

SONY

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Senior Environmental Specialist

Sony Mobile Communications

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A baby wearing a shiny, silver space suit is looking upwards. The baby is holding a white toy rocket in their gloved hand. The background is a soft, out-of-focus blue and white, suggesting a sky or a studio backdrop.

SONY

Sony Vision

“A company that inspires and fulfills your curiosity”

Facts about Sony

- Global company, headquarters in Tokyo
- 141.000 employees
- Positioned to be the world's leading electronics and entertainment company

Facts about Sony Mobile

- 7.100 employees
- Operations in over 60 countries

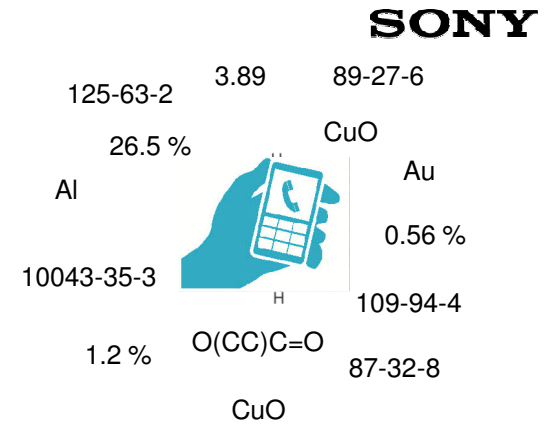


A
Starting point

Drivers:

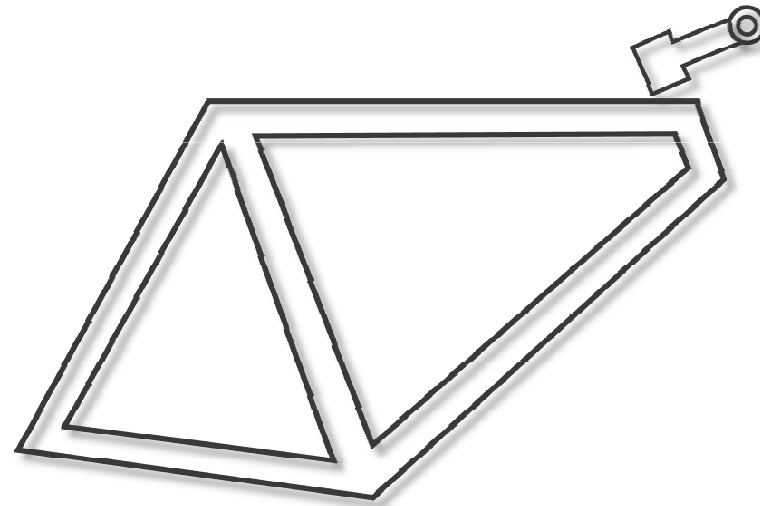
- Company
- KPI
- Legislator
- Partners
- Customers
- NGO's
- Competitors

B
Wanted position

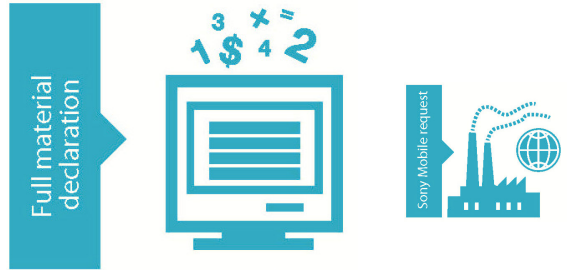


Legislation / Standard / Format

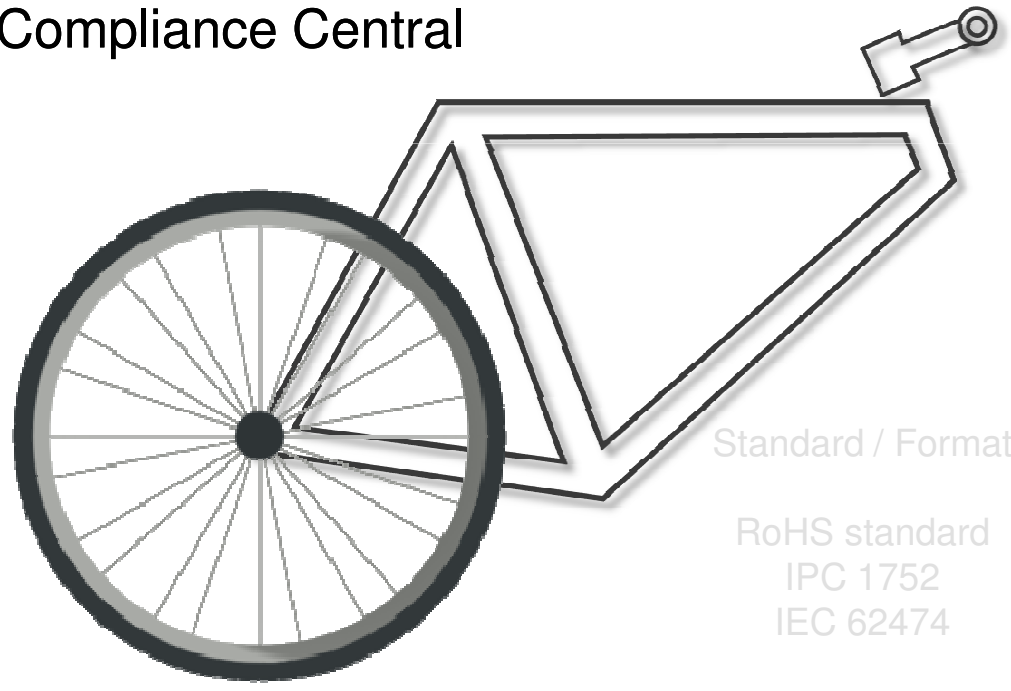
EU RoHS directive
IPC 1752
IEC 62474



Product Life Management System



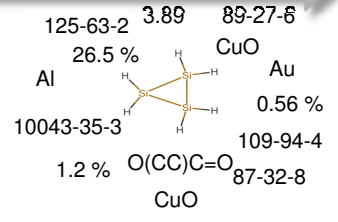
Material Compliance Central



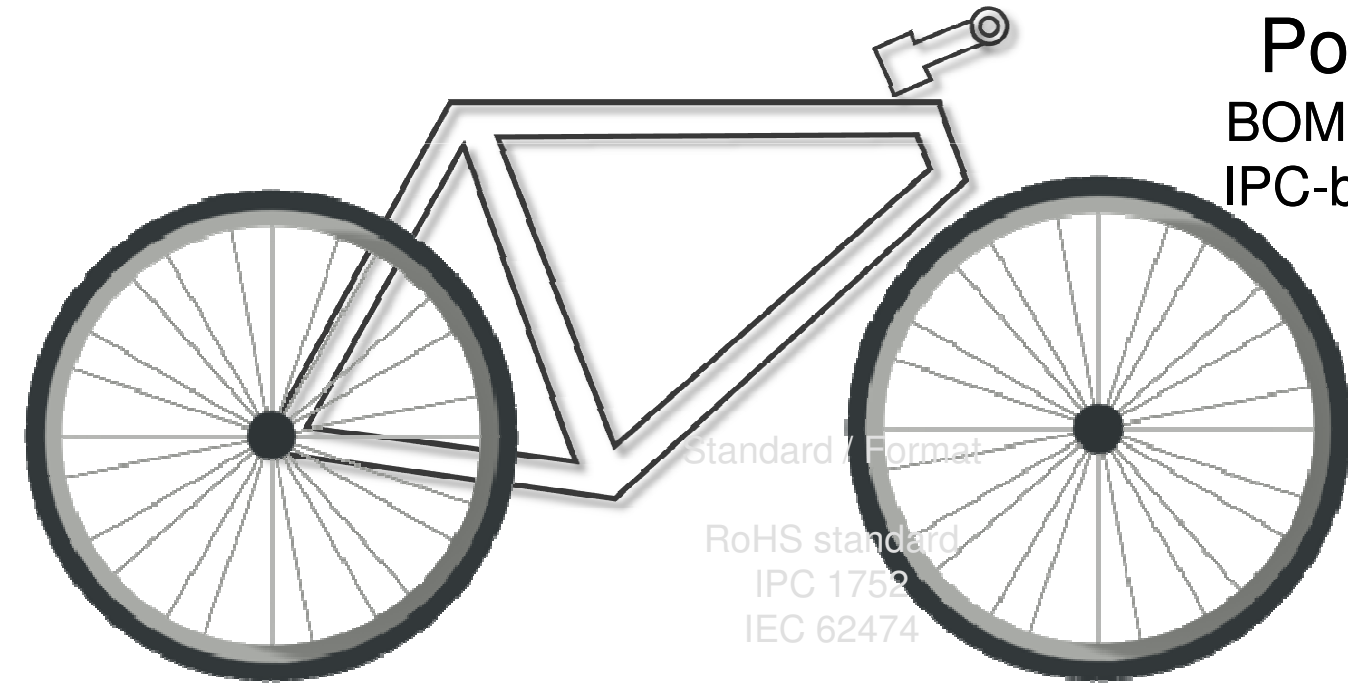
Product Life Management System
Material Compliance Central



SONY



Communication /
Portal
BOMcheck
IPC-builder

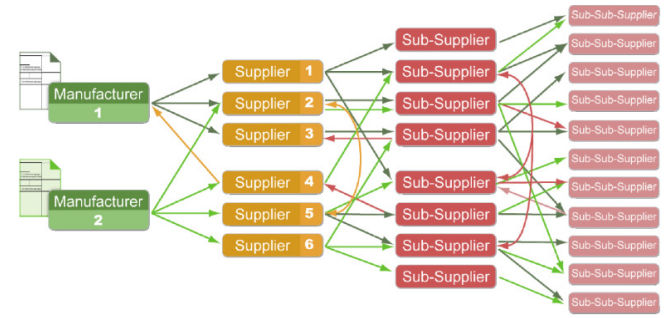


Standard / Format

RoHS standard
IPC 1752
IEC 62474

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Manufacturer/ Supply Chain

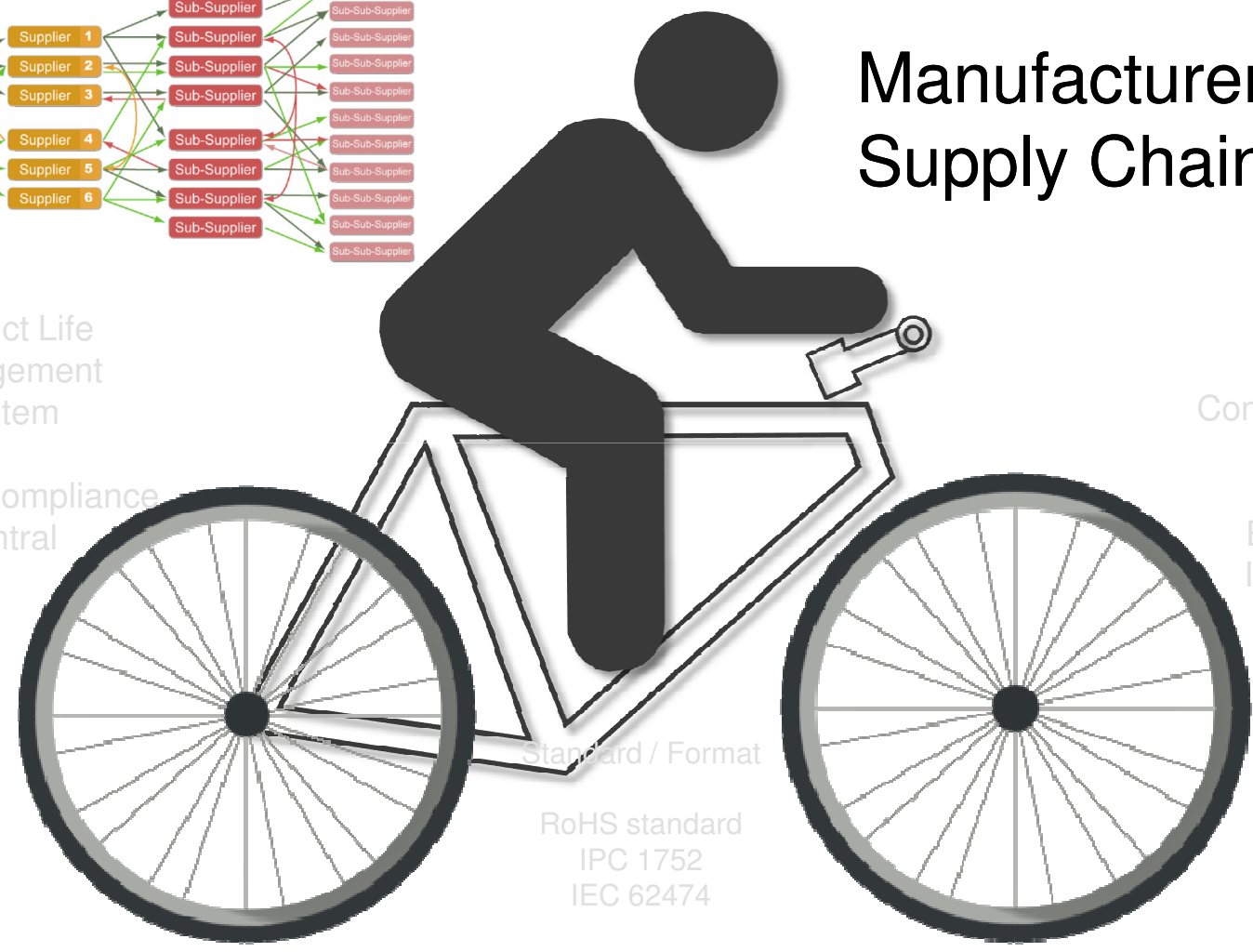


Product Life
Management
System

Material Compliance
Central

Communication /
Portal

BOMcheck
IPC-builder

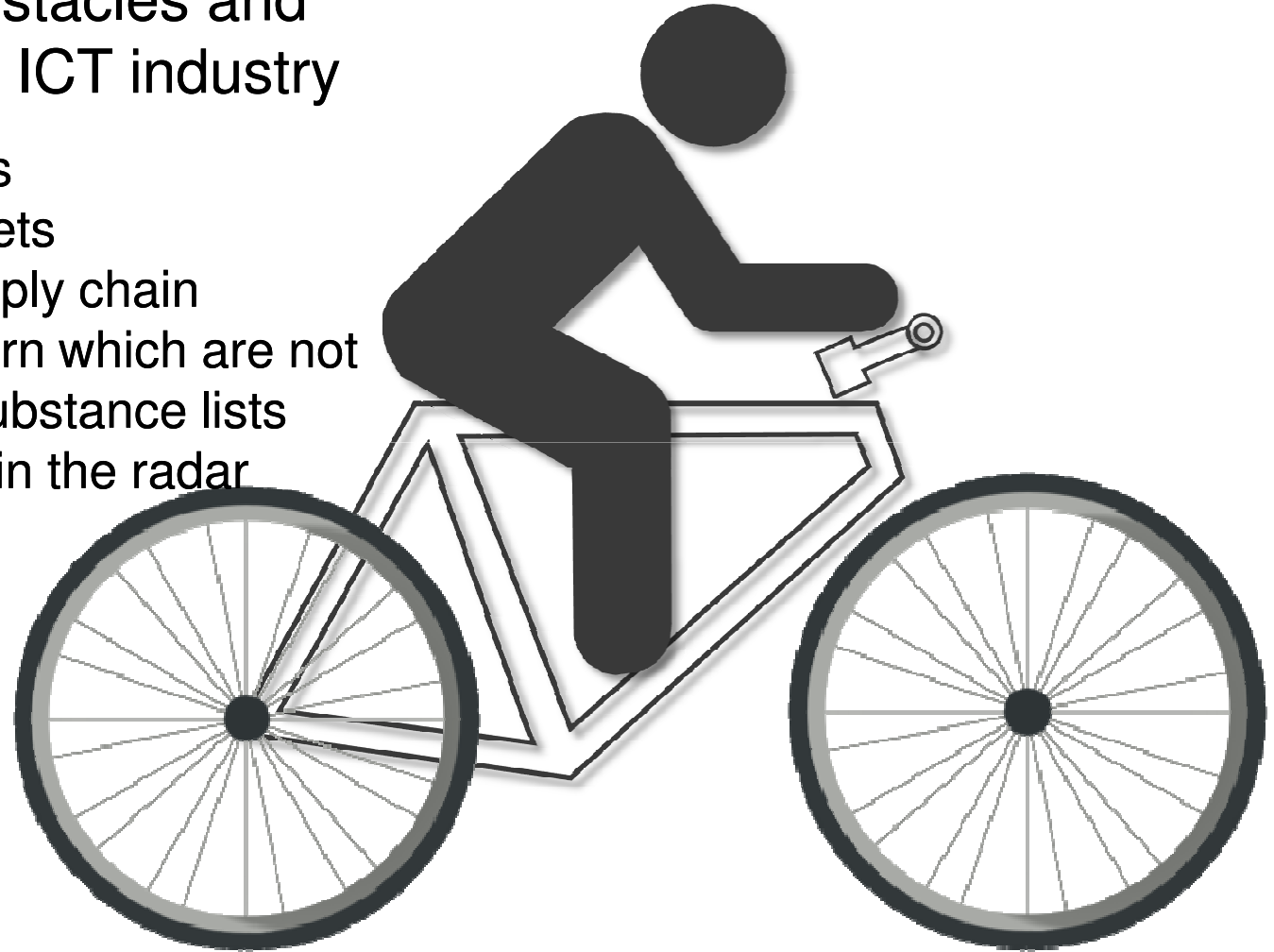


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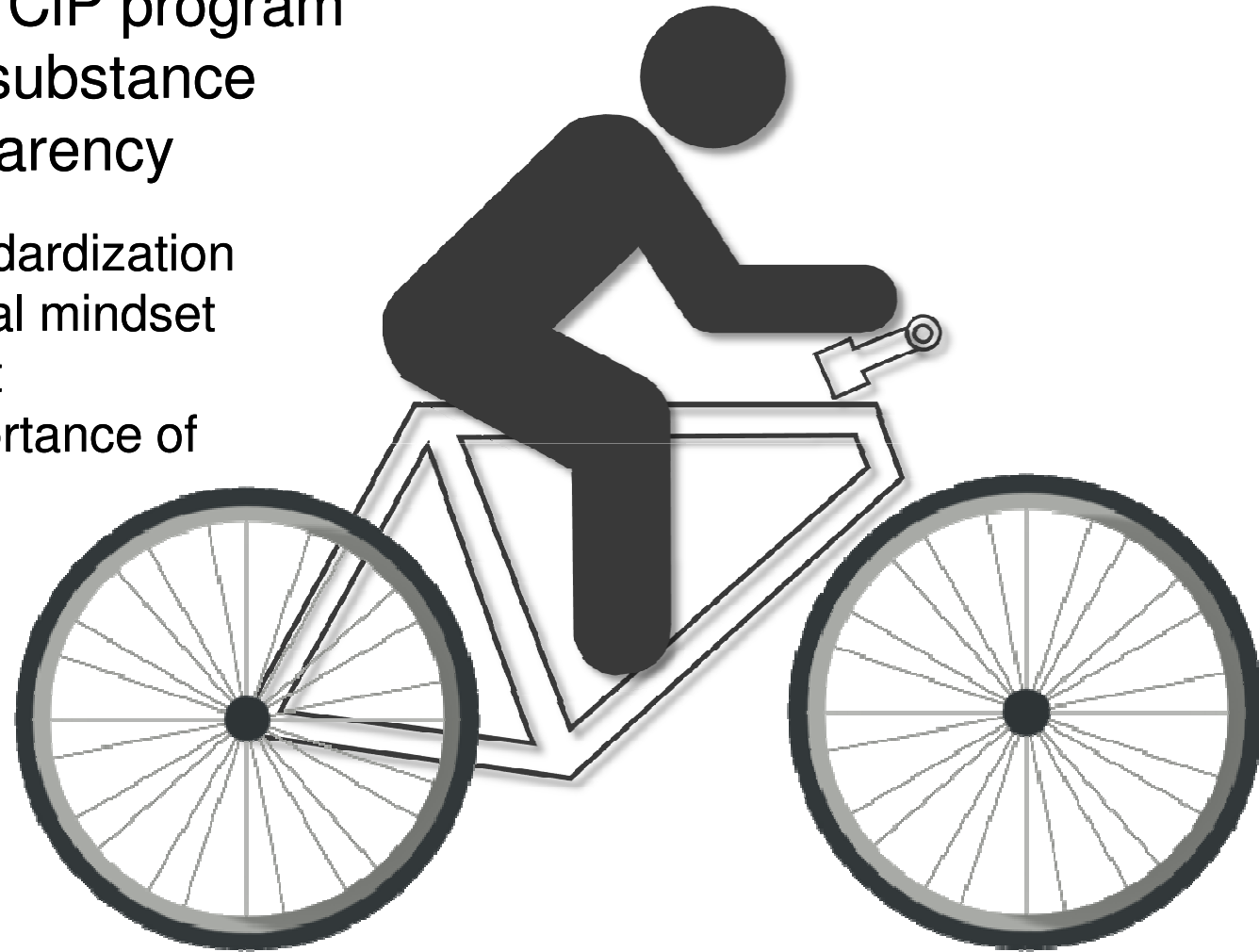
What are the obstacles and challenges within ICT industry

- Confidential business information/trade secrets
- Know-how in the supply chain
- Substances of concern which are not in official declarable substance lists
- Substances that are in the radar shadow



How can the CiP program facilitate substance transparency

- Promote standardization
- Endorse global mindset
- Substance list
- Promote importance of transparency



What can a company do to be a front runner and reach the peak

- See business opportunities instead of obstacles
- Communicate what you are good at
- Collaborate with your competitors and engage in external policy work
- Have a top-down as well as bottom-up perspective



Ghisallo Magreglio (Italy)

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