



Epson is United States branch of the Japanese company Seiko Epson Co. The global tech company traces its roots to 1942 Japan. After some consolidation and acquisition, the modern company emerges in the mid-1980s; combining Epson printers with Seiko watches. The company has long valued environmentalism and sustainability. In 1992, the company successfully completely eliminated (CFCs) from its manufacturing facilities. CFCs were the leading cause of the whole in the Ozone layer and have largely been phased out of use by present day, with level decreasing and the ozone hole being repaired. Since 1999, Epson has released a sustainability report detailing its efforts. In 2021, the company launched its Epson 25 initiative, a new corporate vision stressing sustainability and aiming to be carbon negative and underground resource free by 2050.



with Seiko watches. sustainability. In chlorofluorocarbons the leading cause of

## Environmental Vision 2050



Epson will become carbon negative and underground resource\*<sup>1</sup> free by 2050 to achieve sustainability and enrich communities

\*1 Non-renewable resources such as oil and metals

### Goals

- 2030: Reduce total emissions in line with the 1.5°C scenario\*<sup>2</sup>
- 2050: Carbon negative and underground resource\*<sup>1</sup> free

### Actions

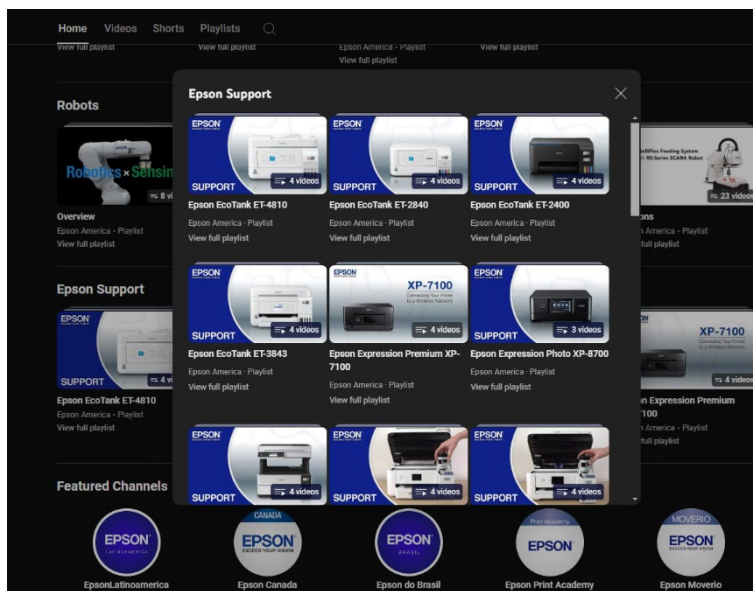
- Reduce the environmental impacts of products and services and in supply chains
- Achieve sustainability in a circular economy and advance the frontiers of industry through creative, open innovation
- Contribute to international environmental initiatives

\*1 Non-renewable resources such as oil and metals

\*2 Target for reducing greenhouse gas emissions aligned with the criteria under the Science Based Targets initiative (SBTI)

Epson sells both personal and commercial printers. As such, they target both business and individual consumers. They're audience has typically been office managers, small business owners, and

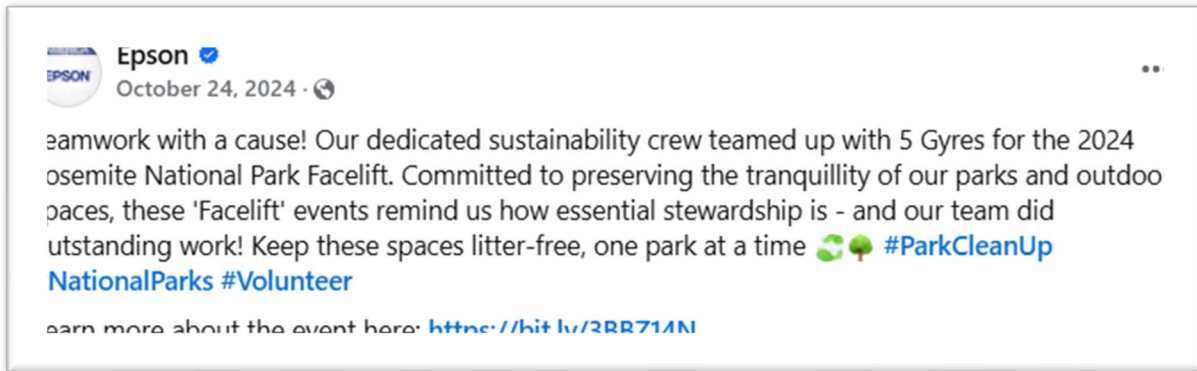
people into “tech.” The company maintains a presence across several platforms including Facebook, Instagram, X (twitter), YouTube, Note, and LinkedIn. Being a multi-national corporation, the company has multiple profiles for its various divisions in appropriate languages. The tone ranges from friendly and colorful on platforms like Facebook, to more professional and tactful on LinkedIn and YouTube. The company does a good job of tailoring its content to the platform. A good example of this is the company’s posts on YouTube including instructional and troubleshooting videos.



In 2021, Epson launched a campaign to promote the heat-free technology it had developed for its printers. The effort correlated the technology with the need to fight global warming, part of the company’s environmentally conscious mission. For 2022, Epson partnered with a renowned environmental scientist to bring attention to her research on rising temperatures in the arctic and a phenomenon called arctic

greening, where “As temperatures warm, permafrost thaws, releasing carbon stored in it, mostly in the form of partially decayed ancient plants and animals. And as the ground warms, plants grow taller and denser, capturing snow that works as a blanket to insulate the ground and further accelerate warming to release more carbon.” (<https://corporate.epson/en/news/2022/221013.html>). Epson linked the problem of arctic greening and global warming to the benefits of its heat-free technology, namely the lower energy usage and the need for fewer replacement parts. In this way, Epson appealed to environmentally conscious consumers and companies while embodying its own corporate values. The campaign has

certainly had a long term impact on the brand as it continues to push its sustainability practices through



social channels. In August 2024, the company announced it had become the first Japanese manufacturer to make the switch to 100% renewable energy usage. The brand continues to promote its heat-free technology and its benefits.

This strategy could certainly work for another brand. Environmentalism is a cause many people take great pride in and actively seek to support companies that make sustainable efforts. A similar company that a similar campaign could work for is the American tech company HP. The manufacturer of computers, printers, and other tech notes its commitment to sustainable practices on its website, but its advertising hasn't seemed to push this belief to a great extent. The company website features a section dedicated to HP ads, but only one falls under "Sustainable Impact."

