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**Zeon launches the SDGs Contribution Product Certification program
to achieve the fiscal 2030 target of a 50% sales ratio of products that contribute to SDGs**

Zeon Corporation (Zeon; head office: Chiyoda-ku, Tokyo; President and CEO: Tetsuya Toyoshima) has begun operating the SDGs Contribution Product Certification program.





Zeon’s program certifies selected, widely used Zeon products that significantly address social issues related to achieving SDGs and thereby reinforce the company’s sustainability management by focusing on the development, manufacturing, and sales of these products as part of its responsibility to advance society and secure sustainable corporate growth.







One of Zeon’s targets for fiscal 2030 under its Medium-Term Business Plan: STAGE30 is to have 50% of overall sales generated by its products that contribute to SDGs. As a key step toward meeting that target, the company has determined certification criteria for these products and certified 39 of them that accounted for 34.8% of sales in fiscal 2023.

The certification process incorporates internal reviews of the degree and scope of a product’s contribution to resolving social issues and ensuring the sustainability of the business, with decisions ultimately made by the Sustainability Conference, Zeon’s highest decision-making body for sustainability. The company will annually review this process to expand the number of certified products.

Zeon is committed to resolving global and social issues by providing original technologies, products, and services to achieve its corporate philosophy of “Contributing to the preservation of the Earth and the prosperity of the human race.”

Reference: Major products that contribute to SDGs

Product name (Images for illustration purposes only)	Applications and advantages	Relevant SDGs
<p>Solution Polymerization Styrene-Butadiene Rubber (S-SBR)</p> 	<p>Main applications:</p> <p>Fuel-efficient tires</p> <p>Advantages:</p> <ul style="list-style-type: none">Improved wet grip, rolling resistance, and wear resistance due to control over molecular structure during manufactureReduced greenhouse gas emissions from improved fuel efficiencyPrevents air pollution as result of improved wear resistance that generates less dust	<div><div><p>3 GOOD HEALTH AND WELL-BEING</p></div><div><p>7 AFFORDABLE AND CLEAN ENERGY</p></div><div><p>13 CLIMATE ACTION</p></div></div>

Product name (Image for illustration purposes only)	Applications and advantages	Relevant SDGs
Cyclo Olefin Polymer (COP) 	Main applications: Medical detection devices, containers for pharmaceutical manufacturing, medical packaging Advantages: <ul style="list-style-type: none"> Improved quality and accessibility of medical services associated with inspection and analysis, pharmaceutical manufacturing, and drug transportation and storage based on properties such as high moisture barrier, chemical resistance, high purity, and sterilization compatibility 	 
Li-ion Battery Binders 	Application: Lithium-ion batteries Advantages: <ul style="list-style-type: none"> Lengthens operating life of lithium-ion batteries through excellent resistance to electrode expansion and contraction during charge-discharge cycles and achieves high power output by activating chemical reactions Reduces greenhouse gas emissions and prevents driving-related air pollution when used as power source for EVs Facilitates industrial development and economic growth by reducing the size and boosting the performance of mobile devices, electronic devices, and other products 	  

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