

Bluebird  
**GREEN  
POLICY**



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**GREEN POLICY**



- | Our Promise
- | Eco-friendly Products
- | Sustainable Supply
- | Eco-friendly Factory

# HUMAN SAFETY FIRST

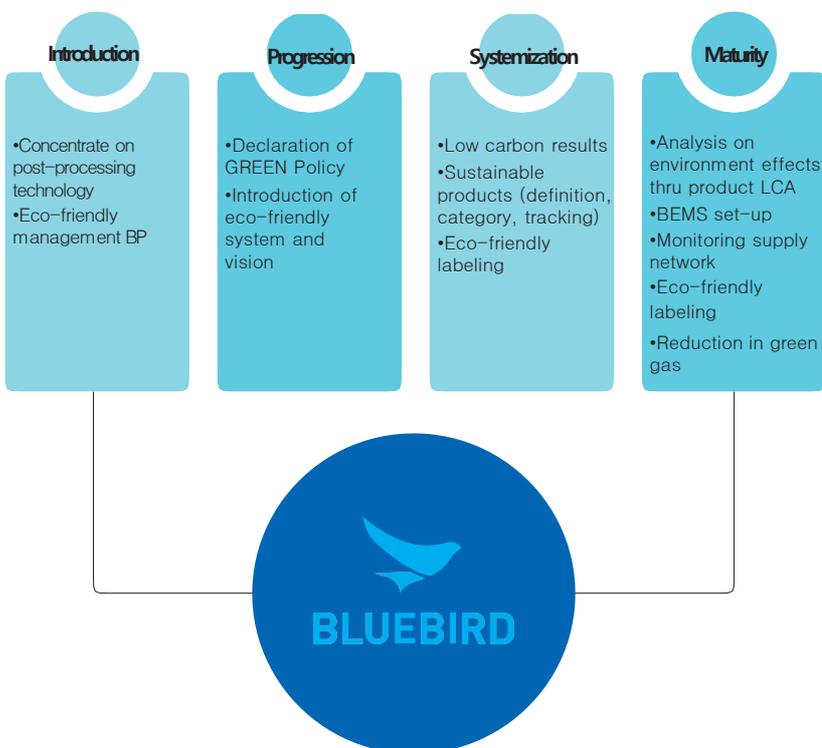
**We consider people’s safety as our top priority**



It is a slogan that expresses the will and practice of “Bluebird” for eco-friendly management, since we consider the safety of our valuable users as the top priority. We believe products are safe for the nature when they are safe to people, and thus, we keep striving to produce eco-friendly products.

In addition, Bluebird does makes its effort to take its corporate social responsibility and pursues sustainable management. Beyond compliance with environmental regulations and laws, we practices green management that delivers eco-friendly values to our customers and leads to a sustainable future.

## Eco-friendly vision of Bluebird



## Eco Friendly History

- 1995 Established
- 1998 Acquired ISO14001
- 2005 Management policy on harmful substances of products (RoHS1)
- 2007 REACH compliance
- 2012 WEEE compliance
- 2015 BRFs Free
- 2016 BPA/AZO Free
- 2017 Sb/Cobalt chloride. Free
- 2019 RoHS2 compliance / BEMS set-up

# GREEN POLICY of BLUEBIRD

## RANGE

This policy applies to all services, companies and subsidiaries operated by Bluebird (referred as “**Bluebird**” below) and all kinds of employees working for Bluebird.

## POLICY

**Bluebird** clearly recognizes our environmental responsibility and, as a model of other companies, has a responsibility to comply with all relevant regulations to protect environment. We are committed to protect people and environment by:

- 1) Comply with all the rules, standards and environment regulations applicable to our product activities.
- 2) Allocate resources of suppliers and run our business activities in an efficient way to reduce waste.
- 3) Systematically managing potential chances to reduce environmental risk and pollution to predict the life cycle.

### Corporate policy

- 1) We work with our partners and stakeholders to reduce our environmental impact.
- 2) We do “eco-design” by considering risks and environmental impacts in the product development process.
- 3) ISO 14001 : We set up and maintain EMS (Environment Management System) consistent with 2015.
- 4) We strive to manage environmental risks in our daily business operations.
- 5) We set goals to reduce environmental impact of business activities, and measure and record performance to improve environmental performance.
- 6) We educate every employee to help them to understand their role in achieving environmental goals.

Bluebird CEO *Jangwon Lee*





# Human Safety First

**Eco-friendly products of Bluebird not only eliminate the risk to customers, but also to the environment.**

From the moment of product planning to the disposal, Bluebird puts people and the environment first. 'Eco design process' closely analyzes the impact a product may have on people and the environment. We are committed to produce eco-friendly products, including investigation on different ways to produce and recycle innovative products that protects customers and resources and etc.

## Harmful substances in all products are strictly managed for safe use.

With the principle of “Do not compromise on environmental issues”, Bluebird strictly manages harmful substances. To keep up with increasingly stringent international environmental regulations, we enacted and revised “Rules on harmful substance management”, and carry on strict pre-inspection and post-processing on every parts and raw materials used for our products. In addition, we have voluntarily set up a plan to reduce the use of potentially harmful substances such as PVC, BFRs, Beryllium and Antimony, thereby continuously reducing the amount of harmful substances used in our products.

Bluebird manages harmful substances with its own standards, which is more stringent than the RoHS announced by EU in 2006. Our business philosophy, which places importance on people and the environment, is reflected in the strict management system. Therefore, we are managing and improving our products to make them safer and more eco-friendly for people.



## Compliance on Environmental Regulations

Bluebird observes the rules and works with customers, suppliers and the third parties to minimize our impact On environment. To manage all these process, we have specialized business and project teams.

### What is WEEE?

WEEE is Directive 2002/96/EC of the EU on Electrical Waste and Electronic Equipment. The WEEE Directive mandates the collection and disposal of electrical equipment at end of life.

EEE product producers are subject to stringent new compliance rules regarding the collection, dismantling and return of waste equipment in 10 broad categories including IT and telecommunications, electrical tools and metrology products.

This law came into effect on Aug 13, 2005, and fines are imposed for non-compliance.

### What is RoHS?

The RoHS Directive seeks to prevent the sale and use in the European Union of products containing environmentally hazardous materials and chemicals.

In accordance with the RoHS Directive, the EU prohibits the use of lead, cadmium and mercury hexavalent chromium PBB1 and PNDE2 flame retardants in all EEEs except where specific exemptions have been approved.

RoHS1-EU Directive 2002/95/EC  
RoHS2-EU Directive 2011/65/EU

The RoHS2 final directive is effective from Jul 22, 2019.

### What is REACH?

REACH registers, evaluates, authorizes and restricts chemicals in the European Union to enhance innovation and competitiveness in the chemical industry.

REACH aims to improve human health and environmental protection by better and faster identification of the unique properties of chemicals.

## Makes sustainable supply chain possible

Bluebird has a supply chain of over 200 partners all around the world. Every partner is important in Bluebird’s business activities, such as providing raw materials, parts, facilities and etc. As we believe the influence for good will be much greater if every partner participate in, we highly encourage our partners to transition to eco management to build up the sustainable supply chain. Furthermore, we apply our own criteria to closely review the partners’ values for the environment, their will for eco-friendly production and practical activities when we select a new partner.



## Edge in environment, Evaluation of suppliers

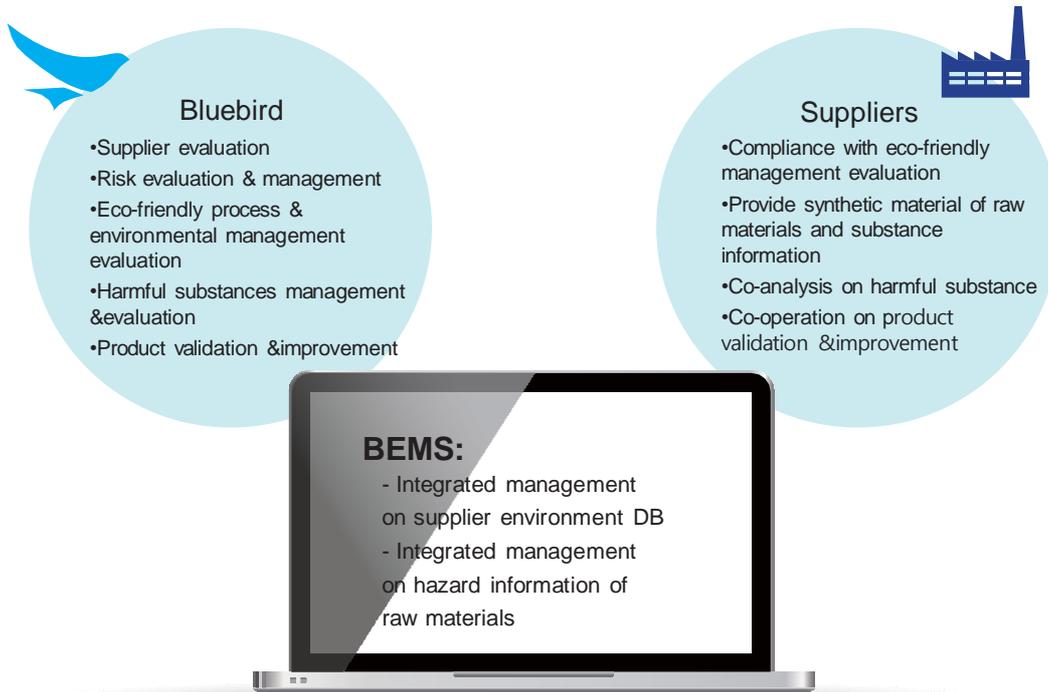
The comprehensive evaluation of suppliers is conducted every year to strengthen the competitiveness of suppliers. This assessment is divided into 2 categories: business competitiveness and sustainability risk. The environment criteria is specified in sustainability risk, and it evaluates efforts on eco-friendly management and certification on international standards.

Suppliers with outstanding evaluation will have more opportunities and benefits, vice versa. Thus, partners can co-exist with Bluebird only if they closely manage not only their business but also the environment. Companies with poor results, we consistently request for improvement and monitor their actual implementations.

# BLUEBIRD ENVIRONMENT MANAGEMENT SYSTEM

## Bluebird Environment Management System

BEMS, the eco-friendly integrated system of Bluebird, manages evaluation and selection of partners, approval on eco-friendly supplied parts and information of materials used. All Bluebird partners and components are approved and managed under strict standards, and only sustainable part and companies with safe and eco-friendly competitiveness are selected and co-operated.



## Factory management through environmental management system

Bluebird runs its factories on international environment management standards to participate in eco-friendly management. All of Bluebird's factories have achieved "ISO 14001", certification for Environmental Management System (EMS) of International Standard Organization. Nevertheless, Bluebird has set up its own standards that are stricter than international standard and is thoroughly managing its factories.

"ISO 14001" specifies the requirements for environmental management system and energy management system throughout the globe. It is applicable to any organization who has eco-friendly aims and action plans, and applied to the environmental aspects of its activities. Claims of conformity to "ISO 14001", however, are not acceptable unless all its requirements are incorporated into an organization's environmental management system and fulfilled without exclusion.

In order to maintain the certification, It is necessary for an organization to undergo a regular audit every year and a renewal audit every 3 years, and every single factory of Bluebird has successfully passed this certification process over and over.

ISO 9001

ISO 14001

ISO 45001

