

# Chapter 15

## The Tendency Toward Producing Ecologically Friendly Products at Toshiba in the Middle East

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### EXECUTIVE SUMMARY

*The case deals with decreasing environmental harm and pollution in all industries. The corporations have followed worldwide environmental standards to replace toxic materials with environmentally acceptable alternatives, such as lead-free glass used in producing L.E.D. lamps and Freon R410 used in the production process of air conditioners and refrigerators. ELARABY Group is one of the few enterprises in the Middle East specialized in electronics. It designed and applied a system to face the challenges, consequences, and results of replacing harmful materials with environmentally friendly ones. The case followed a qualitative approach through conducting interviews with experts in order to collect data.*

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## INTRODUCTION

The fast growth in industrialisation in the last century has produced a difficult challenge related to environmental degradation in the world; in addition, the increase in the human population has caused a huge depression on resources. In 1987, the World Commission on Environment and Development (WCED) launched sustainability initiatives to reduce the damage on the environment, society, and community. The role of sustainability started to be shown since Malthus (1872) was concerned about how Britain's apparently unstoppable rise in population could be sustained by a limited amount of land. As a result, the consumption of energy increases with a limited quantity of coal. Moreover, people start to face a lot of challenges, especially the damage related to social, economic, and environmental resources, which are connected. Furthermore, these challenges could be solved by a newly integrated system of thinking to take action that creates a future where human society and nature can live with common advantages and where the suffering caused by natural resource abuse is finished.

Environmental problems related to waste and emissions come from supply chain activities; moreover, reduction and deterioration of natural resources and the high environmental pressure have forced organisations to recognise, realise and manage their supply chain to make it environmentally friendly.

Toshiba Elaraby is one of the electronic companies in Egypt that started to follow the same approach, starting from raw materials selection until they reach the end user, as the headquarter in Japan has followed the same approach to adopt the sustainability practices. Toshiba Elaraby took the initiative to follow the same approach. Therefore, this study aims to find the consequences of using environmentally friendly raw materials "Lead-Free Glass" and Freon.

## ORGANISATION BACKGROUND

Since its establishment in 1964, ELARABY Group has grown from a joint stock family enterprise to one of the largest industrial and commercial corporations in Egypt, the Middle East, and Africa. ELARABY Group operates through 16 commercial, industrial, medical, and service companies, in four different governorates with 26 industrial facilities, and 2 hospitals. In 2020, ELARABY Group's workforce exceeded 40,000 employees. Elaraby's brand portfolio consists of 14 global brands with 25 product categories and more than 4,000 variations. With regards to the domestic and international markets, Toshiba Elaraby's figures continue to grow by exporting to over 60 countries across the globe. In the domestic market, one of ELARABY Group's strongest assets is the vast distribution network, which consists of more than 3,000 sales partners and 20 branded stores, backed by more than 600 after-sale service centres. In a society consisting of more than 100 million Egyptians who trusted ELARABY Group over the years, ELARABY Group gives back to the community through implementing and adopting various developmental projects in education, healthcare, environmental well-being, and social solidarity.

Since 1964, ELARABY Group has been associated with major international companies and has commercial relations with these companies in the marketing and manufacturing of electronic and electrical devices. 1974 is considered the starting point in its historical relationship with the Japanese ELARABY Group, the company that is credited with providing technical and technological support to ELARABY Group when it entered the battlefield of manufacturing for the first time.

In 2002, ELARABY Group was associated with another Japanese giant, which is the Japanese SHARP Company, and then rolled out global partnerships to make ELARABY Group a partner for major com-

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