



Le site d'information vidéo de sanofi-aventis

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Planet 21

Mr Shigeru Ito:

- Global warming is now a major issue throughout the world. As carbon dioxide emissions are one of its major causes, it is now vital to reduce them. Sanofi-aventis has decided to lead the way for the pharmaceutical industry by using hybrid vehicles.

We launched our CSS campaign in 2006, based on the three principles of "Clean, Slow and Safely". To meet the need for "Clean" transport, we decided to put the CSS project into practice by starting with hybrid vehicles.

We received our first hybrid in April 2006. Since then, we have regularly chosen them to replace cars in sales activities. Sanofi-aventis uses just over 1,700 cars in Japan, and about 1,400 of them are hybrid cars.

Mr Yagita:

- With my previous car, I had to fill the tank at least once a week. Now, I only have to do it once or twice a month. This has led to significant fuel savings.

The healthcare professionals we deal with have been very impressed by the way our company has integrated environmental awareness into business activities.

It is extremely important to address environmental issues. I feel proud to belong to the first company in the industry to take up hybrid vehicles.

It will become increasingly necessary to try and reduce emissions of CO₂, exhaust gases and other harmful substances when distributing product information. This means that operating a hybrid fleet will also have a positive impact for patients.

Mr Shigeru Ito:

- We are also aiming to reduce electricity consumption in our head office, field offices and stations. About 30 offices have relocated since last year. Eco-friendly lighting sys-

tems have recently become available. These work by dimming lights in offices when it gets brighter outside, and turning up indoor lighting when it grows darker outside. We shall be selecting these types of features when we choose our new offices. Today, July 7th, the Ministry of the Environment is launching a “Lights Down Campaign” to curb CO2 emissions. As a pharmaceutical company, we intend to participate in this effort starting this year as part of our corporate social responsibility agenda.