



“
We’re working
harder to create a
healthy, sustainable
world where
everyone can
dream of a brighter
tomorrow.”

Hye-Jin Lee
Manager, Products Environment Group

“
Mommy says
the world is sick now.
I hope Samsung
makes a lot of good
things that will
help it get
better soon.”

Yoon-Hwan Shin
Future Samsung Customer



SUSTAINABILITY

We’re helping usher in an era
of sustainable, low-carbon growth.

MAKING SUSTAINABILITY TOP PRIORITY

At Samsung Electronics, the greening of management, products, processes, workplaces, and communities has been our top priority since we launched our sustainability strategy in 1996. Over the years, we have implemented ISO 14001- and OHSAS 18001-certified integrated environment, safety, and health (ESH) management systems at each of our eight Korean manufacturing facilities. As of the end of 2008, 94% of our global manufacturing network had an internationally certified ESH system in place, and we expect the entire network to be certified by the end of 2009. In early 2009, we established the Environment Strategy Team within our Customer Satisfaction Environment Center to support and enhance our sustainability strategy and execution capabilities.

COOPERATING TO MITIGATE CLIMATE CHANGE

We are actively involved in a number of initiatives to mitigate climate change. Launched in 2002 as part of our efforts to voluntarily reduce greenhouse gas (GHG) emissions, our Catch CO₂ project has enabled us to progressively lower the carbon footprint of each manufacturing process. We have also worked to shrink GHG emissions by signing a voluntary agreement with the Korea Energy Management Corporation to cut energy consumption at our manufacturing facilities. Today, we are focusing on developing highly energy-efficient products and components that will enable us to achieve a standby energy consumption of under 1 watt for our entire product portfolio.

GREENING THE PRODUCT LIFE-CYCLE

We are adopting cleaner, more energy-efficient manufacturing processes and technologies as we work to maximize resource and energy efficiency and minimize waste. We are also striving to reduce GHG emissions over the entire product life-cycle—from design to manufacturing, usage, and disposal—by developing and implementing an eco-design strategy across our operations. This strategy includes eco-certification of our supply chain, eco-design assessment, and eco-label certification. Beyond our ongoing efforts to make our supply chain more environmentally friendly, we have created an international take-back program to facilitate efficient reuse of resources as well as reduce waste and pollution for a cleaner environment. We also comply with increasingly stringent international rules and regulations on the usage, handling, and disposal of hazardous materials.

EARNING THE RIGHT TO BE CALLED “GREEN”

In addition to operating our own eco-labeling program to effectively communicate the eco-friendly features of our products to consumers, we certify our products under six major international eco-labels, including the EU Ecolabel and US EPEAT systems. In 2008, we led the global electronics industry’s green revolution by acquiring eco-label certification for over 1,900 products. We also continued to win awards and great reviews from consumers and NGOs for green products such as our LCD TVs with liquid-crystal styling, front-load washers with “bubble wash” technology, and mobile phones made with corn-based bioplastics. At the CES 2009 show in the US, we won two Innovations Eco-Design Awards, sharing the limelight for the most awards earned in the category.