

Environmental Conservation

Oki Electric formulated the OKI Eco Plan 21 in 1999 as a master plan to outline its environmental activities for the 21st century. Although the Oki Group previously achieved high profile owing to companywide environmental practices and guidelines drawn up in 1996, the OKI Eco Plan 21 represents a fundamental shift in management policy from “amelioration activities” to proactive “environmental management.” We are making this transformation to keep up with society’s changing needs, as well as to enhance our corporate value and public image.

Under the OKI Eco Plan 21, environmental considerations are fully implemented immediately from the product design stage according to “LCA (life cycle assessments).” In addition, we are expanding our green procurement activities. We are placing importance on environmental disclosure, and our 1999 Environmental Report describes Oki Electric’s environmental policies and those of other major Oki Group manufacturing companies. This report can be found on our web site.

In other activities, Oki Data Americas, Inc., has adopted a stretch of New Jersey shoreline allotted to them by the New Jersey Department of Environmental Protection. Oki Data Americas’ employees volunteer twice a year to clean up the section of shoreline, and document and report their efforts to the Center for Marine Conservation as part of the center’s international Coastal Cleanup program.

In Germany, Oki Systems (Deutschland) GmbH was awarded the right to use the TUV ECO Circle 2000 quality and environmental test mark on its page printers, including the OKIPAGE 10ex, 12i/n, 20 Plus and 24dx models. The mark signifies that the products have passed rigorous safety tests, as well as achieved high standards in electromagnetic frequency radiation, ergonomics, recycling, pollutant emission reduction, energy-saving and quality assurance.

Oki Electric presents two blood-transport vehicles to the Red Cross in Japan.



Community Service

Oki Electric is devoted to the well-being of the host communities in which it operates. It sponsors a range of community programs, charities and philanthropic activities both directly and through its employees. We are, for example, participating in the Darunee Scholarship program run by the “Minsai Center, Japan.” This program provides aid to children from the northeast region of Thailand so that they can attend junior high. By collecting 250 postcards, one child can attend school for one year. In 1999, Oki employees gathered approximately 1,300 postcards and successfully sponsored the education of five children.

In fiscal 2000, we also donated two blood-transport vehicles to the Japanese Red Cross Society, bringing the total to eight vehicles over four years.

As a manufacturer of printers and facsimile machines that use paper, Oki Data Corp. has committed itself to replanting forests equal to the amount it uses in its products. During fiscal 2000, Oki volunteers planted trees in Fiji in cooperation with the Organization for Industrial Spiritual and Cultural Advancement, an international non-governmental organization. With members of a local village the volunteers planted several thousand pine and mangrove trees, creating many opportunities for cultural exchange. The goodwill and valuable experience gained by the volunteers has encouraged us to continue participating in this program.

Oki (UK) Ltd. has been a corporate member of The Scottish Wildlife Trust (SWT) since 1992. The company has recently donated toward the regeneration of natural woodland near the factory. Volunteers have planted and maintained 1,500 trees native to the woodland site.



With villagers from Keyasi, Fiji, volunteers from Oki Data plant approximately 3,800 pine trees.



Yandua villagers and volunteers plant close to 4,000 mangrove trees.



Oki Data Americas’ employees keep beaches clean in New Jersey, in a program sponsored by the state’s Department of Environmental Protection.



Volunteers from Oki (UK) Ltd. visit to check and maintain trees planted in March 1998.