

**Strengthen
Positive Effect**

Create new values and improve productivity through technological innovation

Strengthen partnership

Product/Service Innovation

Promote recycling-oriented society

Promote the use of renewable energy

Longer product life

Stable product supply

R&D

Suppliers

Production

Distribution

Product
use

Product
end life

**Minimize
Negative Effect**

Control CO₂ emissions

Reduce use of plastic

Control/more efficient use of energy and water resources

Reduce waste and wastewater in the production process

Transaction at fair prices

Transaction at fair prices

Products with low waste and
environmental impact

Tighter management of
waste treatment