

Charmine Koda

Journalist (expert in global environmental issues)

Ms. Koda began appearing in the NHK program *Kaigai Weekly* beginning from 1980, and began working as a newscaster for Fuji TV's *Supertime* in 1984. Currently she is active as a journalist specializing in global environmental issues. From April 2006 to June 2008, she was the head of the United Nations Information Center (UNIC). She has served in numerous other official positions, including (previously) as a member of the Central Environmental Council, (previously) as a member of the Forestry Policy Council, and as a provisional member of the Council for Food, Agriculture, and Rural Areas Policy.



Organizing the explanation of environmental programs at the Sumitomo Metals Group into four areas makes the explanation easy to understand and also makes it clear which areas Sumitomo Metals is focusing on as a company. Of special note are the several business sites that have engaged in energy saving, resource conservation, recycling, and other related environmental programs, and have succeeded in meeting voluntary targets and steel industry targets in a short time. Analysis shows that this success is the result of rigorous reviews of facilities and production processes. Examples include a 9.4% reduction in energy consumption from the level of fiscal year 1990, and reducing the amount of by-product final disposal by 81% compared with fiscal year 1990 - exceeding the target of a 75% reduction by 2010.

I believe that providing information about the specifics of these efforts and their results in greater detail will be useful both to other companies and to ordinary citizens. At the same time, for cases such as pollutant release and transfer where targets have not yet been met, analyzing and actively explaining the reasons why the targets have not been met is helpful in establishing a shared understanding of the issues, including the types of difficulties that are faced.

In the area of communication with local residents,

I would like to direct attention to the Environmental Public Relations Center that was established by the Wakayama Steel Works in 1996. This program to provide real-time disclosure of information such as the air inside and outside the plant, noise, and water quality is a highly important effort, and not only helps build trust with local residents, but also contributes to their safety and confidence. Another effective program is evacuation training that simulates a chemical spill or other accident, and in which local residents participate.

I commend Sumitomo Metals for its investment of 20 billion yen in its environmental measures. Prevention is of the essence when addressing environmental problems, and the primary approach should be taking steps to ensure that such problems do not occur in the first place. Even if the costs involved are significant, preventing problems from occurring involves far lower costs than addressing problems after they occur. Prevention is important not only in terms of cost, but also in terms of preventing harm to the environment and human health, and also in terms of preventing global warming. I believe that these active corporate efforts in environmental investment are worthy of praise.

I have high hopes that with its high level of technical ability, Sumitomo Metals will take the lead in environmental activities such as reducing steel industry CO2 emissions, both within Japan and also globally.