

Mitsubishi Electric releases Environmental Report 2014

With its growing importance in value creation, companies are aligning their environmental sustainability goals with company strategy - vision, mission, purpose and values - and recognising its potential in reducing operational costs and increasing operational efficiency.



© weerapat kiatdumrong – [123RF.com](https://www.123RF.com)

Mitsubishi Electric aims to put environmental sustainability at the forefront with its positioning line 'Changes for the Better'.

Report released

Through their corporate strategy, one of Mitsubishi's aims is to be a global leading green company, thus Mitsubishi released a report titled Environmental Report 2014. In the report, Masaki Sakuyama, Mitsubishi president and CEO says, "The Mitsubishi Electric Group recognises that our planet needs to be protected for future generations. Limiting our impact on the environment is thus one of our top management priorities. While respecting social norms, we shall endeavour in our business activities to realise a sustainable society through technology and action.

"We will apply our technological expertise and new innovations to reduce the environmental impact of our business and to help preserve biodiversity. The Mitsubishi Electric Group will also strive to make positive contributions through the continuous improvement of our products and services, focusing on size and weight reduction, high performance, resource savings and energy efficiency," Sakuyama says.

The report has four key focus areas of its environmental plan - initiatives toward creating a low-carbon society, initiatives toward creating a recycling-based society, strengthening our environmental management foundation, and expanding environment-related businesses.

View the full report on www.mitsubishielectric.com.

For more, visit: <https://www.bizcommunity.com>