

S7-01

Sustainability at work within DSM

Jacques G.H. Joosten, DSM N.V.,
P.O. Box 6500, 6401 JH Heerlen, The Netherlands.

Sustainable development is a concept based on ideas put forward in 1987 by the Brundtland Commission of the United Nations. This concept provides a new way of thinking about balancing economic viability, environmental integrity and social equity as an integrated answer to the threats confronting our planet according to the 3 P's principle: People, Planet and Profit.

S7-02

**The environmentally friendly plastic products and the plastic Eco-System
in Mitsubishi Chemical Group**

Eiji Tanaka, Associate Director, Deputy Chief Technology Officer, General Manager
MCC-Group Science & Technology Research Center, Mitsubishi Chemical
Corporation
1000, Kamoshida-cho, Aoba-ku, Yokohama, 227-8502 Japan
Tel:045-963-3000, Fax:045-963-3970, E-mail:2007071@cc.m-kagaku.co.jp

Mitsubishi Chemical Group is doing the activities under the corporate principle, 'Good "Chemistry" for Tomorrow'. Let us introduce you how we work on Green & Sustainable Chemistry (GSC) as part of this philosophy while maintaining three pillars of petrochemicals, performance products/functional materials, and health care as business strategy. The examples of Research & Technology Development results from the viewpoint of GSC and Responsible Care activities in Mitsubishi Chemical Group will be discussed.

S7-03

Toyota`s challenge on environmental issue

Eishi Ohno, Environmental Affairs Div. Toyota Motor Corp.
1. Toyota-cho, Toyota-shi, Aichi-ken, 471-8571 Japan
Tel:0565-23-1580, Fax:0565-23-1589, E-mail: eishi_ohno@mail.toyota.co.jp

Toyota is challenging on environmental issue in our "Toyota Eco Project". In this paper, the concept of our "Toyota Eco Project" is introduced. Eco Project is covering from production to disposal stage of our automobile business on global scale. In technical area, several new technologies such as Hybrid vehicle and fuel-cell vehicle are introduced. And in product area, waste reduction and recycling technologies are also described.

S7-04

Holistic Approach to Sustainable Development in Pulp and Paper Industry

Bhasker Davé, Antoin Deul, and Mani Ramesh

Ondeo Nalco Company

One Ondeo Nalco Center, Naperville, Illinois, USA 60563

Phone: +1 (630) 305 2452, Fax: +1 (630) 305 2982, E-mail: bdave@ondeo-nalco.com

Sustainable development means a development path that can be maintained indefinitely because it is socially desirable, economically viable, and ecologically sustainable (1). Sustainable development is the key issue for the pulp and paper industry because it is one of the largest users of water (2) and energy (3) in the manufacturing sector and paper demand is expected grow faster than GDP.