

Press information

Green Curtains Initiative: Kyocera saves energy by greening buildings

Kyocera Corporation has been setting itself apart from the competition for many years now through its environmental and sustainability activities. One of these activities is the annual planting of “Green Curtains” at its company locations in Japan and at other sites worldwide. The initiative, which contributes to saving energy at the company’s sites, has traditionally been very popular among employees and visitors.

May 20, 2014 – Kyoto/Neuss – Every spring, Kyocera employees in select countries around the world join together to plant Green Curtains at the company’s sites. Through the hot summer, curtains of foliage are grown on trellises in front of office windows and walls at company sites. This not only provides shade but also shields the buildings from heat radiation — potentially decreasing inside room temperatures by up to 2 degrees Celsius, which contributes to a reduction of energy consumption from the use of air conditioners.

Furthermore, Green Curtains not only reduce the creation of, but also absorb CO₂ emissions: one square meter of foliage absorbs 3.5 kilograms of CO₂ per year. In 2013, Green Curtains grown by Kyocera stretched a length of roughly 1,000 meters and an area of 4,200 square meters — equivalent to the area of 16 tennis courts — contributing to energy savings pursued in Japan stemming from the stoppage of nuclear power plants in the wake of the 2011 earthquake and tsunami.

Since Kyocera first started growing Green Curtains at its Okaya

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Plant in the Japanese prefecture of Nagano in 2007, the company has expanded this activity to 34 sites last year in Japan and affiliates overseas including China, Thailand and Brazil. Since last year, Kyocera has also been greening its global headquarters in Kyoto.

On its [Website about the Green Curtain activities](#), Kyocera offers a comprehensive outline and explanation about this environmental initiative and encourages individuals and businesses to take up the practice by publishing photos and illustrations which provide information on the necessary materials, and easily comprehensible step-by-step instructions for making Green Curtains flourish at the workplace or at home. Furthermore, with the use of climbing aids, the foliage creates an attractive lush green and flowery decor on building facades, enabling not only good ecology, but also good aesthetics.

The environment is not the only thing to benefit from the Green Curtains. Along with morning glory and *goya*, a traditional summer vegetable of the southern Okinawa Prefecture in Japan commonly known as bitter melon, Kyocera cultivates cucumbers and peas as Green Curtains at its sites. After harvesting, these vegetables become delicious ingredients in special dishes served in employee canteens. Not least the nutrient-rich bitter melon is being consumed to prevent fatigue in the hot summer season — which is an optimal addition to the isolating effect of the Green Curtains.

* Source: Japan Ministry of Land, Infrastructure, Transport and Tourism

For further information about the Green Curtain-Activities:

<http://global.kyocera.com/ecology/greencurtains/index.html>

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For more information about Kyocera: www.kyocera.eu

About Kyocera

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 228 subsidiaries (as of April 1, 2013), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide, with more than 4,0 gigawatts of solar power having been installed around the world to date.

The company is ranked #531 on *Forbes* magazine's 2014 "Global 2000" listing of the world's largest publicly traded companies. With a global workforce of about 70,000 employees, Kyocera posted net sales of approximately €10.19 billion in fiscal year 2013/2014. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finoceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Finoceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at present €354,000 per prize category).

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