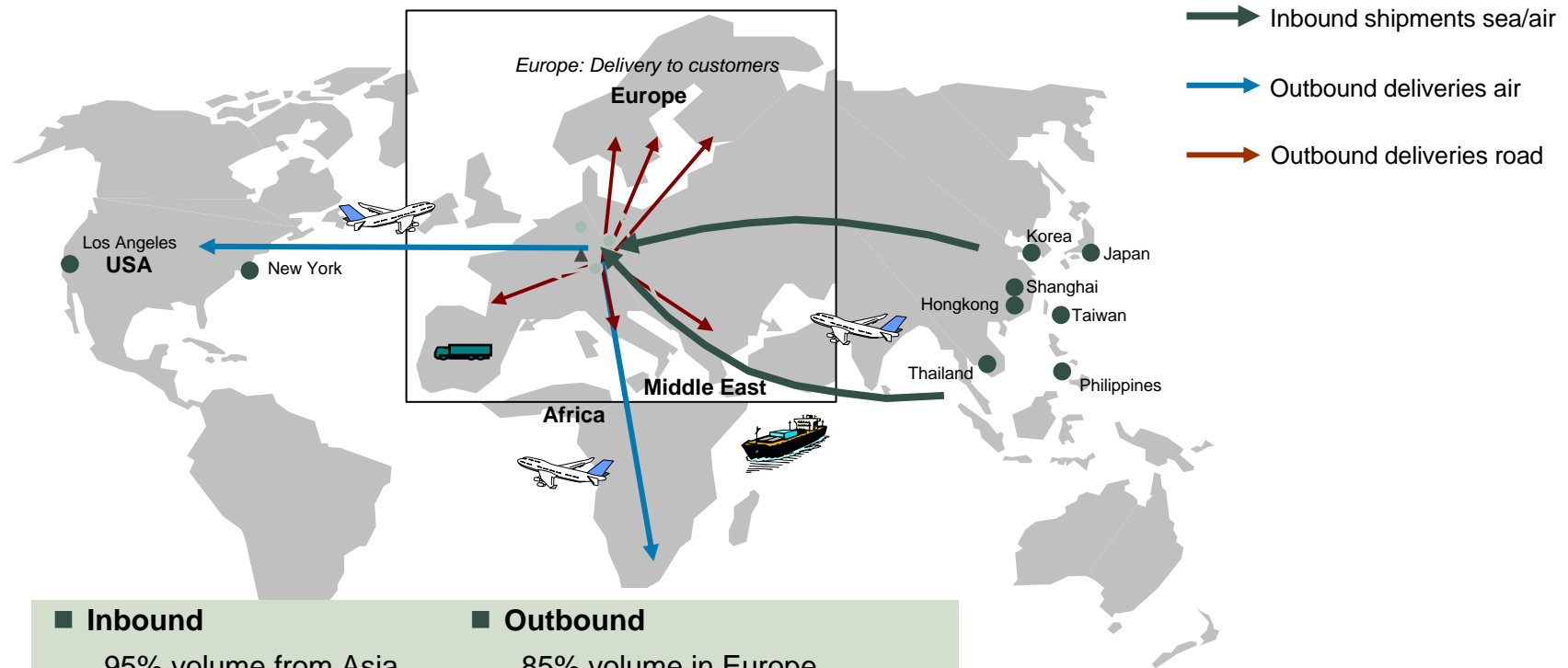


# Supply Chain Management Process

based on the “Supply Chain Operations Reference Model (SCOR)”



# Global Logistics



Inbound	Outbound
95% volume from Asia	85% volume in Europe
300 key supplier	120 countries
approx. 23.000 Shipments	approx. 700.000 Shipments
	9,0 Million parcels

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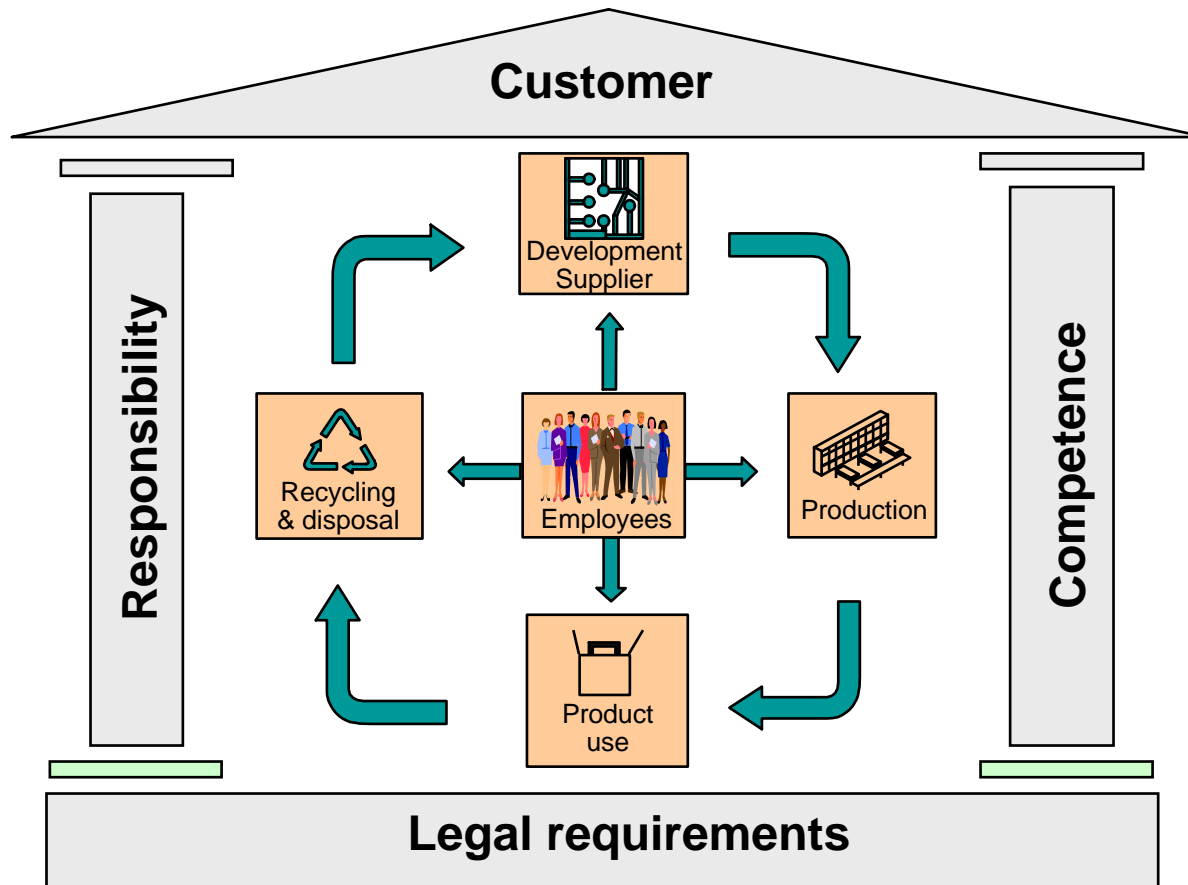


# Environmental Management System



# The integrated approach to Environmental Protection

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**Environmental Management System certified according to ISO 14001  
Including all Employees and Suppliers**

# Our environmental pioneering and social commitment has a long tradition

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- 1988: Taking back old IT equipment
- 1992: Guideline for environmentally conscious design
- 1993: First 'Green PC' in the market
- 1994: Siemens Nixdorf is the first IT manufacturer to receive the Blue Angel eco-label
- .....



- 2002: First 'green' mainboard



- May 2003:  
SCENIC E Green PC  
our green standard spreads well beyond the PC and workstation product lines

- May 2005:  
All ESPRIMO Professional PC are Green PCs



- July 2005:  
Joining the U.N. Global Compact



- January 2006:  
ESPRIMO PC comply with RoHS six months before the directive takes effect



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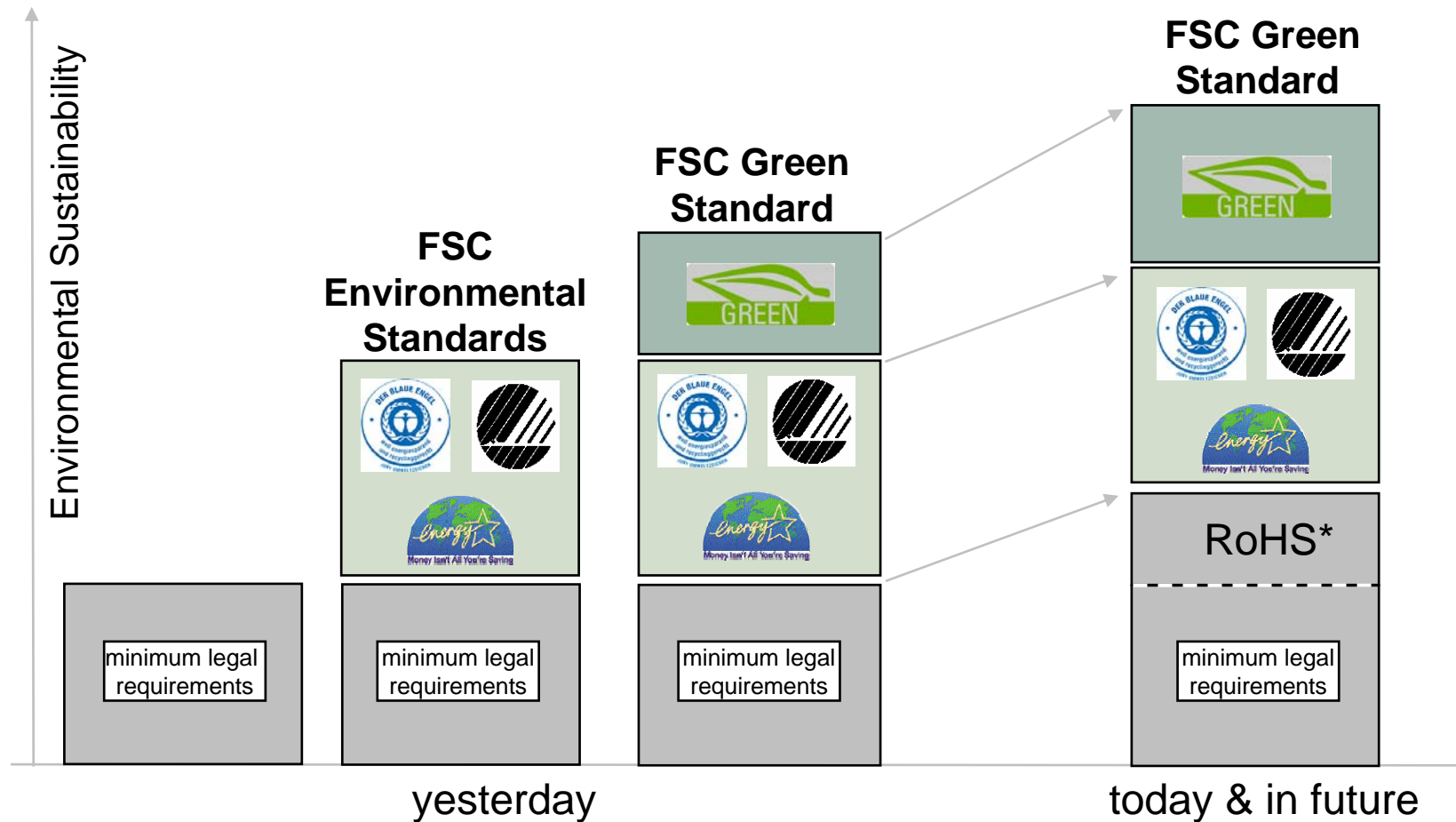


# Development and Sourcing

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# Going well beyond what laws require



\*RoHS = EU Directive on the **R**estriction of the use of certain **H**azardous **S**ubstances

# Fujitsu Siemens Computers' Statement of Precautionary Principle

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**We are committed to eliminating the use of harmful and potentially harmful substances in our products and production processes in order to minimize any risk to end users and to the environment.**

- Therefore, minimizing hazardous substances wherever possible – and going beyond legal requirements – is an important target of our Environmental Policy and our Global Sourcing Strategy.
- Thus, our Guideline FSC03230 on environmental conscious design contains a list of banned substances as well as a list of substances to be avoided or declared, which are part of our MPA.



MPA Annex 9



Guideline FSC  
03230



SN 36350-2



U.S. EPA Design for  
the Environment Pro

- We joined the 'Design for the Environment' Program at U.S. EPA and we cultivate good contacts to NGOs as well

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# Production and Logistics

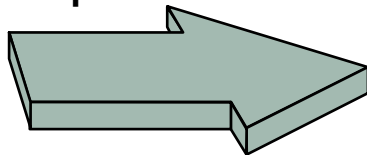
# Environmentally conscious Production and Logistics ...

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... means continuously improving and optimizing ...

Input



**Components,  
Materials**

## Inbound Logistics and Sourcing

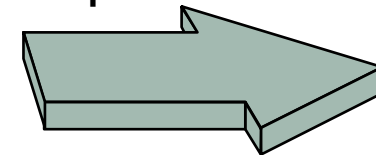
- Reduced packaging
- Sea-freight when possible
- Supplier selection, contracts, audits, information, ...



## Production

- Saving of energy and water
- Reduction of hazardous materials, waste, wastewater and emissions
- In-house mainboard development and production
- Lead-free soldering (years before RoHS)

Output



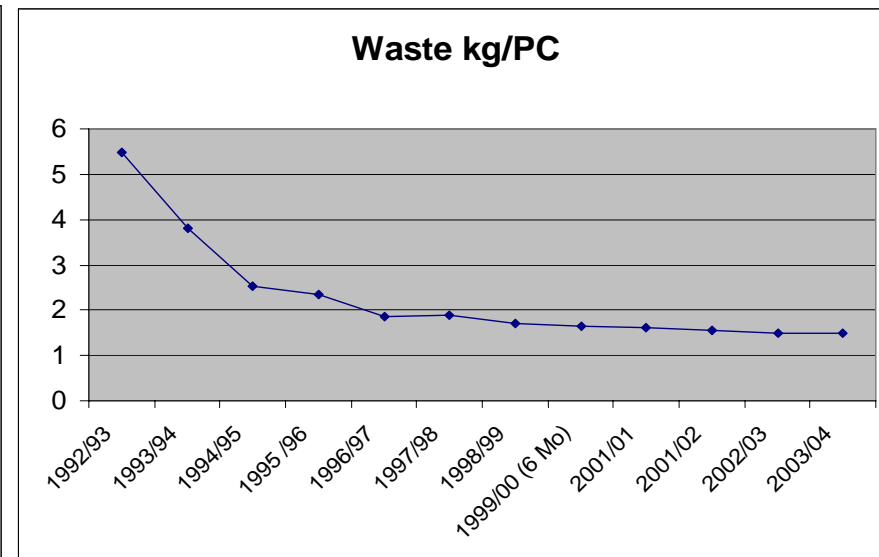
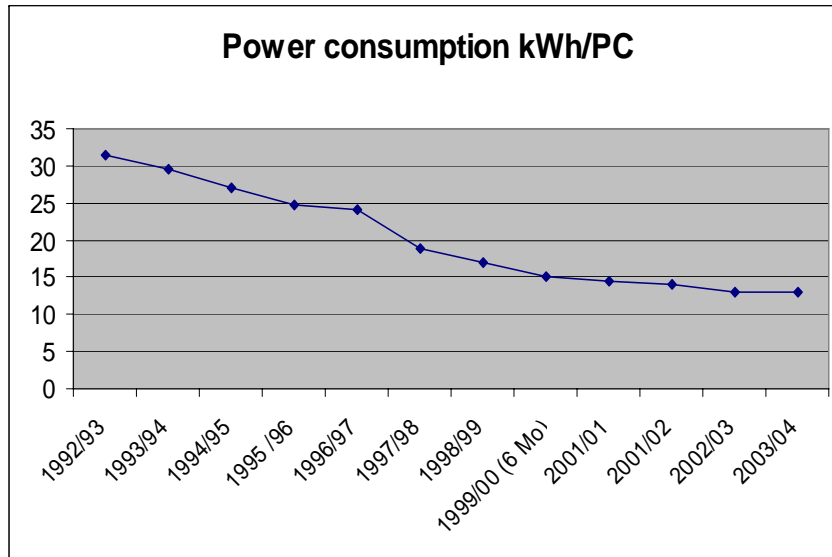
**Products**

## Outbound Logistics

- Optimal packaging
- Direct shipments to customers
- Bulk-packaging to large accounts

# Steadily declining energy use and waste production at the Augsburg plant

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Nominal power consumption reduced by some 60% as a result of lowering testing times from 24 hours to less than 1 hour per system (while improving quality)

Around 70 percent less nominal waste volume produced per PC by reducing the amount of packaging on incoming components

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# Product use



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# Some Eco-Labels for PC ... but?

**ivf** **TCO Development** **IVL** Swedish Environmental Research Institute

**EU-flower (Europe)**  
www.eco-label.com

**The Swan (Nordic countries)**  
www.svanen.nu

**Global Ecolabelling Network**  
www.gen.gr.jp

**TCO-label (Global)**  
www.tcodevelopment.com

**The Blue Angel (Germany)**  
www.blauer-engel.de

**GEEA (Europe)**  
www.energielabel.de

**Energy Star (Global)**  
www.eu-energystar.org

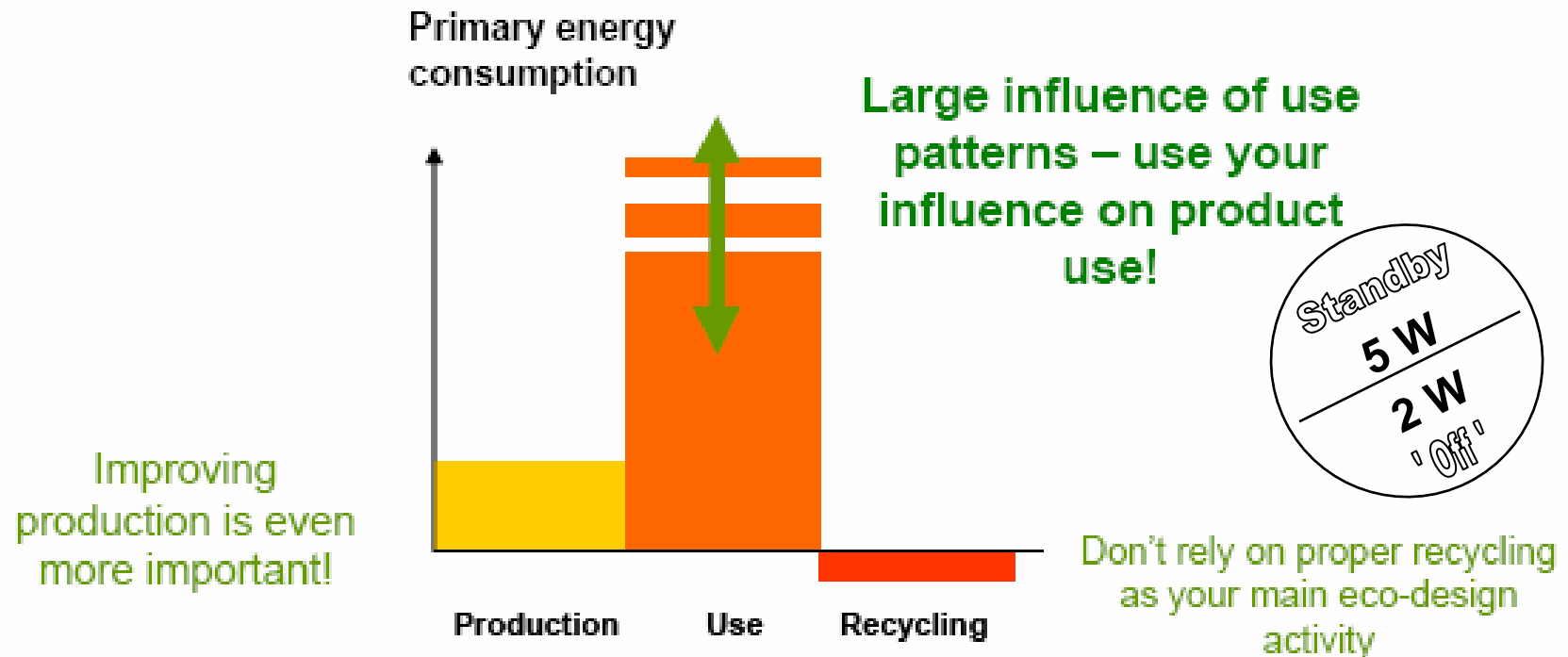
**eco effizienz**

31 May 2006 **EuP Ecocomputer**

*Working document*

# Energy consumption

## An Exemplary Product Life Cycle of a PC



Source: Fraunhofer

# Energy-efficiency promotion campaign

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At 54 watt – that's enough  
for a light bulb.  
Or for your entire business.

Fujitsu Siemens Computers empfiehlt Windows®XP Professional.

Energyverbrauch des ESPRIMO P5600 im Idle-Modus: 54 Watt\*

Mit 54 Watt arbeitet 1 Glühbirne.  
Oder Ihr ganzes Business.



**ESPRIMO P5600 Energy Saving Edition –  
energiesparender PC mit besonderen Qualitäten**

ESPRIMO PCs von Fujitsu Siemens Computers erlauben intelligenteres Arbeiten, in jeder Hinsicht. Ausgestattet mit AMD 64 Technologie, bietet z.B. der ESPRIMO P5600 robuste Leistung und Zuverlässigkeit – und schon dabei wertvolle Ressourcen. Dank der Cool'n'Quiet Technologie von AMD, verbrauchen die energiesparenden PCs nur 54 W und sind im Bereitschafts-Modus nur 21 dB leise. ESPRIMO PCs sorgen für Verbesserungen weit über das Büro hinaus: Der gesamte Lebenszyklus ist umweltbewusst konzipiert. Flexible Konfigurationsmöglichkeiten bis hin zu Microsoft® Office Small Business Edition 2003 bringen mehr Effizienz in Ihr Business. We make sure.

Mit einem neuen ESPRIMO P5600 mit vorinstalliertem Microsoft® Office können Sie und Ihre Mitarbeiter Zeit sparen und sich besser organisieren, damit Sie sich voll und ganz auf die Geschäfte konzentrieren können. Gehen Sie mit Microsoft® Windows® SharePoint® Services 2003 und Microsoft® Office Small Business Edition 2003 wichtige Geschäftsinformationen effektiver an Kollegen und Kunden weiter.

**Beratungsquellen und weitere Informationen:**

**E-MAIL → [AMD@fujitsu-siemens.com](mailto:AMD@fujitsu-siemens.com)**

**TEL → 01805 372 325 (12 Ct/Min.)**

- AMD Athlon™ 64 3200+ Prozessor
- Microsoft® Windows® XP Professional™
- 512 MB Chipatz
- 612 MB DDR400 Speicher
- 140 GB SATA 3.5-Zoll-Festplatte (1.200 U/Min)
- DVD SuperMulti double Layer Laufwerk
- WinDVD 6.0 Software Player
- 36 Monate Eintrag in Service\*\*

**629 €\*  
859 €\***

Bezugsnr. 02 51036011-0213  
inkl. Microsoft® Office Small Business Edition 2003 (SBE) (inkl.)



SPECIAL OFFER

\* Die verbindliche Preisangabe gilt, je nach Mindestmenge, Preis, Liefermöglichkeit und technischer Änderungen vorbehalten. Produktabfragen bitte bei. Dieses Angebot ist gültig bis zum 30.09.2006.

\*\* SBE Servicepakete sind in der Bedienungsanleitung des jeweiligen Systems zu finden.

\*\*\* Gewährleistung durch Fujitsu Siemens Computers - Serviceleistungen sind über den Benutzer durch Dritte für eigene Zwecke. Die in diesem Dokument enthaltenen Angaben hinsichtlich Service-Maßnahmen sind, ohne Benennung durch Dritte für eigene Zwecke. Die Rechte der Inhalteur vorbehalten. Alle Änderungen bei technischer Ausstattung vorbehalten. Produktabfragen bitte bei.




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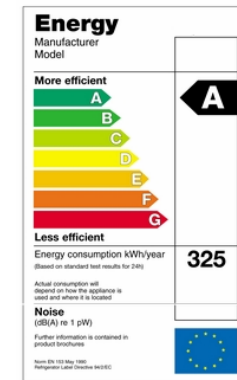
# Energy Consumption (CO<sub>2</sub> Emission)



typical: 300 kWh / a (186 kg / a) \*  
best pract.: 200 kWh / a (124 kg / a)  
Reference: DIN EN 153



typical: 250 kWh / a (155 kg / a) \*  
best pract.: 190 kWh / a (118 kg / a)  
Reference: EN 60456



typical: 7.7 l / 100 km (186 g / km)  
best pract.: 3,9 l / 100 km (102 g / km)  
Reference: 80/1268/EG, 99/100/EG, 1999/94/EC  
→ 1 - 2 tons CO<sub>2</sub> emission per year ! (10,000 km / a)



ESPRIMO

typical: 160 kWh / a (99 kg / a) \*  
best pract.: 60 kWh / a (37 kg / a)  
Reference: [www.eu-EnergyStar.org](http://www.eu-EnergyStar.org)



60 kWh / a

↑ Proposal to be discussed

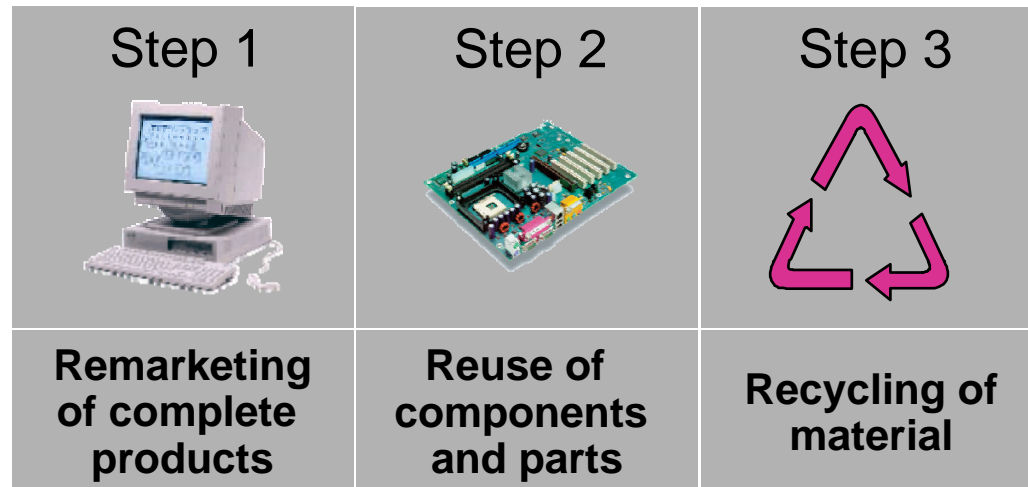
\*) : 620 g CO<sub>2</sub> / kWh, [www.verivox.de](http://www.verivox.de)

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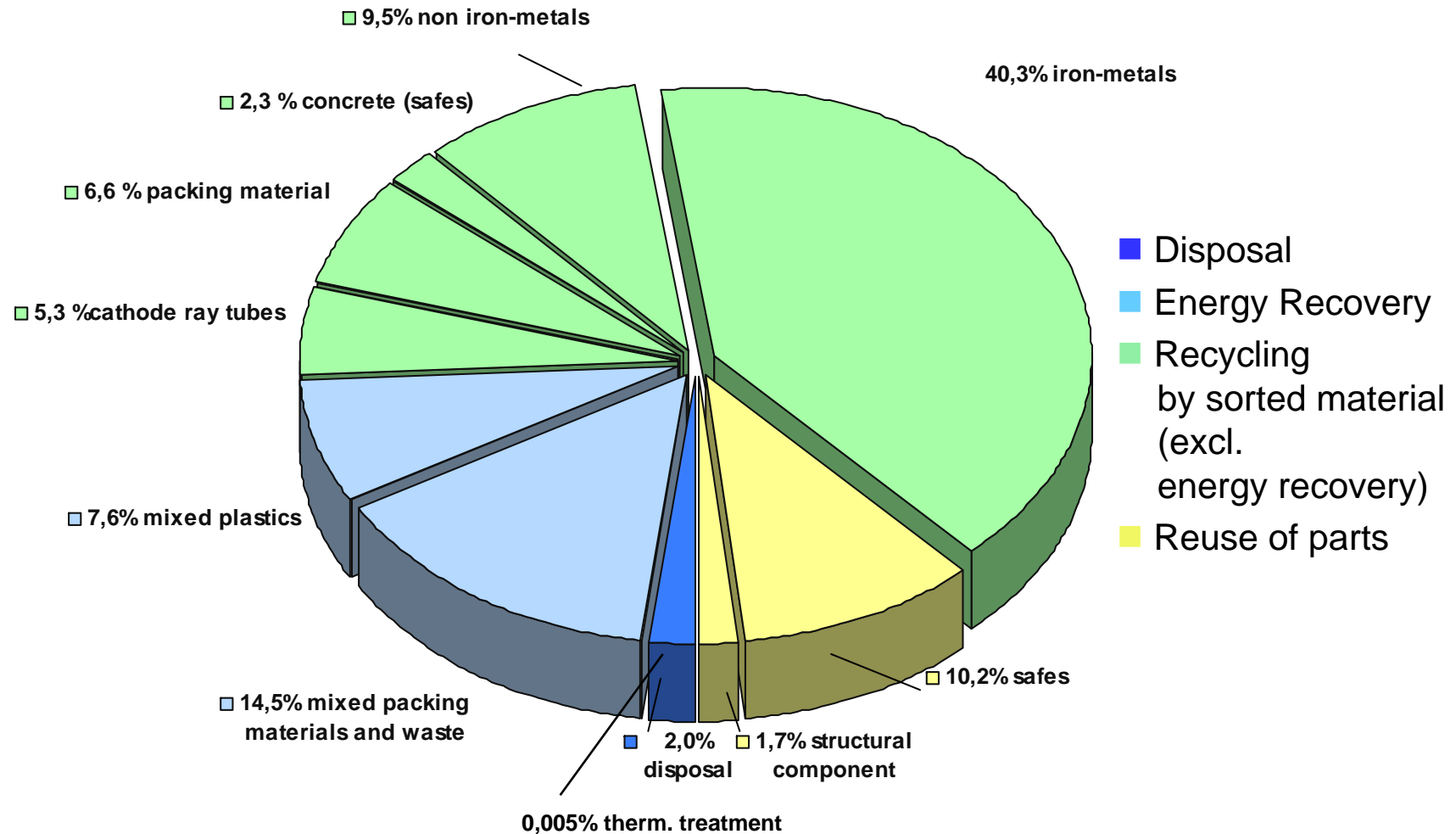
# Recycling & Disposal

## Our 3-stage concept:



# Reuse, Recycling and Recovery (in FY 05/06)

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# Outlook on 'new' challenges

## Some of our 'new' challenges

### ■ Steadily growing electronic scrap and energy consumption

In 1998, 6 million tons of electronic scrap were produced in Europe alone, 11 percent of which was IT equipment \*

Plans to save 20 % energy by 2020 compared to today \*

### ■ EU Legislations: WEEE and RoHS and EuP and ...

WEEE concerns used electric and electronic devices

RoHS restricts the use of certain hazardous substances

EuP: Eco-Design guidelines for Energy-using Products

→ However, what about the 'rest' of the world?

### ■ Customers' expectations

- Environmentally-friendly products & production
- But "it shouldn't cost me anything" !



SUSTAINABLE ENERGY EUROPE  
2005-2008



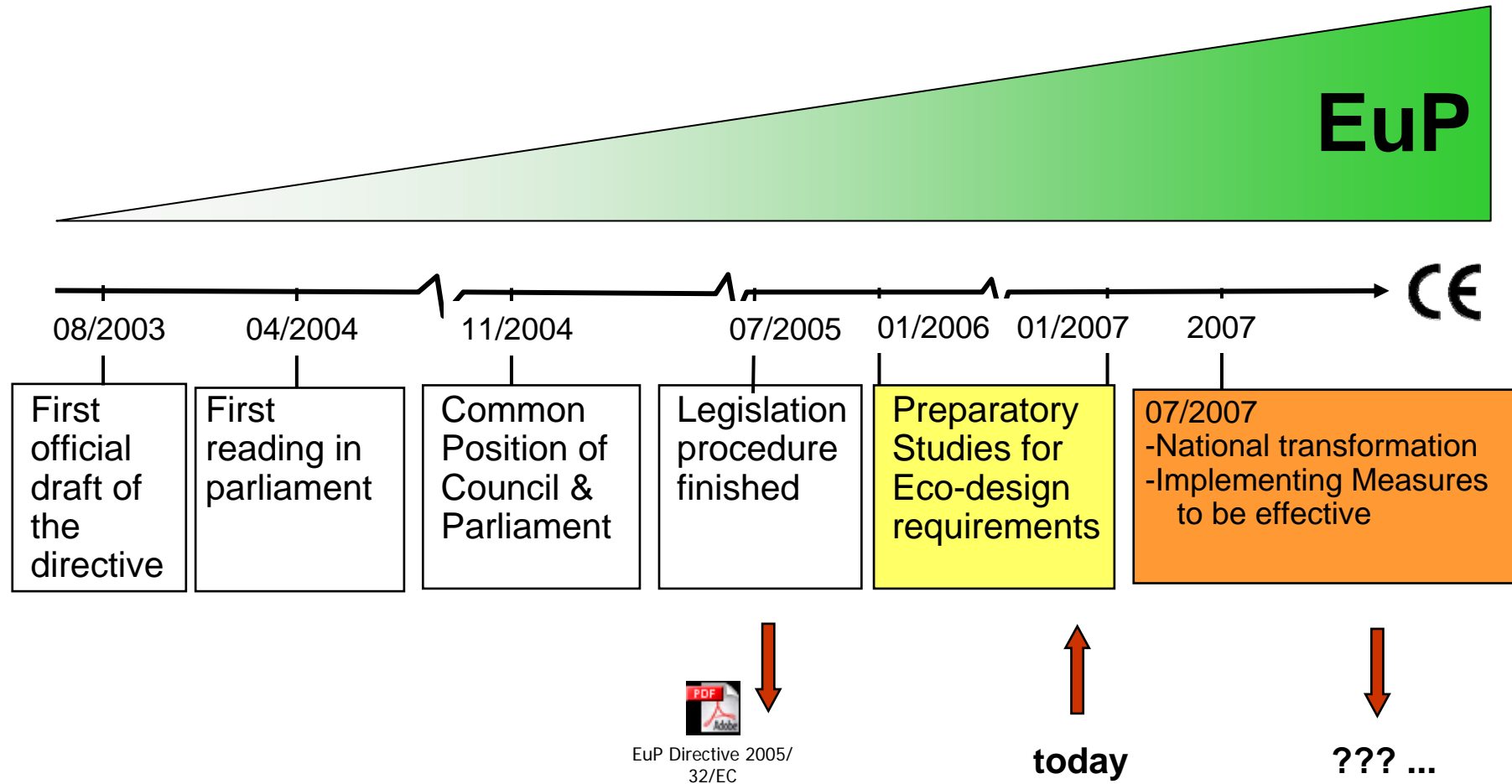
\*Source: EU Commission

# Eco-Design requirements for Energy-using Products (EuP)

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## Time Schedule of the EuP



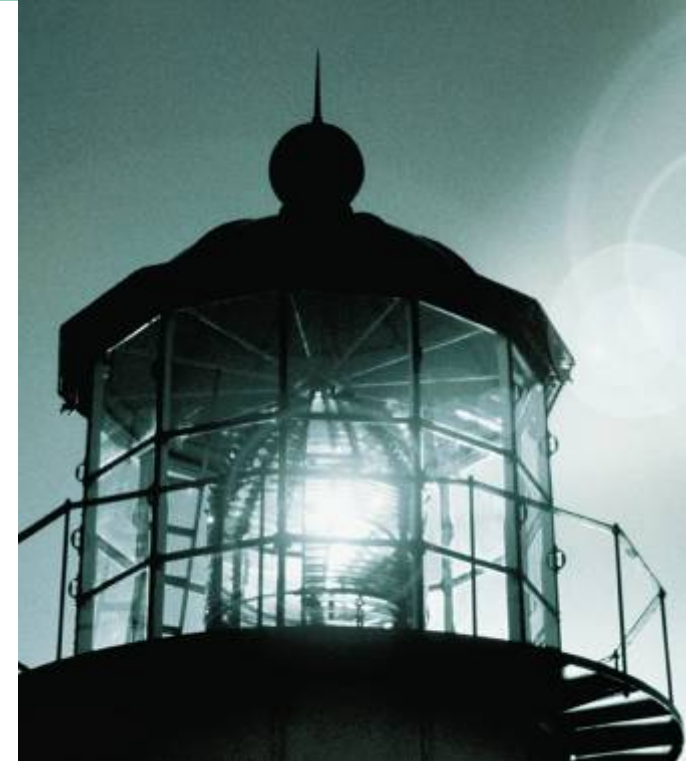
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## Responsibility in the information age

- IT creates business value and drives process efficiencies
- Therefore, IT is becoming more and more the central nervous system of enterprises and must work perfectly at all times
- This puts a greater responsibility on IT vendors, their suppliers and their customers
- Fujitsu Siemens Computers takes on this responsibility:

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## Save the planet by Green IT !

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## IT with a sense of responsibility

**Thank you very much  
for your attention !**

**Your questions, please.**

