



Achieving Harmony with Nature

The environment and global warming have been major news in recent years. Although the 1997 Kyoto Protocol measures to prevent global warming came into effect in February 2005, they have largely been ineffective so far. The next global framework to prevent global warming was discussed at the June 2007 Heiligendamm Summit in Germany. The Japanese government plans to show leadership in creating this global framework and is making serious efforts to reduce greenhouse gas emissions in Japan.

New Japan Radio (NJR) obtained ISO14001 certification in 1997 and our group companies obtained the certificate after that. For the meantime, we have been setting the environmental targets and conducting them continuously. Realizing that protecting the global environment is one of the biggest issues for everyone on the planet, New Japan Radio Group will conduct its business activities in consideration of environmental protection.

In fiscal 2005, NJRC started environmental management action, presenting our management intention in environmental activities.

Our activities for reduction of environmental burdens have included, raising energy-saving awareness by participating in the government's "Cool Biz" campaign, energy-saving patrolling, thorough separate waste collection, and recovery and recycling of valuable resources in waste to minimize waste amounts. The company has also established environmental regulations to help reduce accident environmental risks.

Our *Environmental Report 2007* summarizes these environmental activities and we will continue to promote environmental protection activities based on our environmental policy. Any suggestions would be appreciated.

