



EPSON (CHINA) CO., LTD.

Adoption of Environmental Management Practices (ABSTRACT)

For more than a decade, WRI's Sustainable Enterprise Program (SEP) has harnessed the power of business to create profitable solutions to environment and development challenges. BELL, a project of SEP, is focused on working with managers and academics to make companies more competitive by approaching social and environmental challenges as unmet market needs that provide business growth opportunities through entrepreneurship, innovation, and organizational change.

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In the spring of 2002, Vincent Leung, the manager of the legal and environmental planning department of Epson (China) Co., Ltd., was reflecting on his progress in reducing the environmental impact of Epson's office operations in China. Under Leung's direction, Epson (China) had received ISO 14001 certification in September 2000. Since then, the office had achieved significant reductions in paper and energy use and was recycling solid waste. Leung was now focused on implementing a printer cartridge take-back system in China. He realized he needed to increase the number of used cartridges taken back from computer malls in four major cities in China in order to replicate the take-back system used by Seiko Epson- the parent company in Japan.

Seiko Epson Corporation

A private corporation headquartered in Japan, Seiko Epson Corporation had sales of \$11 billion in 2001. The company develops, manufactures, and markets information technology equipment (computers, printers and scanners, LCD projectors, and digital cameras, accounting for 64 percent of its business), electronic devices (semiconductors, LCD modules, and crystal devices, accounting for 28 percent of its business), and precision products (watches, lenses, and precision assembly robots, accounting for 7 percent of its business). In 2001, the company employed about 70,000 people and operated 102 companies, 35 in Japan and 67 overseas.

Epson (China) Co., Ltd. is the headquarters of Seiko Epson in China. By 2002, Epson had a \$5 billion investment in China, operating 4 business centers, 10 production design facilities, and 12 sales and marketing office facilities. They were involved in design, production, marketing, and after-sales service of IT products and electrical components.