

SAMSUNG

삼성전자

2009-2010 지속가능경영 보고서



**Global Harmony with
People,
Society &
Environment**

Contents

	About This Report
02	CEO Message
04	2009
06	
08	
10	40
12	2020
13	
15	가
16	가
17	가
21	
22	가

23	
24	•
28	•
32	
33	•
36	•
38	•
39	
41	•
46	•
51	•
54	•
59	
60	•
68	•
69	
70	•
73	• Win ³
75	
76	•
80	•

81	Appendix
82	• .
86	•
87	• GRI
90	•
92	•

삼성전자는 모든 이해관계자에게
새로운 가치를 제공하고, 보다 풍요롭고
행복한 미래를 만드는 데 기여하고자 합니다.

[illegible]



가 (Sustainable Development)
가 , ,

가

가

가

가	http://www.samsung.com/us/about-samsung/sustainability/sustainablemanagement/sustainablemanagement.html
IR	http://www.samsung.com/sec/aboutsamsung/ir/newsMain.do
	http://www.samsungmobile.co.uk/greenmanagement/phone.do
	http://www.samsung.com/sec/business/semiconductor/
	http://kr.samsungmobile.com/index.do
	http://www1.anycalldreamers.co.kr/
	http://www.prinity.com/
	http://www.samsung.com/printer/star/

가

3 416

Tel: 82-31-200-0426

Fax: 82-31-200-0700

Email: csr.partner@samsung.com

“인재와 기술을 바탕으로 최고의 제품과 서비스를
창출하여 인류사회에 공헌한다”는 경영이념으로
지속가능경영을 위해 꾸준히 노력해 왔습니다.

2009

2010 「 가 」 ,

LED TV, ,

“ ” 가 .

, 2009

가 가

1993 「 」 가

,
 40 ' Inspire the World,
 Create the Future ' 「 100 」
 .
 가 ,
 가 .
 가 .
 ,
 가 .
 .

崔志成



2009. 11.

40

2020

40

(Inspire the World, Create the Future)'

2020', 2020 4,000

10 , IT 1 ,
가 5 , 10



2009. 09.

가



가 (DJSI)

가 가

SAM 가

가 10% 300 ,
가



(100 , 10)

2009

139

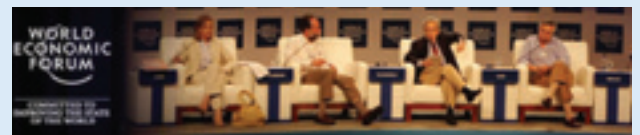
11.6

' 100 -10 ' 가 .

1,389,937

2010. 02.

The Global 100



100

가

가

가

가

2010. 03.

誌

42

가

가

(World's Most

Admired Companies)' 42

誌 가

가

50

6.74

(5.88) 50

42

8

(09.6), 4G (09. 12),
30 DDR3 (10.2), 4 가 DDR3 D (10.2),
HD 3D LED TV (10.2)

가



2009. 09.

500 10
(FTSE) 500 (CDLI)

가

50 10



2010. 03.

美

(EPA)

2

. 2010



100 10

2009

가

19

10

가

21

2

, 1999

2000

100

Rank	2008 Rank	Brand	Country of Origin	Sector	2008 Revenue (USD)	Change in Brand Value
1	1	Coca-Cola	United States	Beverages	38,748	+3%
2	2	IBM	United States	Computer Services	38,513	+2%
3	3	Microsoft	United States	Computer Software	32,847	+4%
4	4	Google	United States	Search	47,777	+10%
5	5	Nintendo	Japan	Computer Electronics	29,864	+1%
6	6	McDonald's	United States	Restaurants	32,375	+4%
7	10	Google	United States	Search Services	32,380	+10%
8	8	Walmart	United States	Retail	31,328	+4%
9	9	Intel	United States	Computer Hardware	30,646	+4%
10	9	Disney	United States	Media	28,447	+1%
19	21	SAMSUNG	Republic Korea	Consumer Electronics	17,518	-5%
18	18	Apple	United States	Computer Hardware	24,432	+10%



2009. 07.

2013 5 4,000

가

2013

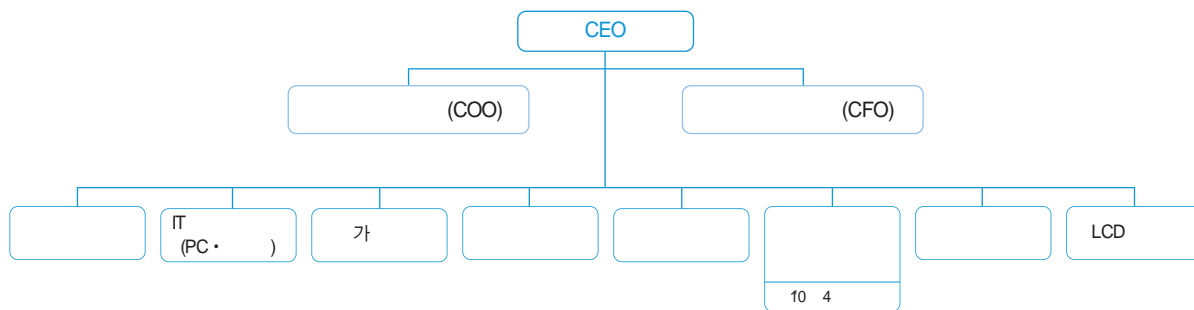
가

4



삼성전자 소개

1969년 8월 13일, Set, 2 10, 9 CEO, COO() CFO()



4 1

- TV
- Home AV
- Monitor
- e-Book



- LTE
- /



- IT
- Netbook, Note PC, PC
 - PC



- DSLR
- HD



가

-
-
-
-



- DRAM
- Flash
- CMOS
- SSD
- LSI
- HDD



- MP3

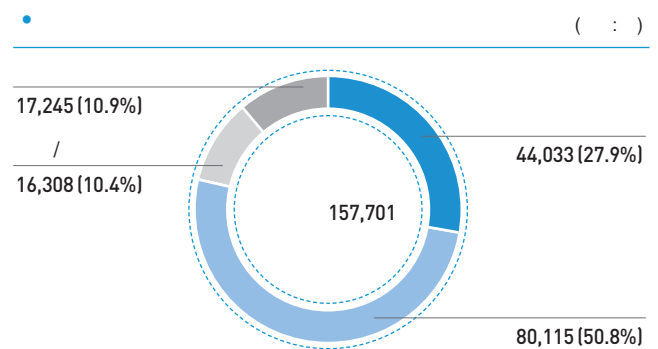
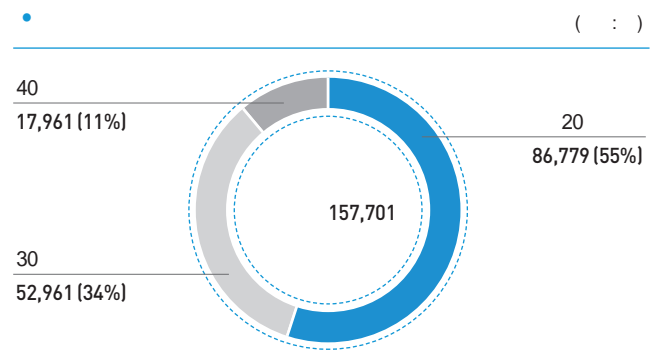
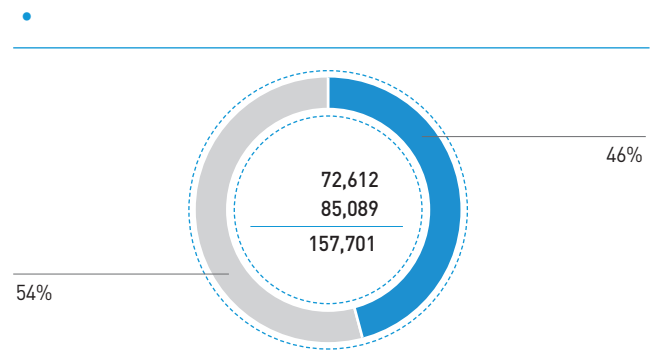
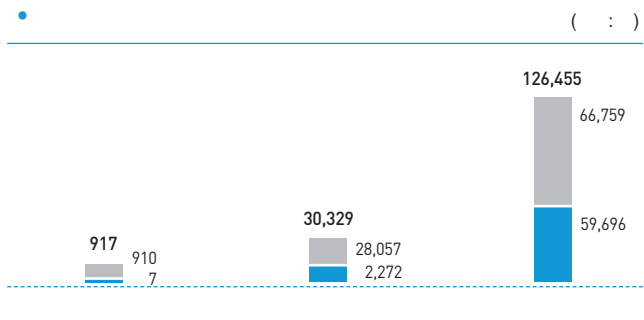


LCD

- TV, DID
- Note PC, LCD

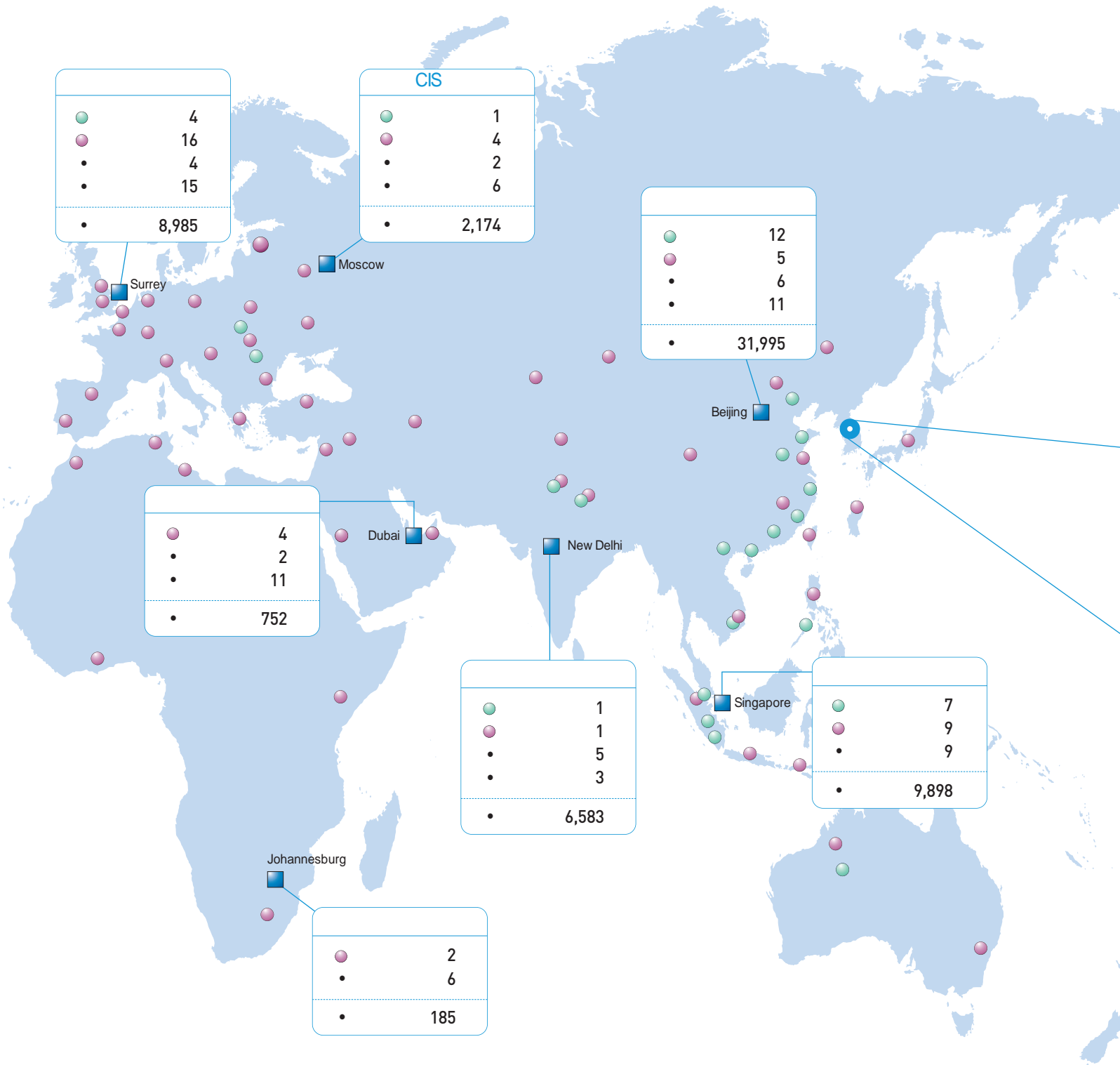


2009 157,701 .
 85,089 (1,140),
 72,612 (3,264 , 3,432)
 46% .
 , , 47,852 17,128
 , 30,724 .
 , R&D 28% 44,098
 35,636 . ,
 , 가 . 34 , 25
 39% ,



		/			
()	,	,	,	94%	
()		,	,	35%	KRX , 28%
()	,	/		51%	Towa 49%
()	,	/FPD ()		64%	Dai Nippon Screen MFG 22%
()	,	TCP, COF		51%	Toray Industries 49%
()	,	가		83%	
()		,	•	100%	
()	,	CDC(), , , , , ,		100%	
()	,	LCD		50%	Sony 50%
SEHF ()	,			100%	
				100%	

2010년 1월 현재 전 세계에 생산법인, 판매법인, 물류법인, 연구소 등 총 196개 거점을 보유하고 있으며, 한국, 북미, 구주, 중국, 동남아, 서남아, 중남미, CIS, 중동, 아프리카 지역에 모두 10개의 지역별 총괄 체제를 운영하고 있습니다.



시대를 앞서 가는 창의적 생각과 최고를 향한 열정으로
세계 일류의 IT기업으로 성장한 삼성전자의 성장 궤적입니다.

1980

- 1980
- 1982
- 1983 12 64K D
- 1984 3
- 1988 3 50 , 2
- 1988 11
- 1988 12 700g
- 1989 가
- 1989 8 TDX

1970

- 1969 1 13
- 1970
- 1971 TV
- 1974
- 1975
- 1975 5 VCR
- 1976 6 TV
- 1977 4 TV SW - C3761 300
- 1977 12
- 1978 7 SEA
- 1979
- 1979 1

1990

- 1992 D 1 (13.6%)
- 1993 6
- 1993 1
- 1994 6
- 1995 10 100
- 1996 5
- 1998 TFT-LCD 1
- 1999 가NAND

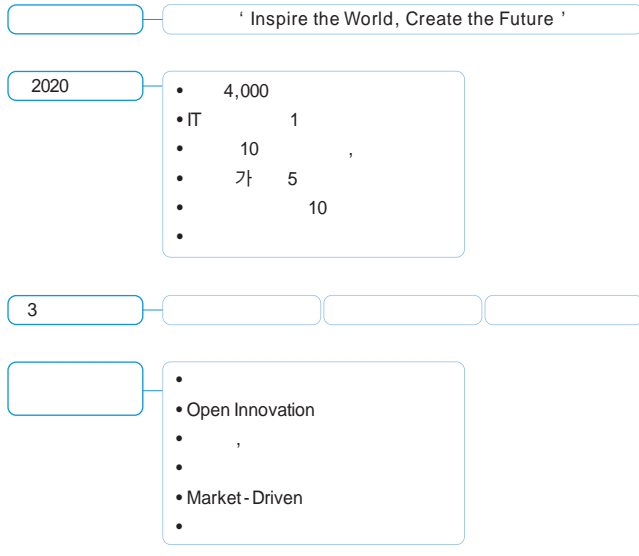
2000

- 2000 TV 1
- 2002 54% 1
- 2003 21.4%
- 2004 1 90 D
- 2004 1 46 LCD TV
- 2004 100
- 2005 1 102 PDP TV
- 2005 10 1,000
- 2006 9
- 2007 2
- 2008 가1
- 2008 100
- 2009 40 D
- 2009 LED TV 10
- 2009 (19 , 175)

40

가

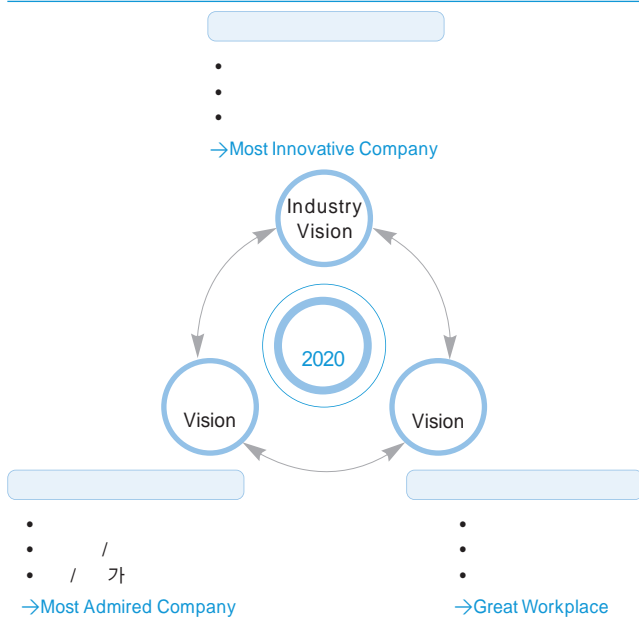
2020



新 新 , 新

2020」 3

2020 3

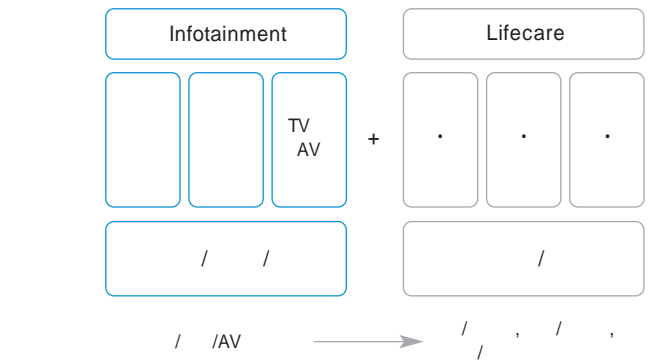


2020

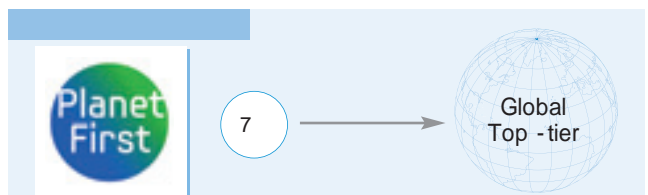
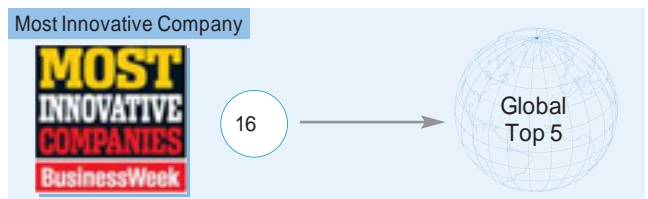
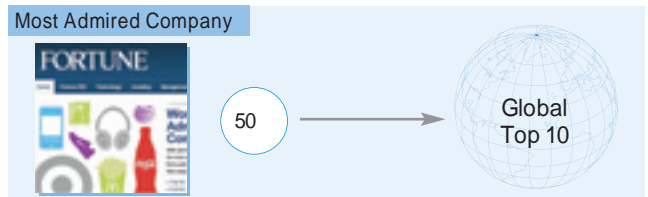
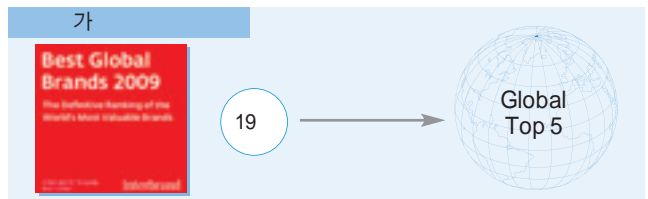
, AV (Infotainment)

(Lifecare)

가 21



2020



가

2009 8 34 ,
 . 3 (2007 ~2009)
 89% .

가 ,

5 가

가

가 (),

_____ ()

(),

$$, \quad (\quad),$$

(<http://dart.fss.or.kr>)

(<http://dart.fss.or.kr>)

* 2010 4

IR

Best Managed Company in Korea 1	,
Best Corporate Governance in Korea 1	,
Best IR in Korea 1	,
Best CFO in Korea 1	
Most committed to a strong dividend policy in Korea 2	

IR	2009.11	2009	IR
----	---------	------	----

기업 지배구조

• 2009

				가	
1	2009.01.23	40	2	가	7/7
2	2009.02.17	40 3		가	7/7
3	2009.03.16	5		가	5/5
4	2009.04.24	41 1/4	1	가	5/5
5	2009.07.24	41	' 3	가	5/5
6	2009.10.16			가	5/5
7	2009.10.30	41 3/4	9	가	5/5
8	2009.12.15	3	()	가	4/5

* IR
http://www.samsung.com/sec/aboutsamsung/ir/governance/directors/directors_05_1.html

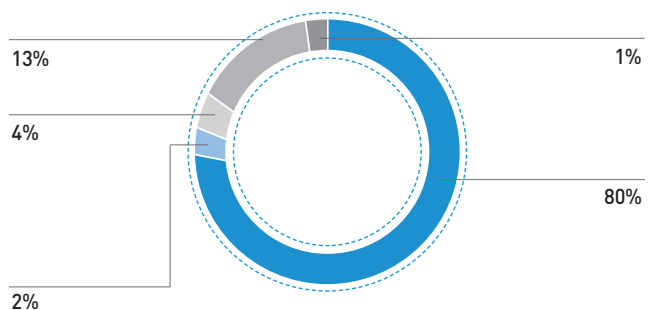
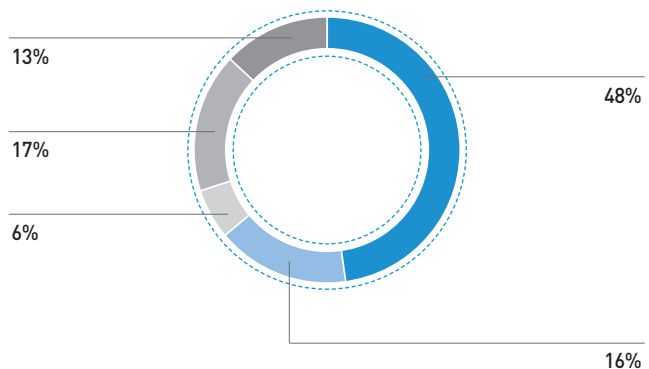
가

가

가

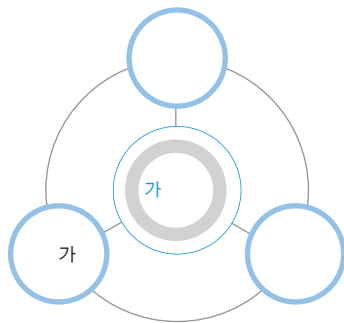
(KRX) , 2009
 170,132,764 (147,299,337 ,
 22,833,427) .
 (GDR) , 가,
 가 . 2009
 15%
 13%
 52% .

* IR
<http://www.samsung.com/sec/aboutsamsung/ir/governance/construction/aconstruction.html>



가

가



가		
PEOPLE EXCELLENCE CHANGE INTEGRITY CO-PROSPERITY		1. 2. 3. 4. 5.

| |

가

• •
• • 1
• •

가

| 가 |

가 가

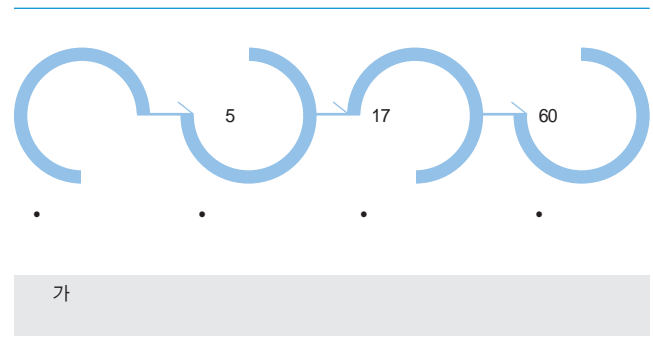
DNA가

가 5

PEOPLE	
EXCELLENCE	가
CHANGE	가
INTEGRITY	
CO-PROSPERITY	가

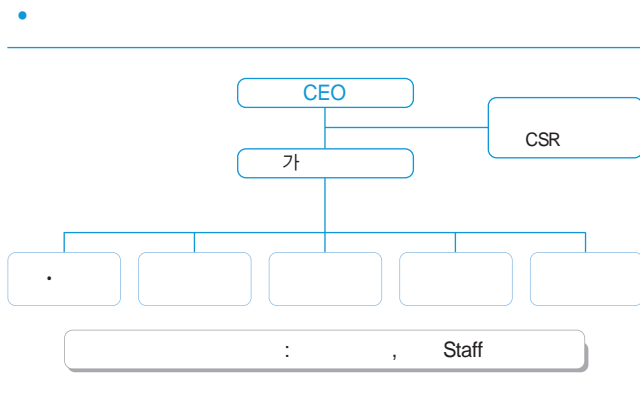
| () |

5, 17
60 . 5



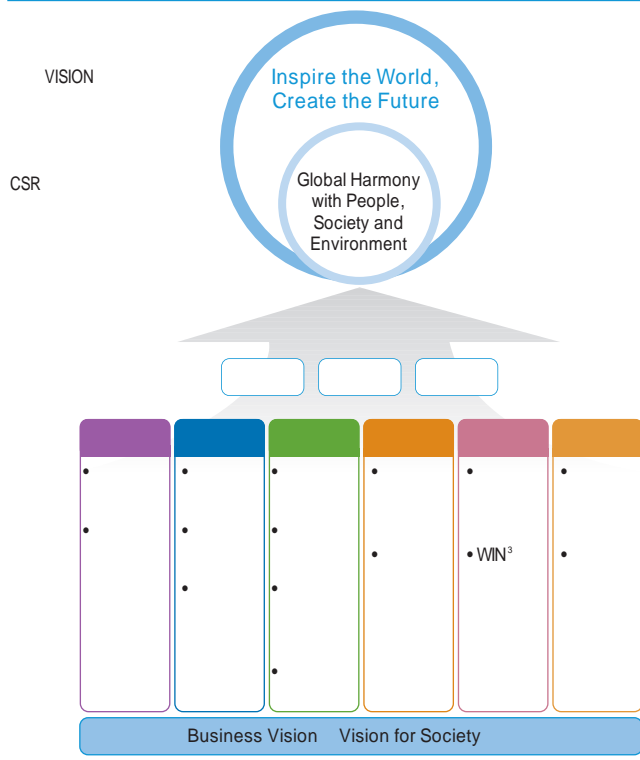
I 가 I

1 CEO 가 2009
 2 가 CEO
 , CSR 가 ,



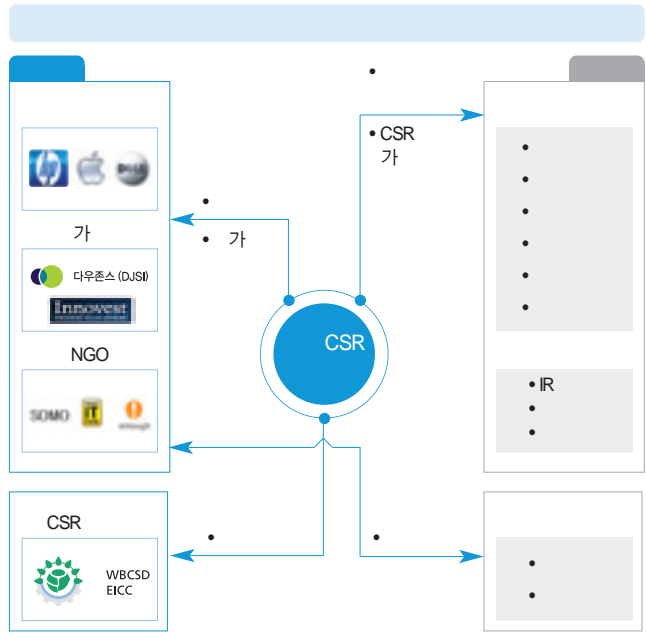
가

가 'Global Harmony with People, Society and Environment'



• CSR

- 가 ,
- CSR 가
- 가
- CSR

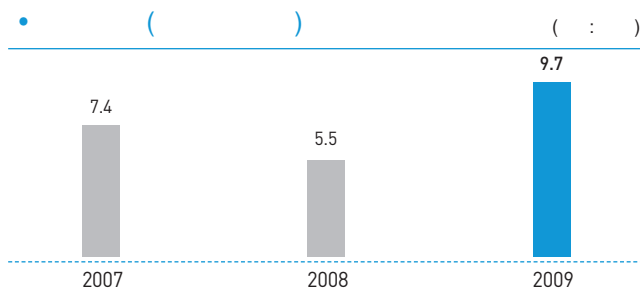
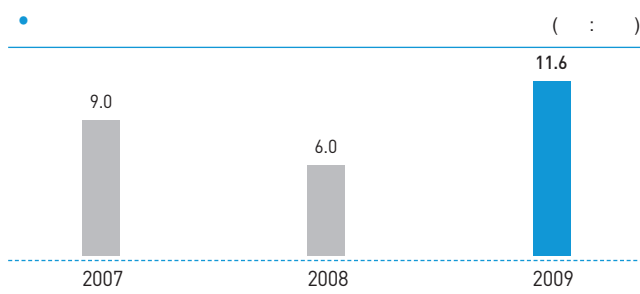
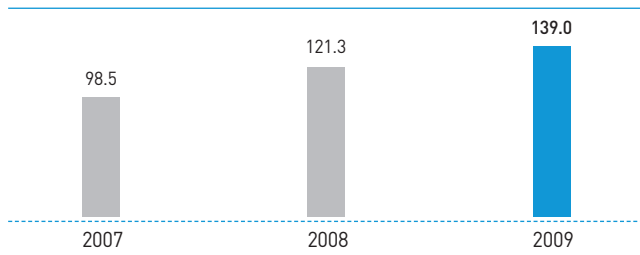
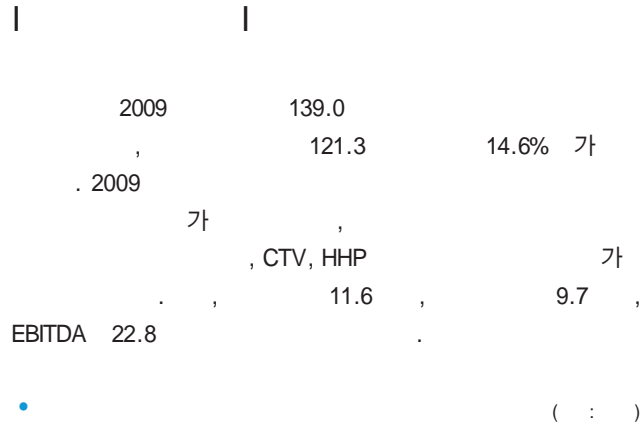


가	가
가	가 Follow-up,
가	가

• 가 가

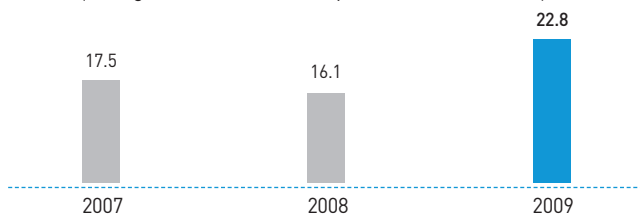
WBCSD	World Business Council for Sustainable Development
KBCSD	지속가능발전기업협의회 Korea Business Council for Sustainable Development
EICC	EICC

경제적 가치 창출

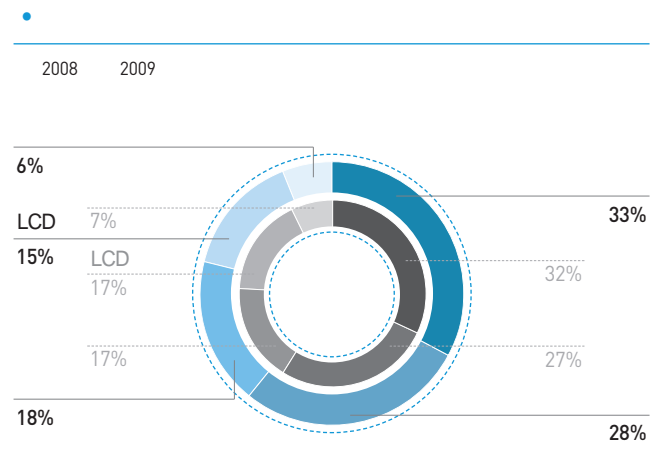


EBITDA*

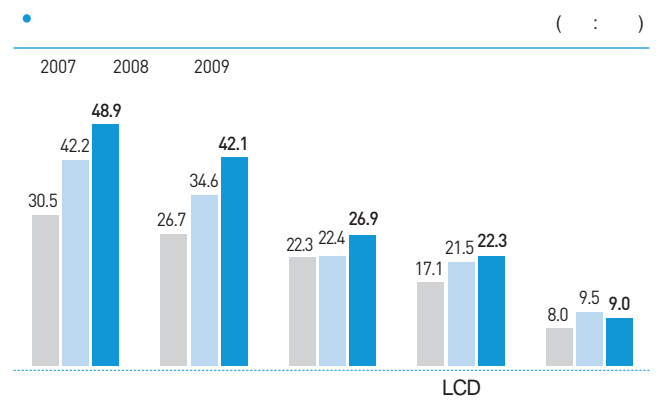
* EBITDA(Earnings Before Interest, Tax, Depreciation and Amortization)



2009 TV
가
3G
DMC(Digital Media & Communication)
LSI, TV, PC
LCD LCD
DS(Device Solution)

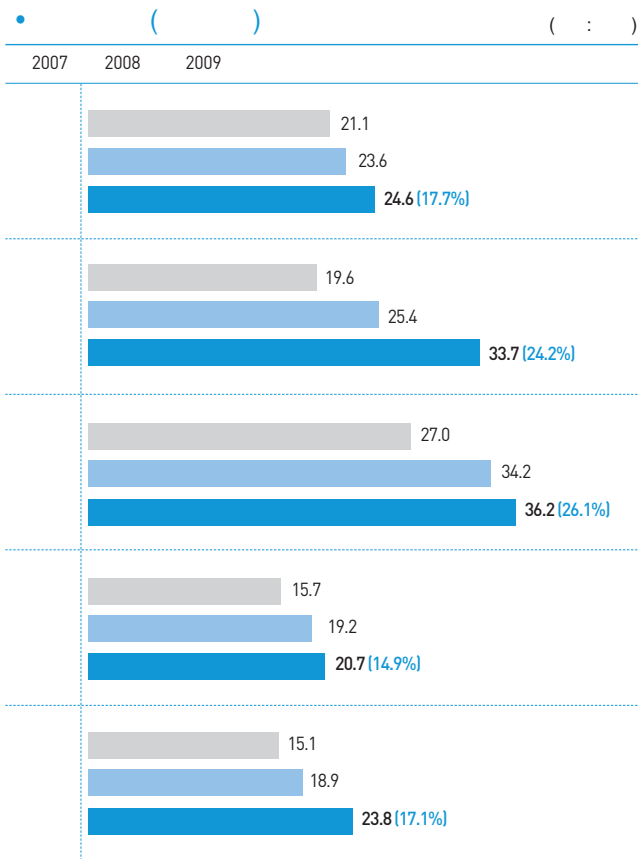


LED TV Category
TV 가 가
6.7 가 ,
가 가 Mix
7.5 가
가 가
4.5 가 ,
가 가
0.8 가



*

가 가 , TV 가 가 가



• *

		2007	2008	2009	
	DRAM	27.8%	30.1%	34.0%	()
LCD	TFT-LCD	20.0%	21.9%	24.5%	()
	TV	51.6%	51.4%	54.5%	(GfK)
		44.1%	44.4%	44.2%	(GfK)
		45.0%	41.9%	43.6%	(GfK)
	PC	38.4%	39.8%	42.0%	(가)
		42.7%	44.6%	46.0%	(IDC Korea)
		27.4%	30.7%	27.1%	(IDC Korea)
		14.4%	16.7%	20.1%	(Strategy Analytics)

(GfK, 가 , IDC Korea, , Strategy Analytics)

I 가 I 가 가 , 2009 가 가

• 가 (:)

	2007	2008	2009
	98,508	121,294	138,994
(*)	[72,761]	[95,900]	[105,449]
(*)	4,145	10,824	12,183
(*)	[2,998]	[9,704]	[10,673]
가 (*)	[8,498]	[10,095]	[11,159]
가	18,396	16,419	23,896

(*) 가
 (*)
 (*) 가 ,
 (*) 가 , 가

가 , GDP, 2008 가 . 2009

(:)

	가 (*)	(*)
2007	975.0	345.2
	19.1	51.0
(%)	2.0	14.8
2008	1,023.9	456.3
	18.6	59.4
(%)	1.8	12.8
2009	1,063.1	464.0
	20.6	74.8
(%)	1.9	16.1

* Source: (), (ECOS)
 (*) 가 (Value added) 가 가 , 가
 (*) 가 USD 가

R&D

2009 5.5% 7.6

• (:)

	2007	2008	2009
	98.5	121.3	139.0
	6.1	7.1	7.6
	6.2%	5.9%	5.5%

, LCD

가

2009
8.5

• (:)

	2007	2008	2009
	14.8	13.4	19.7
	12.4	14.3	8.5
	84.5%	107%	43.1%

I 가 I

가

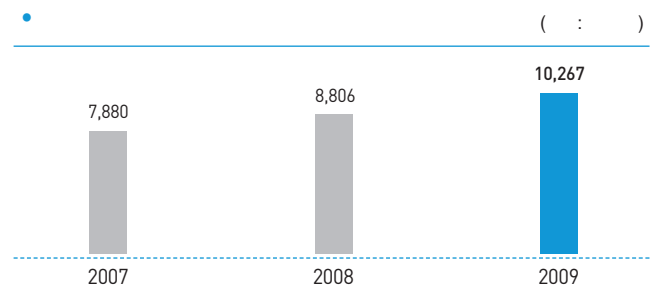
• 가 (:)

	2007	2008	2009
(*)	7,880	8,806	10,267
(*)	2,072	1,110	2,863
(*)	227	191	147
	294	422	404
/	2,815	808	1,185
	5,108	5,082	9,045
가 (*)	18,396	16,419	23,911

(*) 가, , ,
 (*)
 (*)
 (*) 가

가

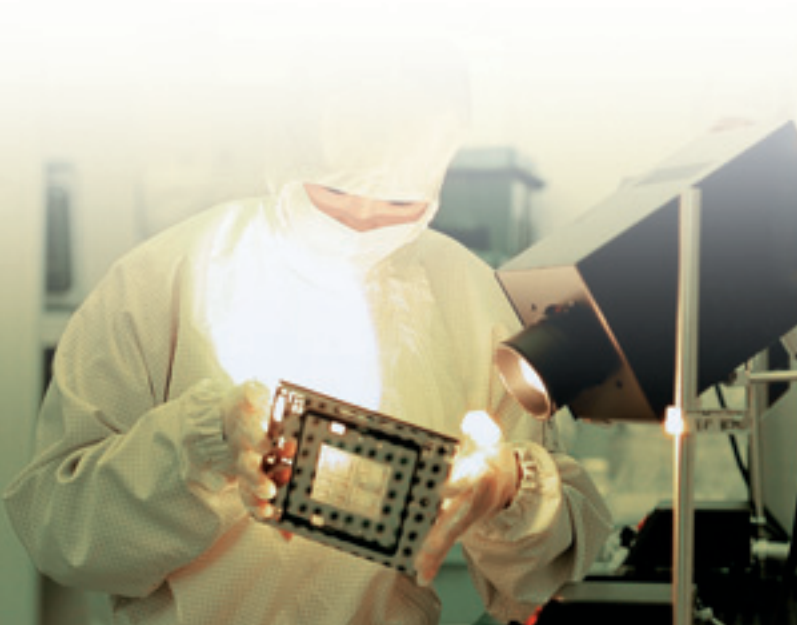
2009 17%
가



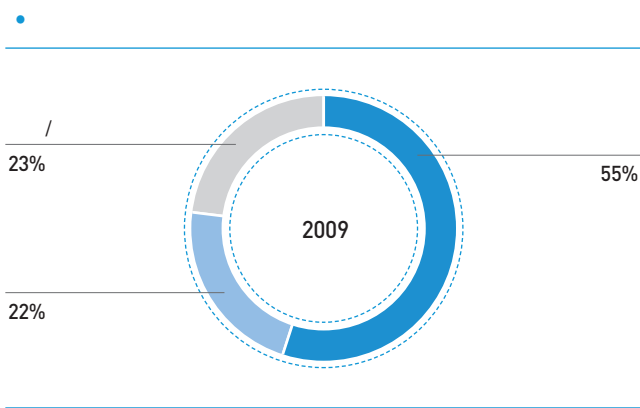
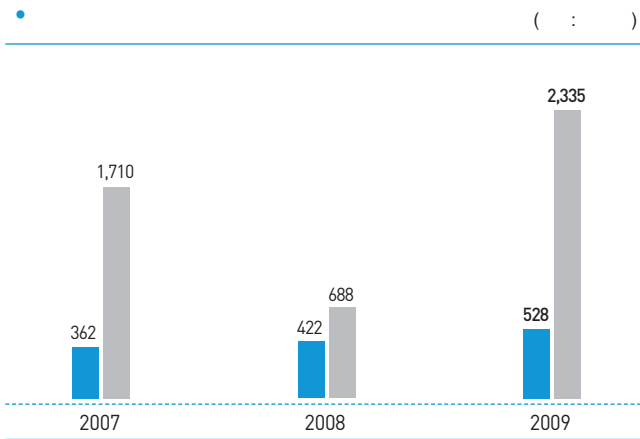
가

가 가 55% ,

22%, 23%



경제적 가치 창출



2009 가
1,466
94 , 488 , 506
10
4
369

• (:)

	2007	2008	2009
	82	72	9
	87	53	49
	14	14	51
	13	13	1
	196	152	110
	31	39	37
	227	191	147

가 가
2,143

• (:)

	2007	2008	2009
	465	614	400
	294	422	404
	[171]	[192]	4

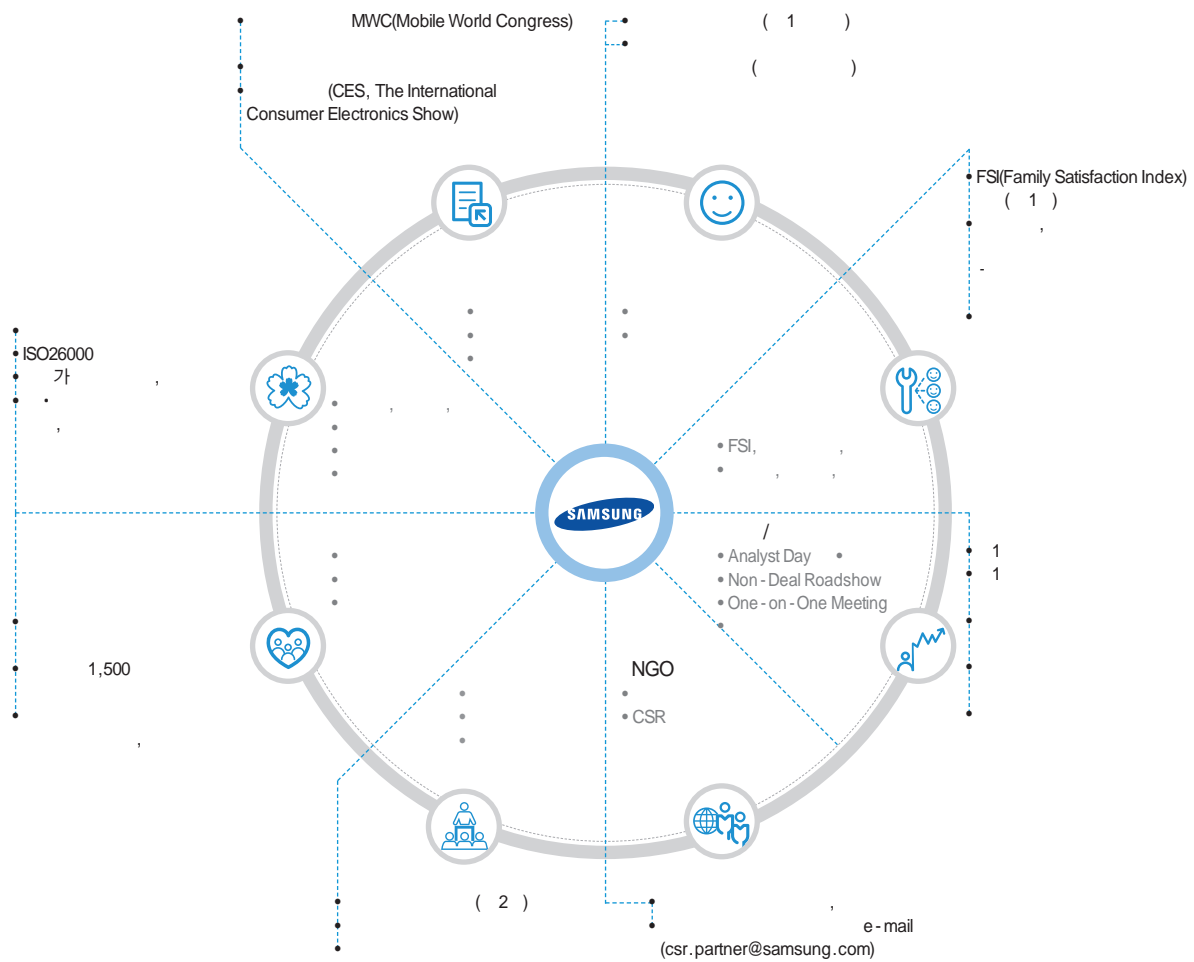
가 . 2009
1,235,479
(가 5,053)

• (:)

	2007	2008	2009
	1,171	809	1,185
	15.8%	14.6%	12.3%
	1,825	-	-
	2,996	809	1,185
*	40.4%	14.6%	12.3%

* 가 ()





2009

8

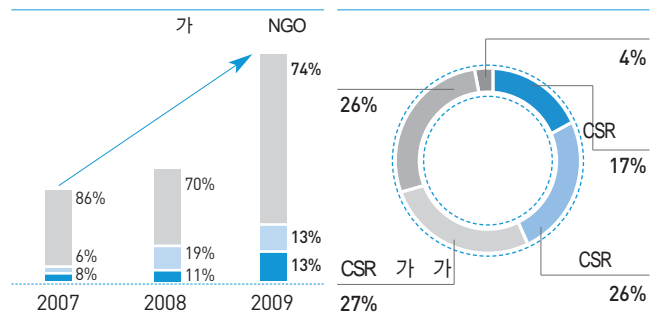
가

• 3

• 2009

• FAQ

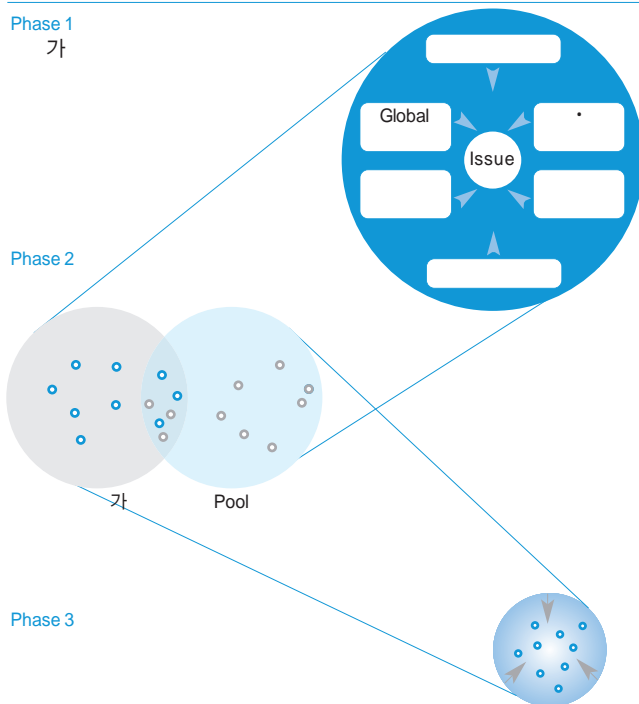
1. 非 (p. 31)
2. 非 (p. 73)
3. CSR (p. 73)
4. (p. 30, 73)
5. (p. 40~47)



중대성 평가

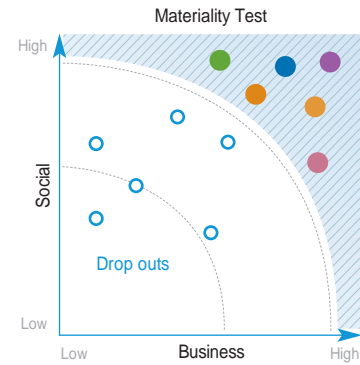
가 3

- 1 : , , •
- 2 :
- 3 : 가 T/F



- : 2009 2010 3
- : 8 가
- : GRI(Global Reporting Initiative) 가
CSR EICC(Electronic Industry Citizenship
Coalition)
- 가 : 가 가 SAM
-
- CSR , ,

가 , ,
6 15



• WIN ³	

- 2009
- 2010

	2009	2010
		•
		•
•		•
•		•
		•
		•
		•
•		•
•		•
		•
•		•
		•
• Win ³		•
•		• Win ³
•		•
•		•



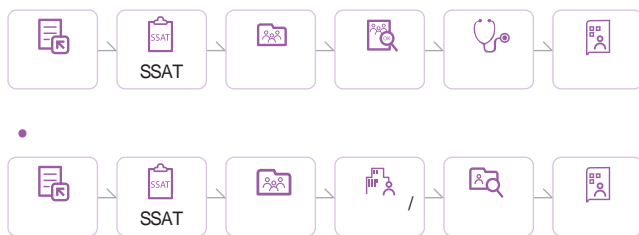
6,230 , 21,188)가

		(:)		
		2007	2008	2009
		42,147	47,327	27,418
		7,644	8,654	6,230
		34,503	38,673	21,188

		(:)		
		2007	2008	2009
		34,503	38,673	21,188
		5,133	3,923	1,384
		4,134	5,229	1,634
		17,980	19,077	8,075
		3,428	4,194	4,444
		2,125	2,279	1,855
		931	2,094	2,186
		772	1,877	1,610

, 2009

(9) (16)
. 2009 3,624 가 812



* SSAT(Samsung Aptitude Test):

24

가

가 . 2

가 Job Fair



, Career

Vision

2009 가

. 2010

Career



(2)

- 1 : 20 3 1,800 가
 - 2 : 24 . .
- 2 1,021 가

GSP(Global Scholarship Program)

GSP(Global Scholarship Program)*

. 2006 90

51

* GSP: 가 가 , MBA

40.1% 가 ,
2007 5.3% 2009 7.5% 가 .

46% ,
가 . ,
7
68% ,

Team Group

		(: , %)		
		2007	2008	2009
		144,286	161,700	157,701
		100,061	95,636	95,726
		44,225	66,064	61,975
		30.7	40.9	39.3

0.1%p 가 , 0.7%(576) 55

. , Global Help Desk(GHD)

, 가

		(: ,%)		
		2007	2008	2009
		144,286	161,700	157,701
		84,727	84,464	85,089
		59,559	77,236	72,612
		41.3	47.8	46.0

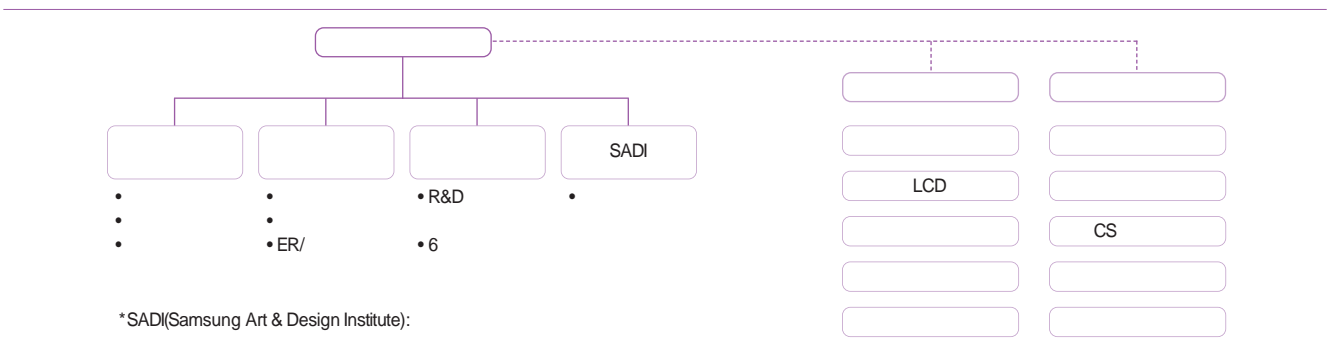
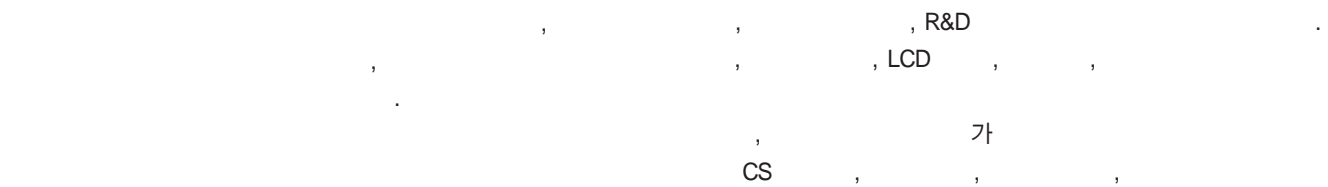
Interview

지속적인 성장을 통해 업계를 선도하고 있는 삼성전자의 성공 요인은
다름아닌 임직원이라고 생각합니다.

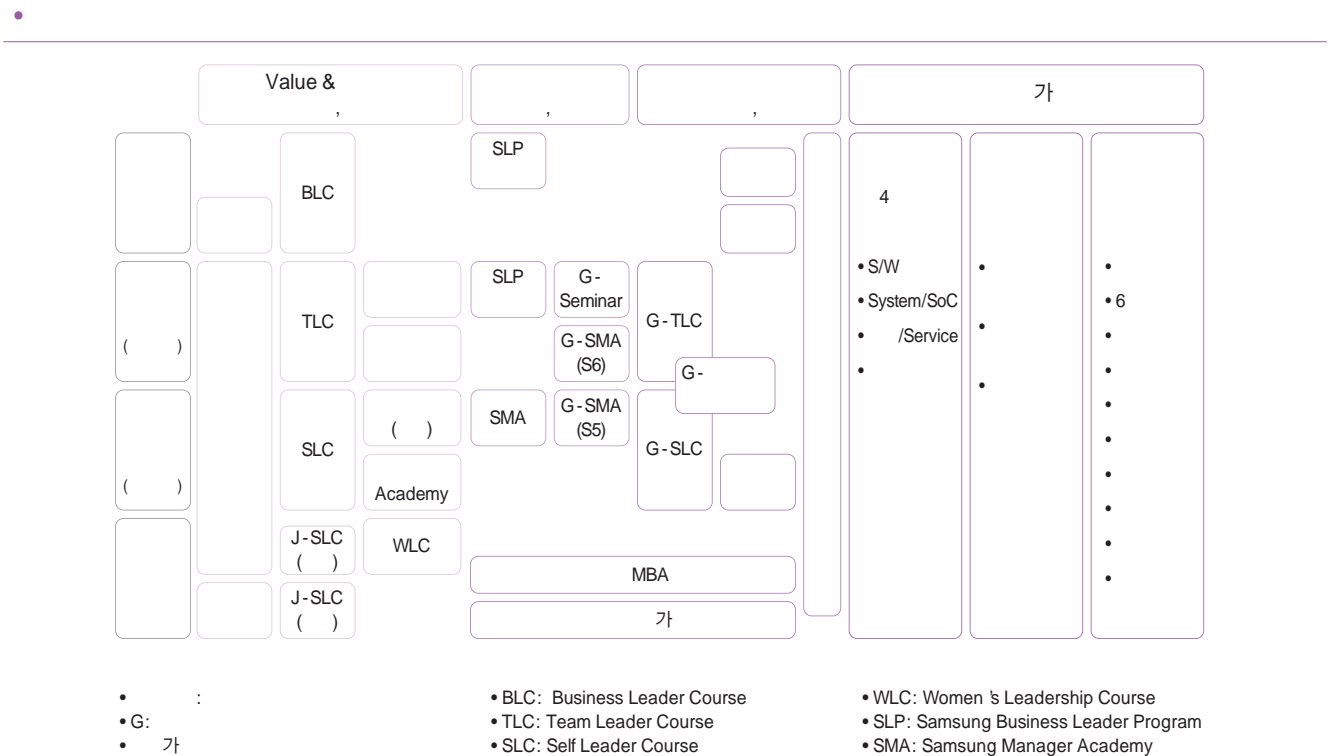
European HR Director
Richard David Pibworth



I 가 I



Value & , , 가 4 1,600



Value &

가 / ,
BLC/TLC/SLC ,

pool SMA SLP

. 1989 6,768 (13 ,
324 , 1,101 , 5,330)

2009 Harvard ManageMentor , 12
67

* Harvard ManageMentor
Harvard Business School

(09. 12 ~ 10. 3 7,820)

• (09 ,)

	501	175,955
	258	93,911
e-Campus	119	22,049
	124	59,995

2009

90

• ()

	2007	2008	2009	
	29.8	29.3	29.2	
()	[17.8]	[17.1]	[17.6]	():
	891	918	779	
()	[363]	[379]	[369]	():
()	105	109	90	
	160	140	96	1
	86	97	88	
()	97,800	94,800	82,715	

• 가 (2010 1) (:)

	2007	2008	2009
	2,093	125	67
	752	69	31
	535	33	26
	806	23	10

가

가

Cross-functional

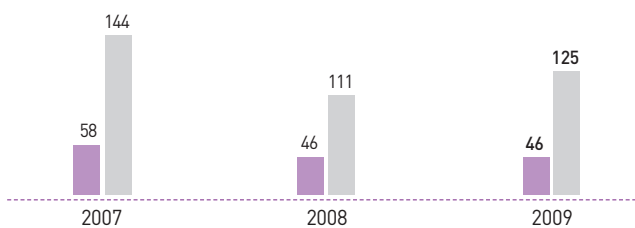
가 Professional Forum

MBA

• MBA (2010 2 ,)

(:)

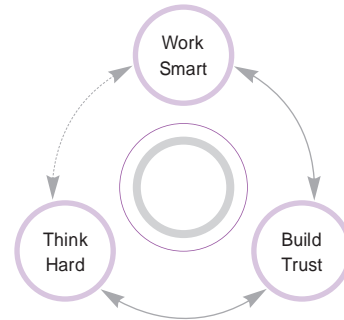
MBA



, S/W

Work Smart, Think Hard, Build Trust 3

가



Work Smart()

生/動/感(/ /)

가

가가

가

1 가

6 1
가

8
가

. 2008 1

2010

2009

Global Mobility

Career Vision

Work Smart

Smart Work
Smart & Think Hard,
体()

Work Smart T/F, Work Smart Conference

, 가

가 • R&D Campus
生/動/感



가

Digital City '

2009 10 1 가
Global
, 3

CEO



Think Hard ()

Idea

Item

Idea Open Space

2009 , 1,750
가 , 가 16
2010

R&D KMS(Knowledge Management System)

Idea

가

1

가

Convergence

14
(1 09.10 /2 12)

1 (7)

D , ,
LSI , ,
(,) ,

2 (7)

DRAM Capacitor , TFT - LCD ,

Build Trust()

(,)

(:)



가

가

Coaching

2009



Year	Male	Female
2007	6,060	8,855
2008	6,497	10,834
2009	6,192	11,894

* \sum :

Global ERP

(2009 98.5%).

• 4 ()	4	6	16	24	ILO
(1)					
(2)					
• 6 ()	6				
16 ()	16	18			
182 : 가					
138 : 가					
100 : 가					

“ 共存共榮(), 相生相和() ” 가

Work Council

1	
1	
1	
1	

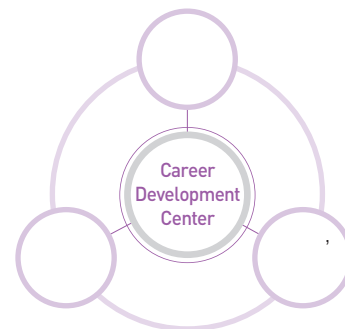
GWP(Great Work Place)

Agent GWP

(GWP Survey)

2001 CDC(Career Development Center) . 2009 CDC 2,016

• Outplacement Service



- : 2
- : →
- 가 :

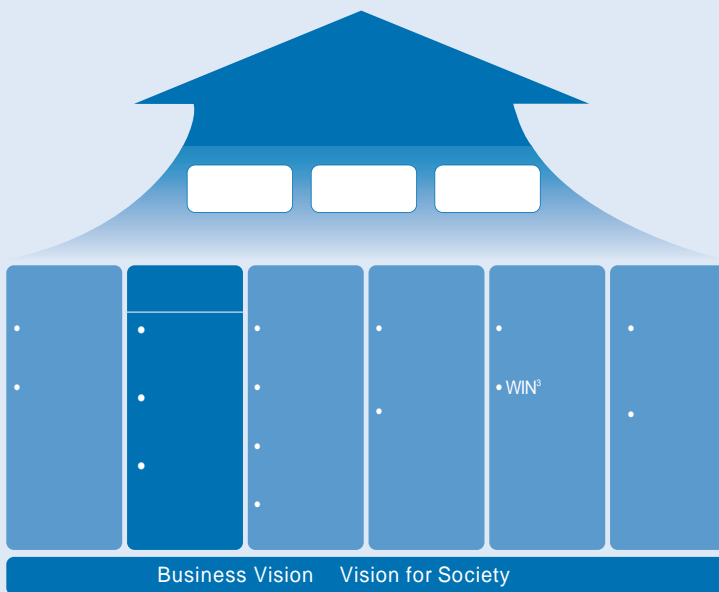
	2007	2008	2009
9%	7,741	7.7%	6,667
19%	10,406	17%	11,230
6%			5,097
11%			8,078

* 2009 (1,450, 3,647), (3,600, 4,478)



, 公 私

Global Harmony with People,
Society and Environment



-
-
-
-
-
-

2009

- 8,347 ()
- 417
- (A)
- 2 (3,611)

가 IT

| |

,

| |

,

가

가

10

가

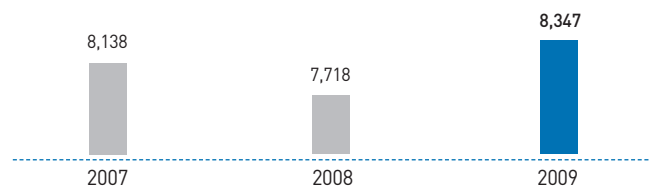
가

3

1,145

• 3

• () (:)



(Samsung's Global Code of Conduct) 22

, 5

()

2002

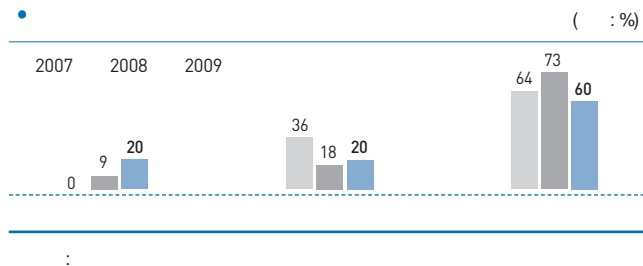
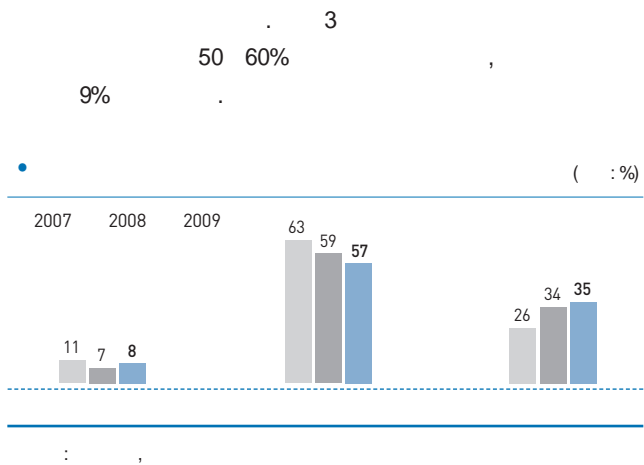
9

(<http://sec-audit.com>)



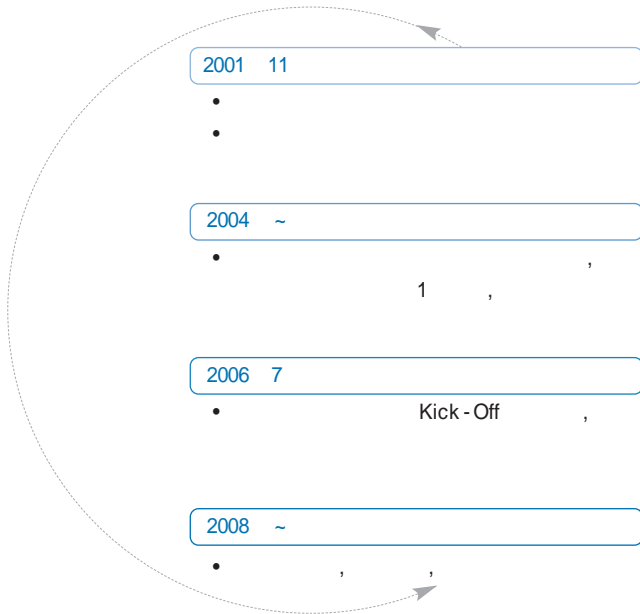
3

	2007	2008	2009
	405	323	417



가 (Samsung Value)

1-5	가	4.	가
2.	3	4-1	가
2-1	가	4-2	가
2-2	가	5.	가
2-3	가	5-1	가
2-4	가	5-2	가
3.	가	5-3	가
3-1	가	1.	가
3-2	가	2.	가
3-3	가		가



(2009 2,363)



2008 7

가, 가(가 418)

3 가

(TCP: Triangle Cooperation Program)

가, 1 가

가 3

2009

가, 가, 가, 가

49



37

가

| |



2009

2009

3,611

2

가

가

| |

가

가

IP





—

EU 가 , 가

가 ,

가

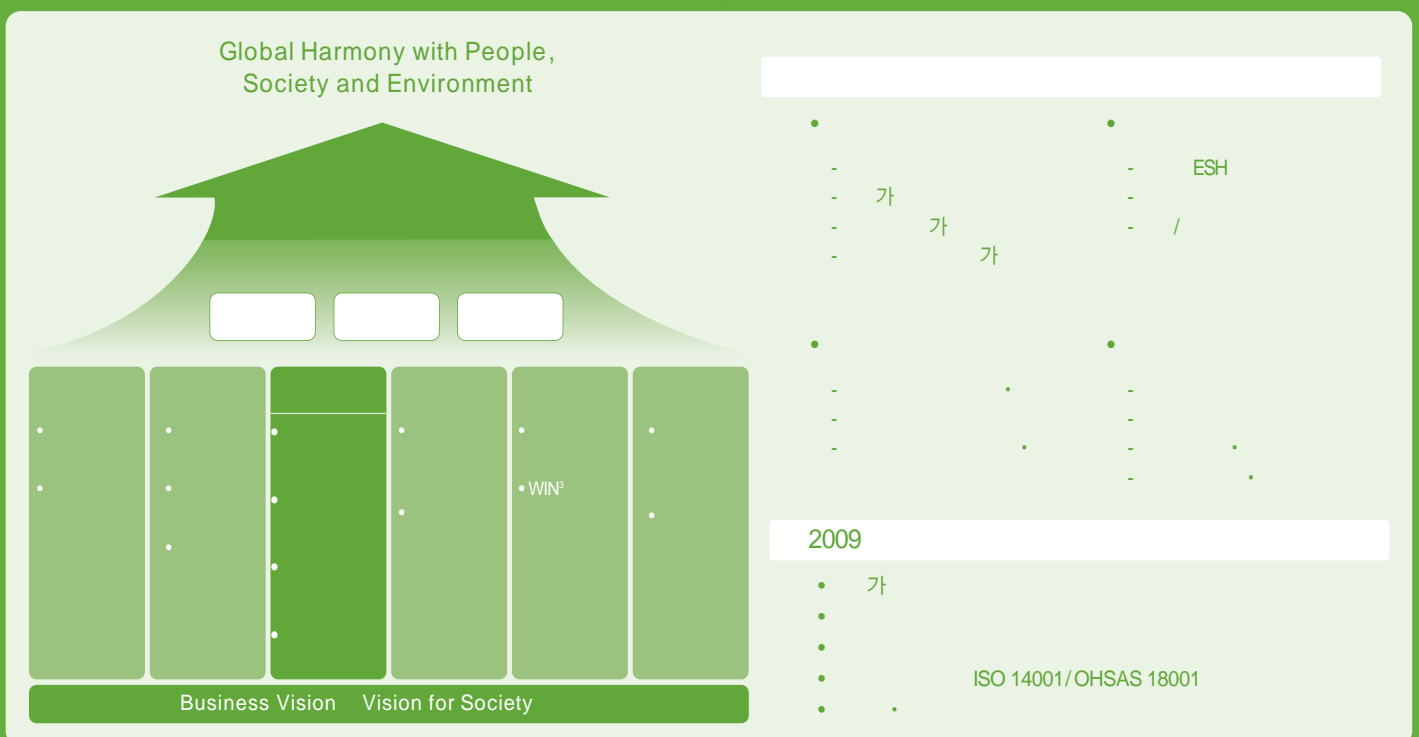
가 (Creating New Value through Eco - Innovation) ,

‘ Global Top ’

, , , ,

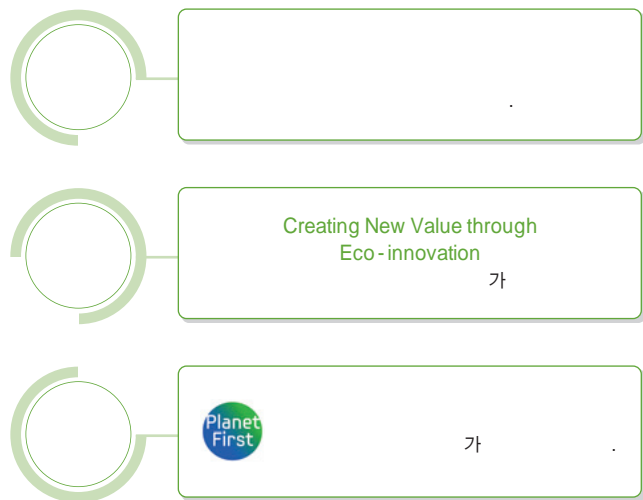
가 .

—

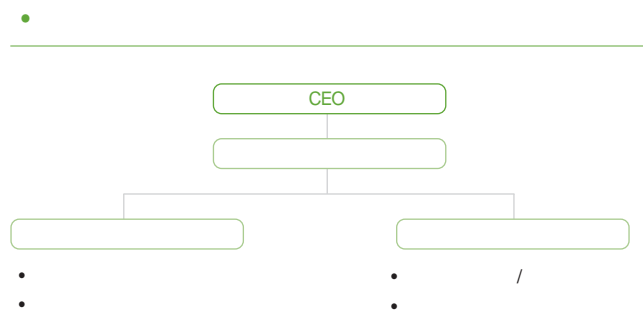


• 녹색경영 비전 및 중기 목표 •

“Creating New Value through Eco-Innovation(가)”
 “PlanetFirst” 가



CEO 가



(Eco - Management 2013) I

가
 2013 (Eco - Management 2013)
 가 2008 50%
 (Green Operation), (Green Product), (Green Communication)



2009 7 20 ,

250

(EM 2013)



가

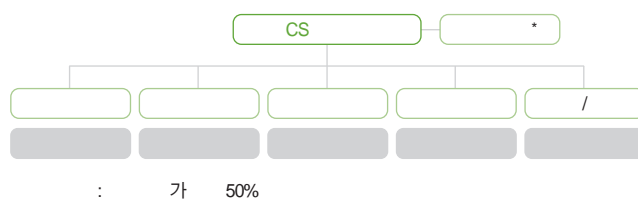
가

- 가

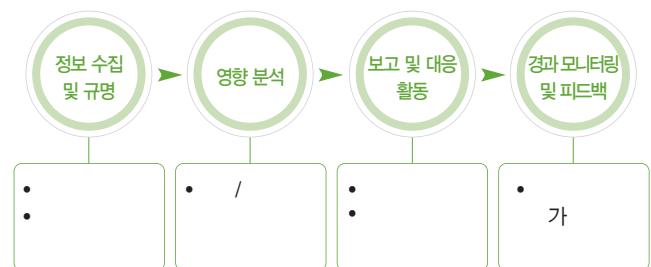
2

가

가

$$\vdots \quad , \quad , \quad , \quad , \quad /$$


가



가 가

I 가 I

가

가 가

* : ISO 14064-1, IPCC Guidelines, WBCSD/WRI GHG Protocol

가

. 2009 30
2010

가 (Scope 1) /
(Scope 2) ,
(Scope 3) .

• 가

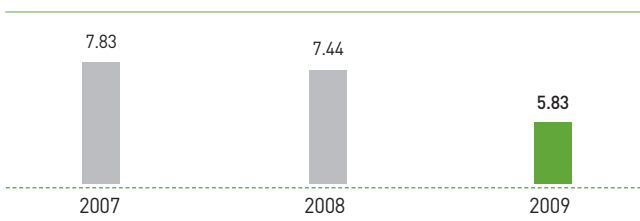
(Boundary)	()	50%	8 30 (2010)
• Scope 1:	• , ,		
• Scope 2:	• ,		
• Scope 3:	• , ,		
가	• UNFCCC* 6	• CO ₂ , CH ₄ , N ₂ O, HFCs, PFCs, SF ₆	
가	• 가	• NF ₃	

* UNFCCC(The United Nations Framework Convention on Climate Change):

가

2009 Scope 1 Scope 2 9,115 ,
8,069 CO₂
가 가
가 5.83 CO₂/ , 22%

• 가 () (: CO₂/)



* : CO₂ (t) ÷ (가 (CO₂) / 가 (t))
(1) 가 (CO₂)
(2) 가 (2005 = 1)
(• LCD • • • 3)

• 가

(: CO₂)

	2007 *	2008	2009 **
Scope 1	3,325	3,722	3,577
Scope 2	3,857	4,370	4,491
	7,182	8,092	8,069
Scope 1	479	320	200
Scope 2	747	907	846
	1,226	1,227	1,046
Scope 1	3,804	4,042	3,778
Scope 2	4,604	5,277	5,337
	8,408	9,319	9,115

* 2007 2009 (LCD SMD)

** 2009 3

2007 2008 가
3 , 2009
3 ,

2010 6 가

Scope 3 , 2008

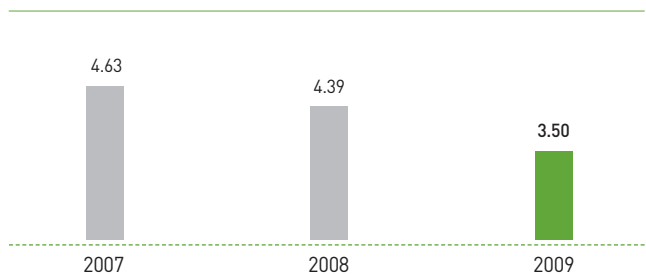
• Scope 3

(: CO₂)

	2007	2008	2009
	34,924	5,602	61
	8	/	

11,998GWh,
10,577GWh 3% 가 ,
가 가
가 3.50 CO₂/ ,
20%

• 가 () (: CO₂/)



• LNG

	2007	2008	2009
(GWh)	9,537	10,260	10,577
LNG(Nm³)	153	140	141
(GWh)	1,216	1,360	1,421
LNG(Nm³)	13	21	23
(GWh)	10,753	11,620	11,998
LNG(Nm³)	166	161	164

가

2009 가
(EM 2013) 2009 가
2008
22% 15%

• 가 (: CO₂/)

	2009	2010
가	6.85	5.83
		5.65

가

가 LCD
가 PFCs SF₆ 가
1999 (WSC) PFCs
PFCs 가 2010
1997 10%
PFCs RPG(Remote Plasma Generator)
195 가



가 92%
BOC(Board on Chip)
BOC
가 45% 355
2010

6,440 가

가
2009 6,800 가
Clean Room CO₂
가 LNG
59 가

가 (CDM)

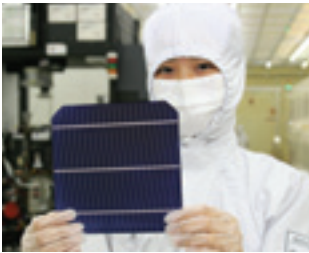
LCD CDM SF₆
CDM SF₆
2008 SF₆
2009 7 SF₆ CDM
(DOE) 가 , 2010 2 LCD
CDM UN SF₆
가
가
14
641 (KRX)
2010

기후변화 대응 선도

가

가

MOU



Note PC



가



가

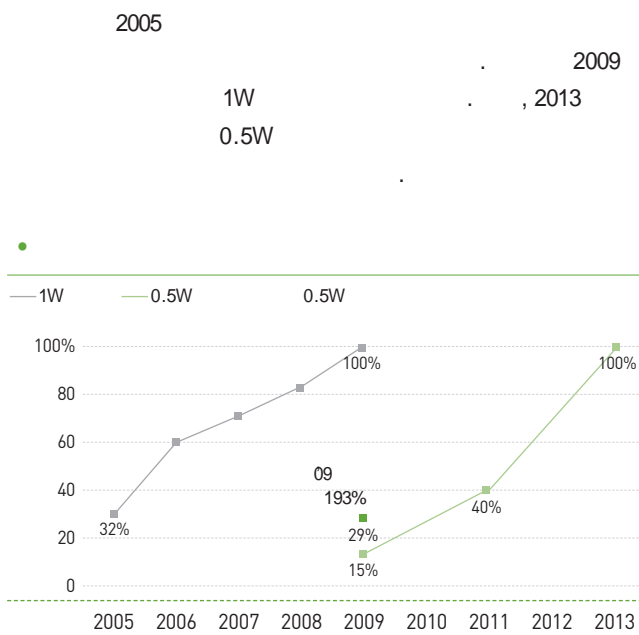
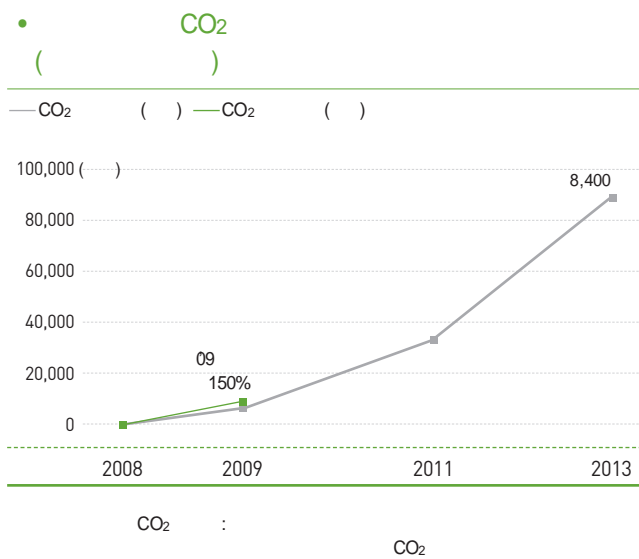
가

2013 2008 40%

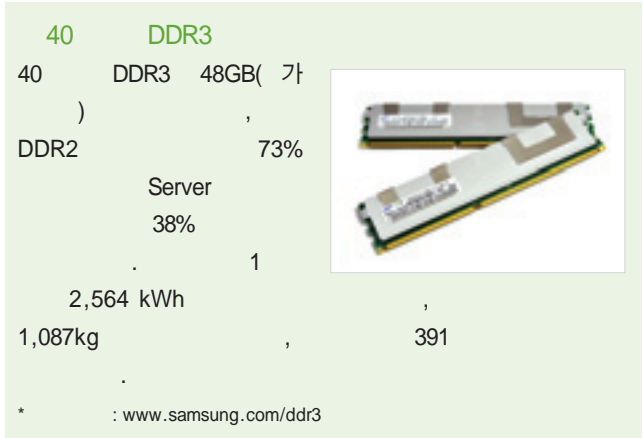
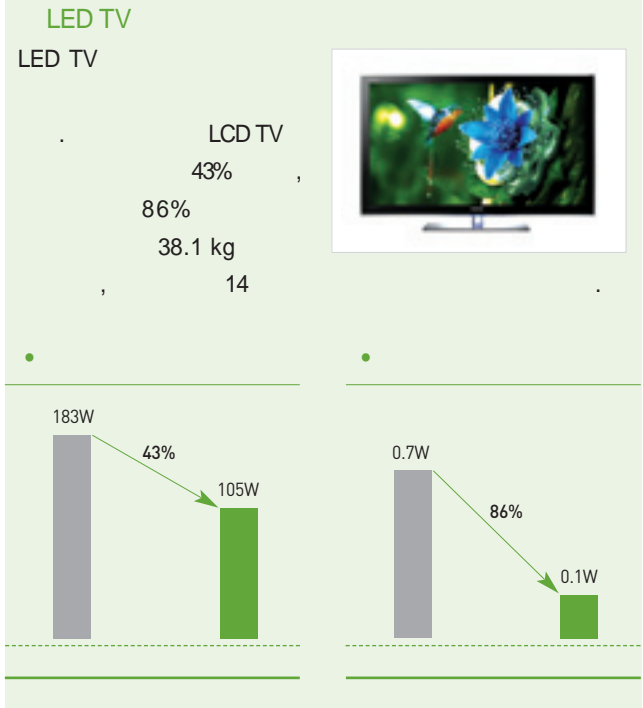
CO₂ 8,400 (2009~

2013) 2009 2008 4,996 CO₂

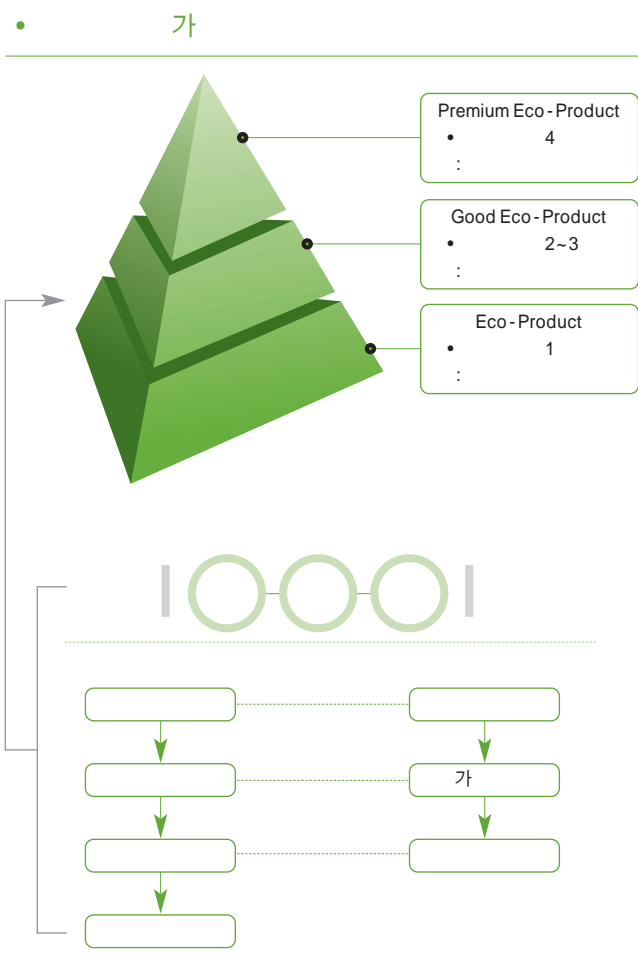
50%



LED TV 40 DDR3



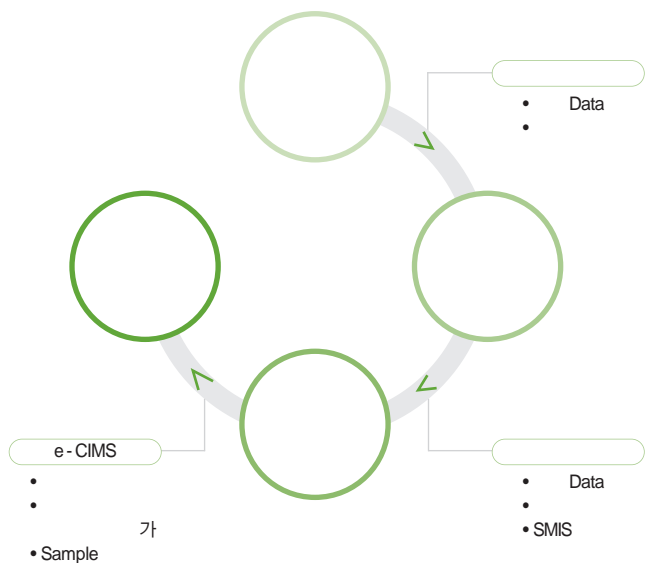
1995 가(LCA) , 2004 가 , 2008 가 (EDS) 가 , 20 가 20 가 2013 Good Eco-Product 100%



		2009	2010
Eco Product (%)	Good Eco	60	69
	Premium Eco	5	5.3
			70
			8

(Life Cycle) 2004 (Eco-Partner) , 2009 9 , (e-CIMS)

e-CIMS 2009 7 (Tool) JAVA SMIS(Samsung Material Information Sheet)



* SMIS: Samsung Material Information Sheet
* e-CIMS: Environment Chemicals Integrated Management System

2005
 VOC()
 Lab Lab UL(05. 9),
 KOLAS(06. 2), BAM(07. 3)
 Lab

2006 가 28
 Lab

, 1

PlanetFirst 가



2007 가
 2009
 12 (), (Environmental Labelling),
 (EPEAT), (Blue Angel), (TCO), EU(Eco-Flower),
 (Nordic Swan), (Env. Choice) 8
 • PC • • TV • DVD •
 7 1,729
 가



가 ,

(Blue Earth) ’



PCM(Post-Consumer Materials)

UI(User Interface)

, CO₂

LED TV

가




LCD TV
40%
0.08W

LED
LED TV 가
Nordic Swan, EU Eco Flower
, 2009 가 (CES) , 1
(LOHAS) (EISA)
Green TV Award ’ TV

친환경제품 개발 강화

Housekeeping) ' 가 (Good , (59) , , 2009 , CES 22% 32%



• 2009

	LED TV LN46B7000WF	· 47% · 14% · Edge LED · No Spray, No Paint		SPH-M560	· PVC/BFR/ ·
	LCD TV LN46B650T1F	· 8% · 8% · No Spray, No Paint		MP3 YP-R1	· (,) · 가 · CD 가
	PDP TV PN50B850Y1F	· 38% · 69% · PDP (Pb)		WR-HA139UW	· 7% · 가
	F2380	· 24% · (PCM) · 19%		SRT746ZWAMZ	· 10% · (7%)
	CLP-320	· 53% · 67% · No - Noise™ (45dB)		ZRM316NWAQ	· 5% · On/Off (R - 600A)
	N140	· 14% · (10.5H) · LED		AFV23HGAB	· 4% · 12% · HEPA
	DM-Z200	· 17% · 1W		SA-C600W	· (840 /) · ()
	HDD ()	· Eco Triangle™ · 가 (/)		DDR3 1.35V 4GB	· 73% · 38%
	GT-S7550	· PVC/BFR/ · (PCM)		SSD 1.8 inch SSD 2.5 inch	· 50% · /

(Product Stewardship)

1995

1998

, 2003

6

2009

16% 가 55,831

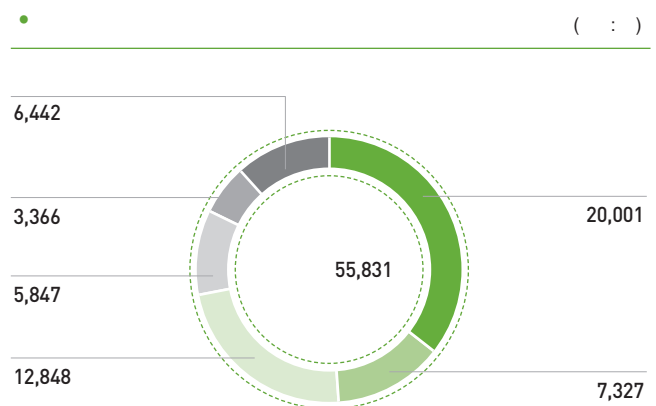
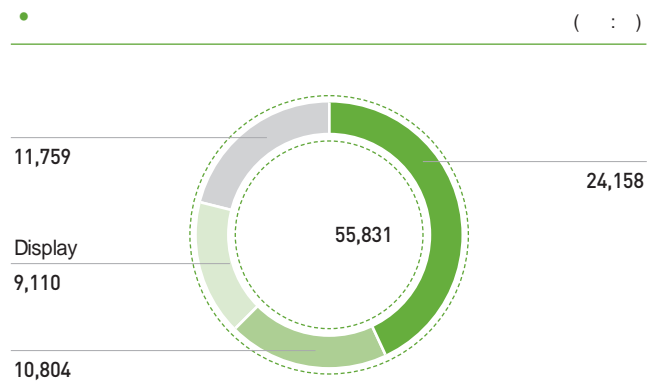
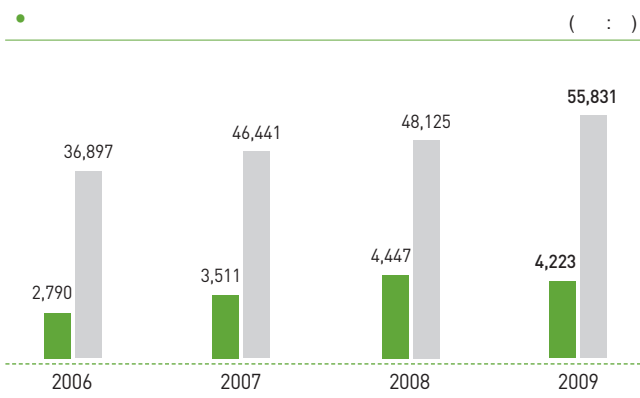
, 2009

(

) 14.7%

88% , 49,390 가

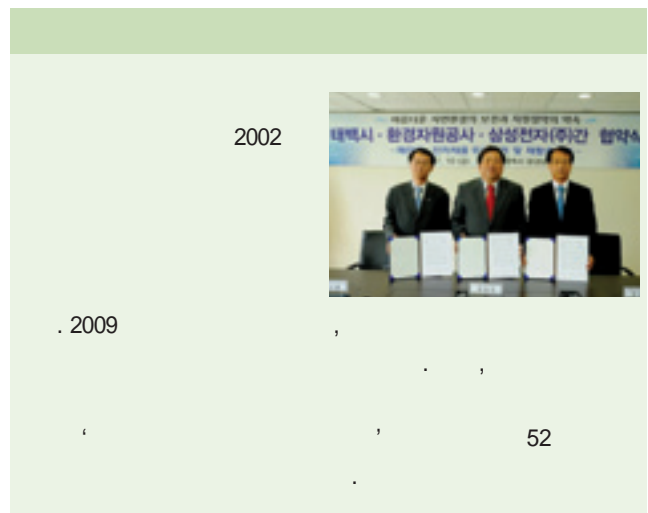
가



. 2009

1,830

PP 1,652 , ABS 178

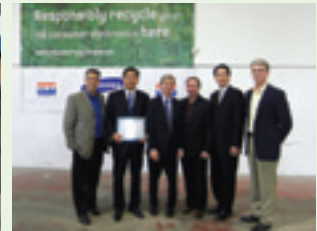


친환경제품 개발 강화

WEEE EU
 , 29
 50 , 7
 가
 (ECFIC)
 (Working Group)
 2009 , , , 25
 Samsung Recycling Direct
 5

Samsung Recycling Direct(SRD)

2008 10 SRD
 , 2009 6 , 9
 11



(EPA) 11 ' TV
 Recycling Challenge ' SRD



SRD

,
 ,
 .
 ,
 .



글로벌 친환경 사업장 구현

ESH

ESH()



(ISO 14001)
(OHSAS 18001) ESH
()

8 30 ISO
14001 OHSAS 18001 , SELSK()
2010 7

2004 , 가 , 5
. 2009 101 786

LCD

, 가
3
가 , 가 ESH

	2007	2008	2009
(*)	44(20)	50(19)	32(13)
	2,026	24,526	1,141

8 13

(ESH)

	2007	2008	2009
	1.10	1.15	1.04
가	0.72	0.71	0.70
	0.056	0.063	0.040
	0.233	0.245	0.152

가 3

가

• 1 / (719)

• 134
• 5

BCP

BCP(Business Continuity Plan)

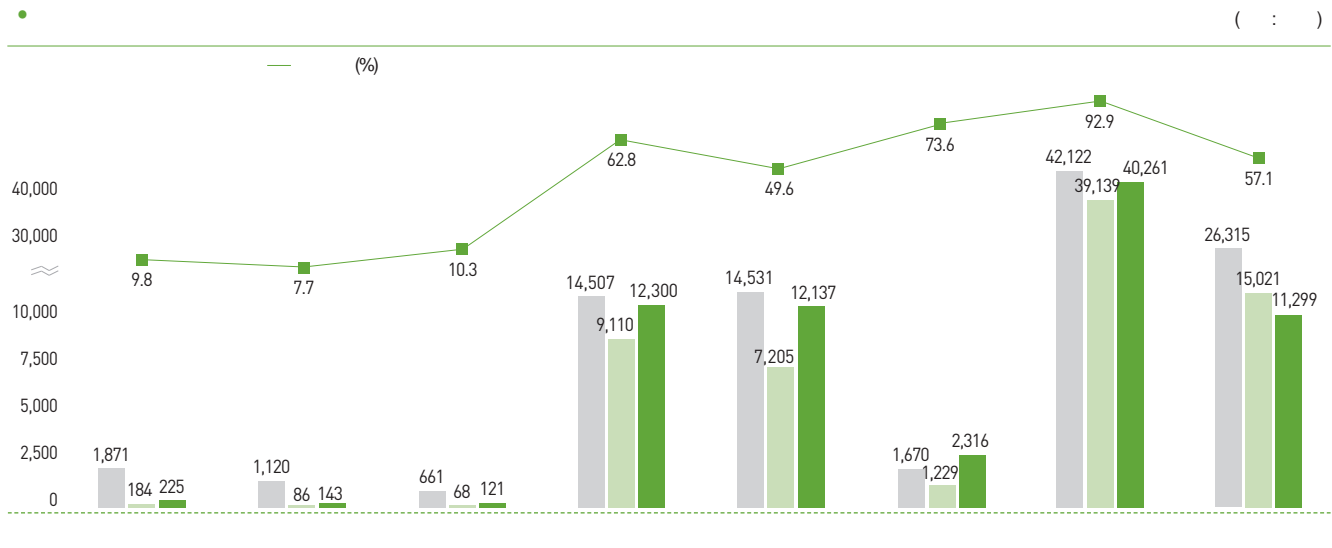
BCP

2007

BCP

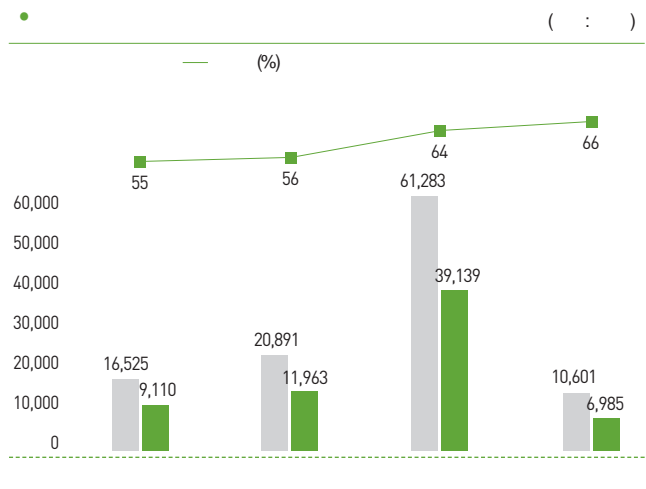
글로벌 친환경 사업장 구현

2009 8 102,797 m³ , 17.4% 가
LCD 30% 가
72,042 m³ 17.8% 가
78,802 m³ ,
가



-
-
-
-
- 2~3 가
-
-

, LCD



LCD,

| / |

/

8

50%

(:)

	2007	2008	2009
SOx	7	13	0.024 ¹⁾
NOx	27	104	192 ²⁾
Dust	16	22	38
NH ₃	14	11	8
HF	11	11	10

1)

2) () 가 LCD 가 가

(:)

	2007	2008	2009
COD	980	1,048	806
SS	715	781	476
F	203	227	201
	0.6	0.5	3



가

2009 8

229

9.8%

(:)

2007	351	19	59	86,045	85,251	1,796	12,913	-	186,434
2008	351	31	77	88,568	120,586	1,861	20,214	22,012	253,700
2009	360	37	35	82,971	97,864	1,079	28,178	18,435	228,959

2009 6 25

2007 30%, 5 3 50%

(30/50)

IPA()

IPA 2007

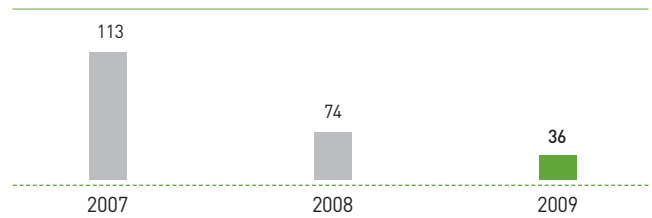
2011 30%, 2013 50%

2007

, 2009 36

51%

(:)



2013 無 (Zero Emission*)

* Zero Emission : 99%

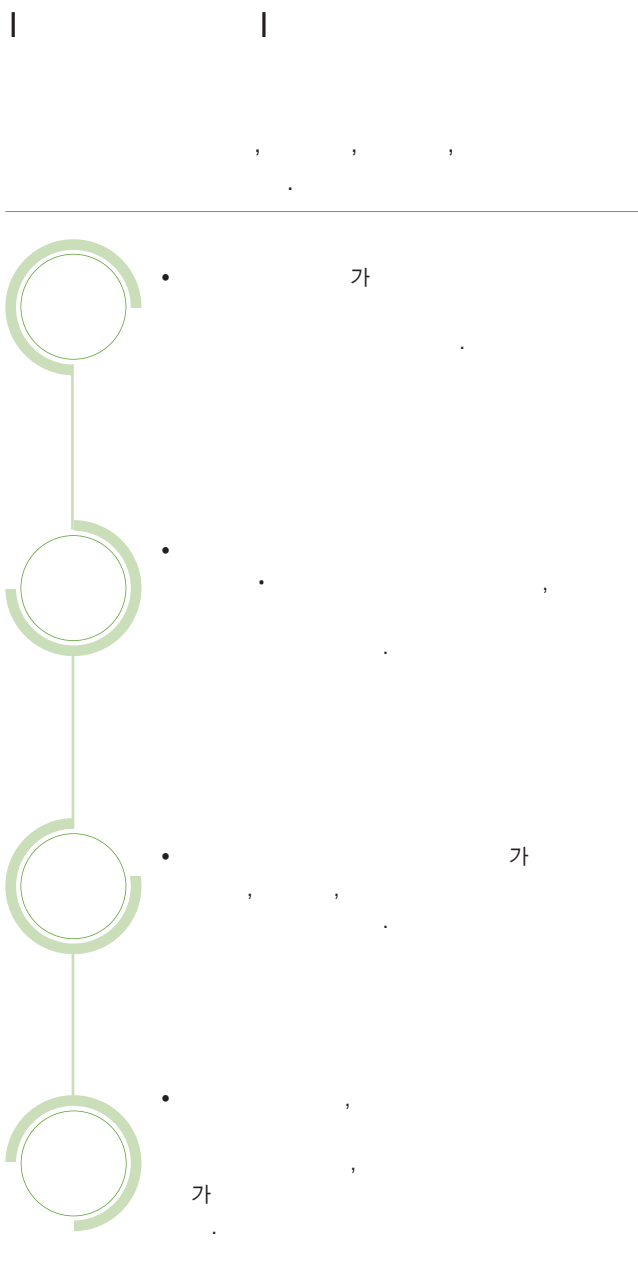
(:)

	2007	2008	2009
	457,125	460,952	433,160
	362,274	367,749	382,096
(%)	79.3	79.8	88.2

* (%) = [(Reuse, Recycle,) /] X 100

* 2009 88.2% 8.5%

3.3%



7 , 2 14 . 2009 5 ,

가

Award		CDP		5
				2009. 10
CDP	CDP	2009. 10		CDLI()
		2009. 7		LED TV, 9
		2009. 6		
		2009. 5		LED TV(), ()

2009



97

가

2009

		LED TV	UN46B7000WF
			SRT746Z
가			AF - V23H
()			NT - NC10
			XL2370
			SCX - 6555N
()			DM - Z150
			CLP - 770NDK
			BD - P1600



Award			
	(EPA)	2010. 3	
Green Comm Award	Expo Comm Mexico	2010. 2	
Award		2010. 2	
Voluntary Recycling		2009. 11	
WRAP Award		2009. 11	
CES Eco - Design Innovations Award	가 (CEA)	2009. 10	OLED ,
Voluntary Recycling		2009. 9	
Green Awards		2009. 9	
E -Waste Recycling		2009. 6	
	(EPA)	2009. 3	

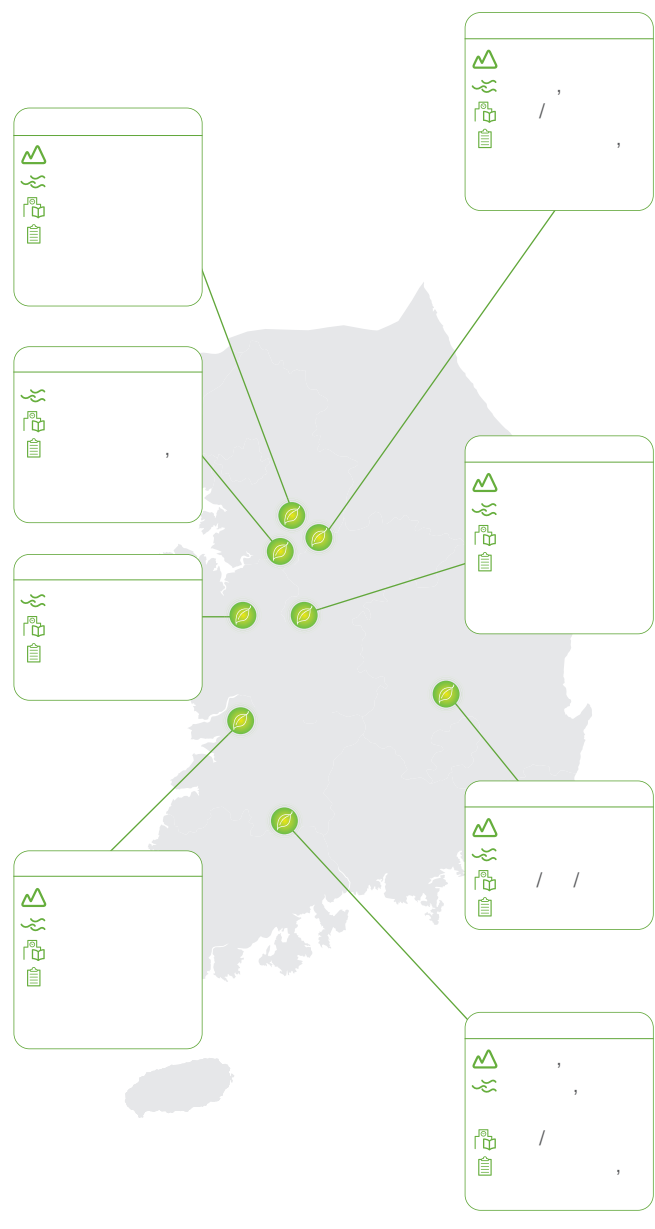


1. **Introduction**

가

- 가

-



2010 (3 22)
(Water for Life)'
가
12



1996 (EPA)

(Change the World, Start with ENERGY STAR)
가

(Change the World, Start with ENERGY STAR)'

(SmartWay Transport)
(ADC) EPA 가
(SmartWay Transport)

2009 1 13 EPA

가



CarbonFund

2009 NGO (Carbonfund)
2010 CES 가

743
Tullulah



Interview

협력사 및 저개발국가의 온실가스 감축활동 지원도 추진하는
세계인의 사랑받는 사회책임기업으로 우뚝 서기를 기대합니다.



가

가

가

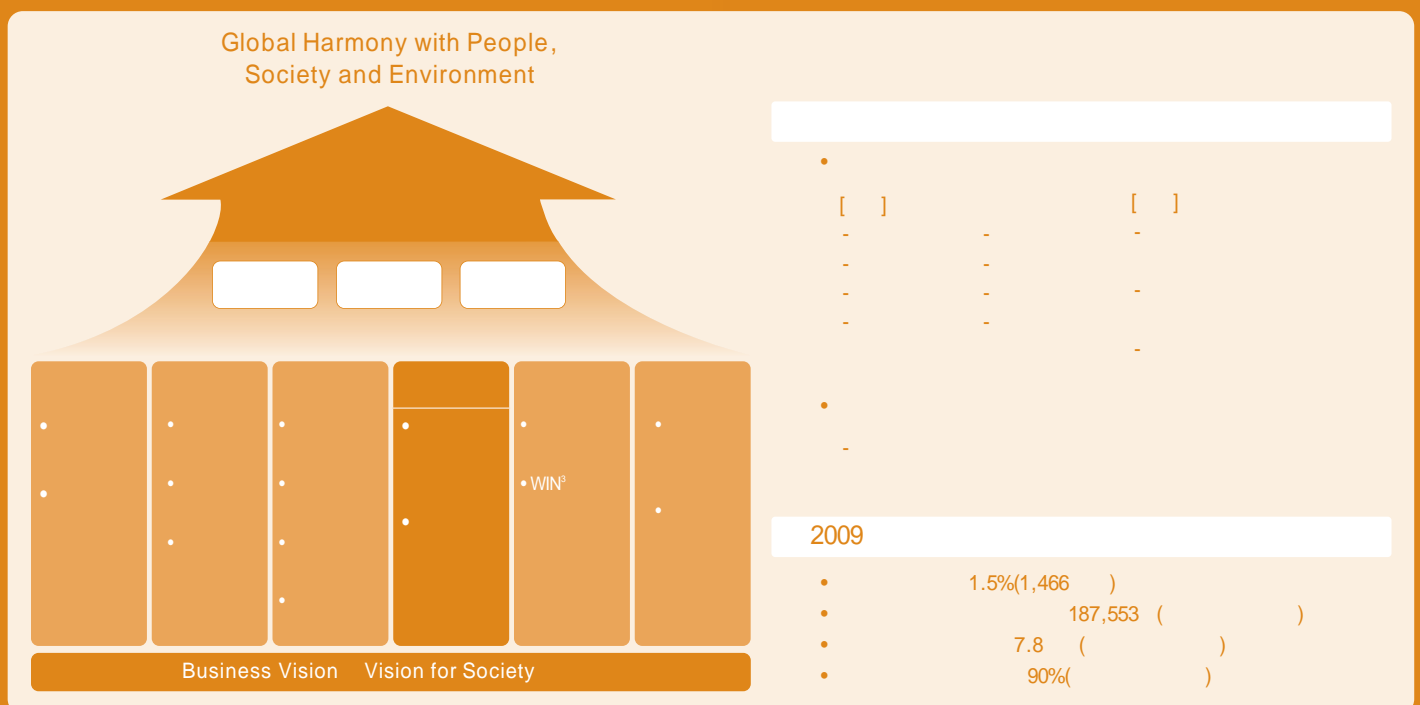
가

가

가
가

가





[]

4 , 9

Real Dreams

2002

"European Citizen"
2010

가
14%
Pink Ribbon
가

"eco"



NGO
IYF(International Youth Foundation)

Real Dreams

가
가
Samsung



Real Dream



가





Four Seasons of Hope



2002

4

4

가

8

1,350

가

2004

2005

TV(DIRECTV)가

, 2008

43

281

900



2006

가

1



2006

가

Pink Ribbon



. 2006

28

가

. Pink Ribbon

Pink Ribbon



Planet First with National Geography

Planet First eco

가

National Geography

2012

가

Planet First



Planet First



一心一村

2005

(, ,)

. 2009

44

46

, 33,000

1,000

가

. 2005

2007

. 2007 2

, 가

. 2009

가



-

가

2007

2009 30

122

, 2009

Eid al-Adha

가



- Samsung SOS Village Computer Facilities

. Dodhal



2007 3

6,150

, 2009

2,050

275 (4.5)

(, ,)

. 2010

2,050

5 가



(Orphanage House Program)

CIS() 2007

2007

~2008

Sports Parks

. 2008

~2009

Library



2008

10

. 2009 9

. 2010

2009 11

가



- Samsung Hope Project



(Samsung Hope Project) 2009

(Rabindranath Tagore)

(Tagore Literature Award)

MOU

8

가

5 7

NGO

IT

가

Wealth)

가

가

(Common



가

가

100 가

Outstanding Community Project ”

“ The

- A Heart to Hearts



2003

41



Samsung Real Dreams

Real Dreams
(YF, International Youth
Foundation)

(YF, International Youth
Foundation)

2009

2009

4,700

4,465



Real Dream



Interview



Samsung Real Dreams는
저에게 꿈과 희망,
그리고 새로운 세상에 눈을
펼 수 있도록 도와주었습니다.

Real Dreams
Isaac Kinyanjui

Samsung Real Dreams
Isaac Kinyanjui

가

Samsung Real Dreams
Nairo Bits

가
(17 ~ 25)

500

가

가

Samsung Real

Dreams

가

가

[]

|

|

가

가

()

()

가

가

가

88

가 . 1997 가

10

140

, R&D

, 2009

18

2009



가

가

가



() , LCD() , ()





. 2009

12

가



. 2009

11 16 12 3

. 2009

3

8,687가 , 280
117 (5 8)



119

119

2009

10

()

119'











가

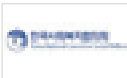

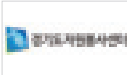



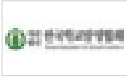



18

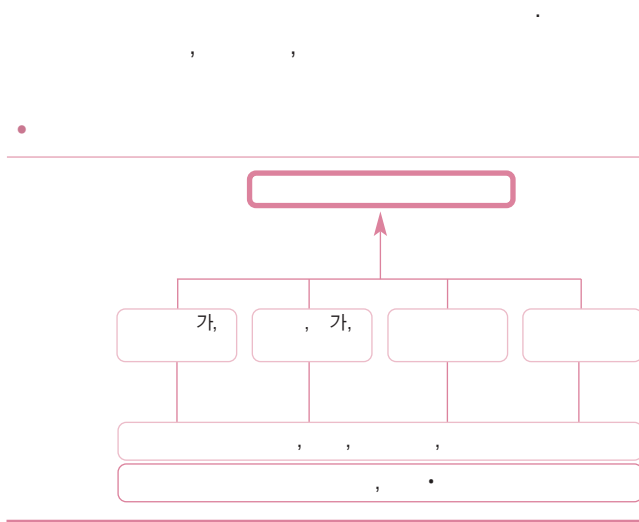
400

NGO

List

		
		Pink Ribbon
Four Seasons of Hope		Magic Johnson Foundation
		Arnold Palmer Hospital for Children
		The Boomer Esalson Foundation
		Joe Torre Safe At Home Foundation
		St. Vincent Catholic Medical Center
가		
Samsung Real Dreams		
		IYF (International Youth Foundation)

가		
		
		
		
		
		YMCA
		
		
		Make a Wish
가		



| |

가

VOC 2009 , /

/ / 12

, 45

CEO 5,800

CEO 480

2009 CEO 가

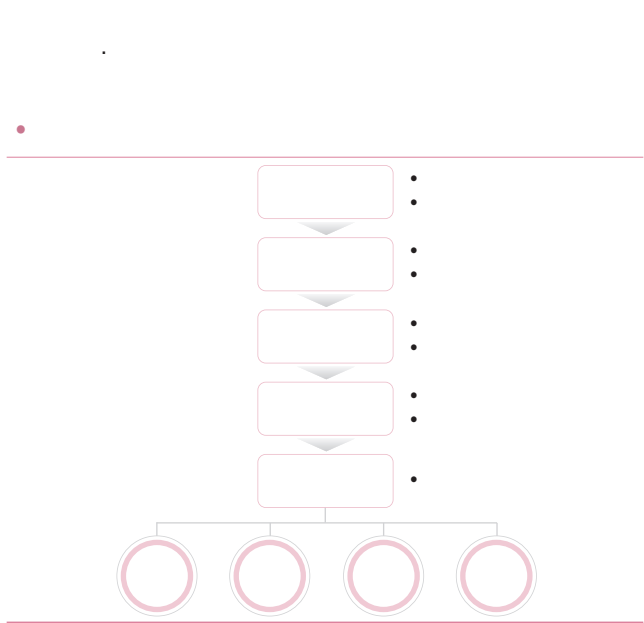
, 13 3

2008

(:)

	2008	2009	
	1	13	+12
	10	16	+6
	10	8	-2
	12	8	-4
	33	45	+12

33 → 45 (7, 4, 15)



2009

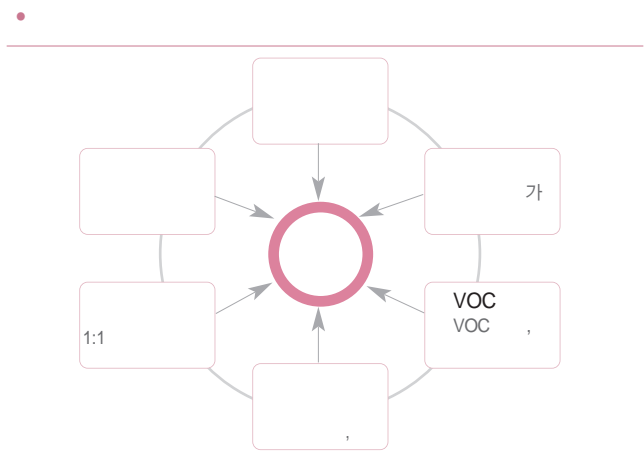
10 ' , , ,

가 . 2009

, , ,

4

2010 ' 1~2



| |

가 , 3

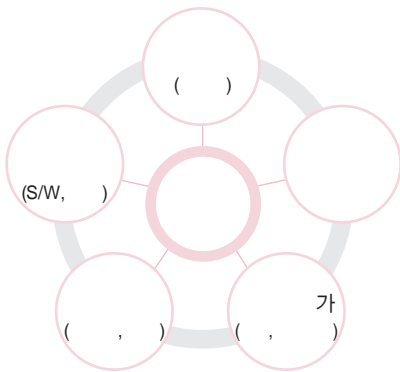
2009

Open Innovation

25

() S/W, , , 가

5 38



, 5 27

4

6 (1)

3 ,

5 8

•

- 3D
- ,
- 가 ,

가

, GVE, 6 가

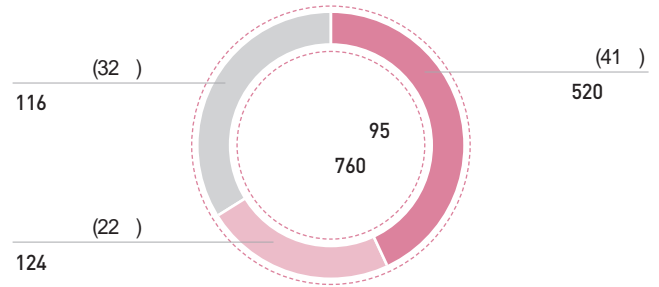
23 가

. 2009 , , ,

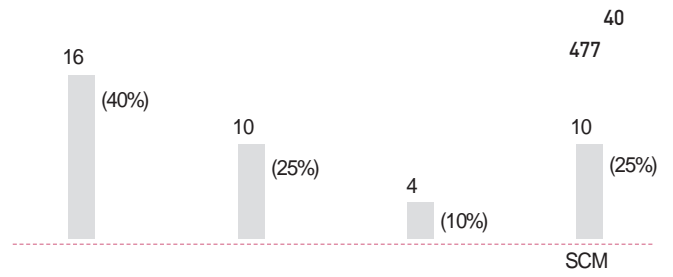
135 1,237

. 2010 110 .

• GVE



• 6



27 ,

. 2009 TPM()

, , , 가 303

, 2010 315 .

• 2009

TPM		
30	15	8
240	-	10
270	15	18

| |

ERP

(Supply Chain Management)

SCM

, 2004 ERP

, ,

SCM

ERP

가

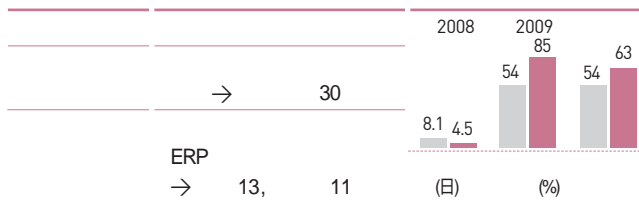
가

(Enterprise Resource Planning)

, 2009

가

가



2009 120
4,428
2,039
2010 40 136
176

2009

가

가

	2007	2008	2009	(:)
	504	807	803	, ,
	914	586	284	, ,
	1,418	1,393	1,087	3, 3,898
	: 07 09			3,000

Interview

향후에도 협력회사의 VOC에 귀를 기울여서
상호 동반 성장할 수 있는 기회를 마련해 주시기 바랍니다.



2000 5
10

가

가
VOC

Win³* 파트너십 강화

*Win³

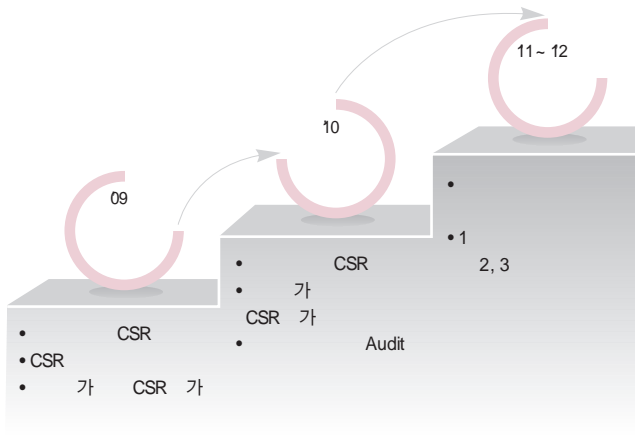
가

I CSR

가

가

CSR



CSR

CSR

2008

2009

CEO

2

CSR

EICC

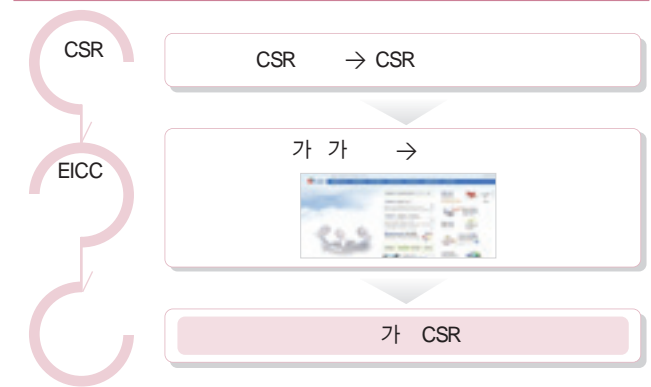
가

가

, 506

가

CSR



EICC

CSR

2004

CSR

EICC(Electronic Industry Citizenship Coalition)

2007

(Full member) 가

EICC

가

CSR

가

CSR

EICC

가

CSR

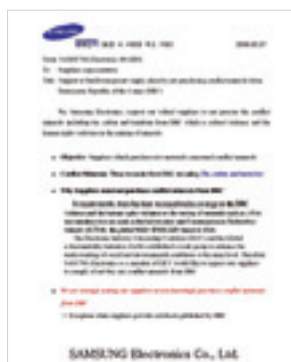
가 가

가

3

가

가



(Tin)

(Tantalum)

* http://www.samsung.com/us/aboutsamsung/corpcitizenship/environmentalsocialreport/environmentalsocialreport_PolicyOnColtan.html

EICC

CSR

가

2009

542

가

, 356

1

가

EICC

가

CSR

CSR

367

CSR

CSR

가

가

CSR

2010

2010

CSR

가

가 , 2008 6

VOC(Voice of Customer)

FSI(Family Satisfaction Index)

VOC(Voice Of Customer)

VOC

VOC

VOC (080-200-3300) (ssvoc@samsung.com)

VOC

(FSI)

2009 301

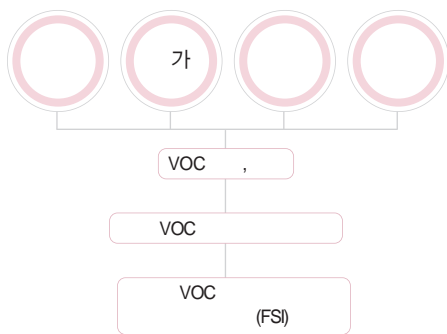
2008 가

2010 350

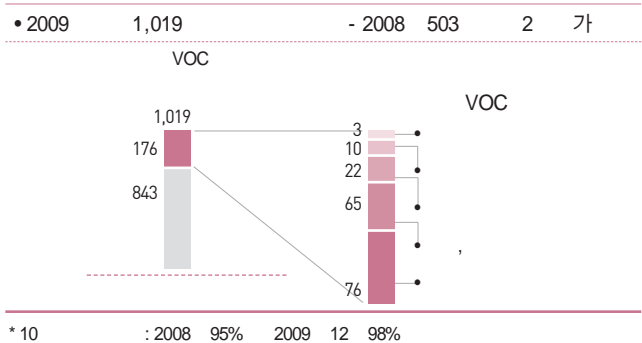
• FSI (: %)

2008	[]	
11		36
20		32
31		44
25		15
25		36

• VOC Process



• VOC



(Open Sourcing)

14 가

(Fair Trading)

(Win - Win Purchasing)

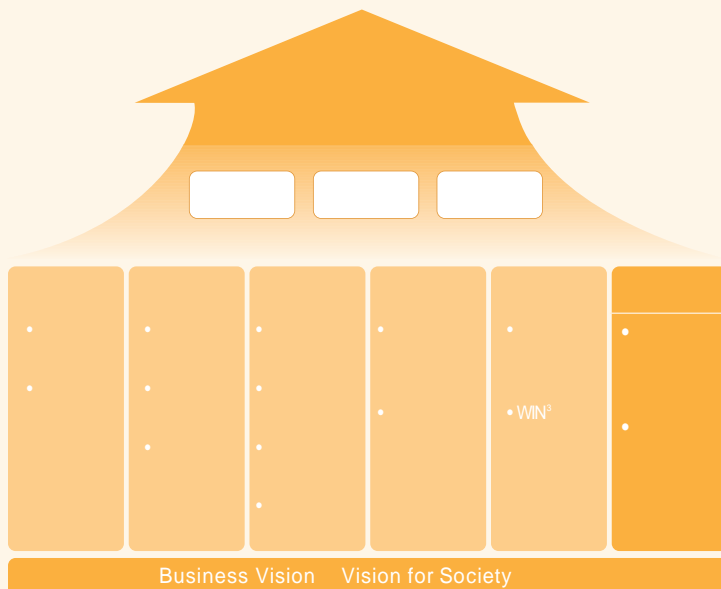


— (Customer Satisfaction, CS) 가
가

1

, 가

Global Harmony with People,
Society and Environment



•	•
-	-
-	-
-	-
2009	

-
-
-
- 1

고객 감동 서비스 혁신

가

2009

가

가 (Perfection in Quality beyond your Imagination)

5

2009 7 180

Vision

- Needs
- 가
- Rule Process
- Zero Defect
- SAMSUNG
- VOC

Vision

Perfection in Quality beyond your Imagination

가 , 가

Lab

Lab

가,



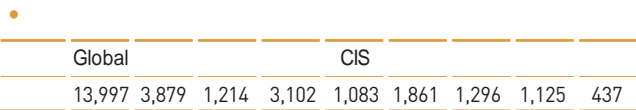
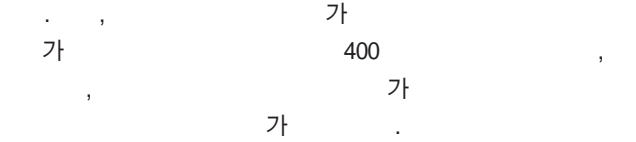
가 Lab



가 Lab.

, 2009

14,000

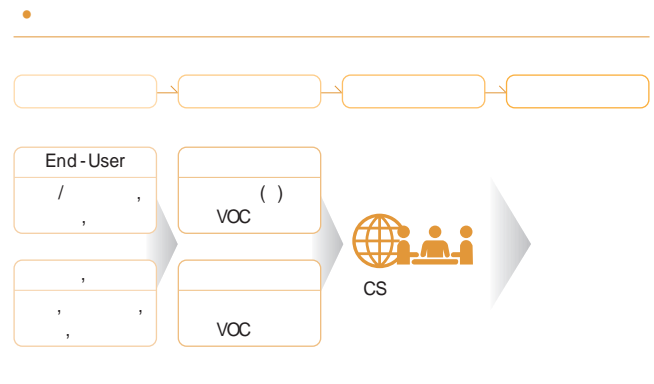


고객 감동 서비스 혁신

<p>가</p>	<p>3</p> <p>CS</p>
<p>가</p> <p>가</p>	<p>가</p> <p>가</p>
<p>36 Contact Center 3,000</p> <p>FAQ, How to Guide</p>	<p>30</p> <p>Happy Care 3.3.3</p> <p>3 Thanks Letter</p>
<p>9</p> <p>2009</p>	<p>VOC Zero</p> <p>VOC Zero</p> <p>VOC Zero</p>
<p>Consumer Report</p> <p>3 1</p> <p>MEEA</p>	<p>AS</p> <p>AS 2009</p> <p>30</p> <p>AS가</p> <p>(VOC)</p> <p>D+1</p>
<p>가</p>  	<p>2</p> <p>Guide</p> <p>G-ERP</p> <p>CS</p>
<p>2009</p> <p>AS</p> <p>가</p>	<p>2009</p> <p>3 8 1</p> <p>4</p> <p>가</p> <p>가</p>



2009
2008 4 4 10%
가 4 9 ()
1 9 , 3)
가
가 Contact Center



, 2008
(CCMS: Consumer Complaints Management System)

CCMS 가
14
VOC(Voice of Customer)
2009 Global VOC
가
가
가
2009 (CTIA) (CATL)
12 27
가

Interview

직원들의 친절함, 서비스 후 관리체계 등은 글로벌 기업으로서 전 세계 고객들에게 편리한 서비스를 제공하기에 부족함이 없다고 생각합니다.

(Wang liang)



, TV,

가 ,
가

가

, Sponsorship

“ ”

가

2009

TF

IT

TF

가

가

1988

, 1998

가

2010

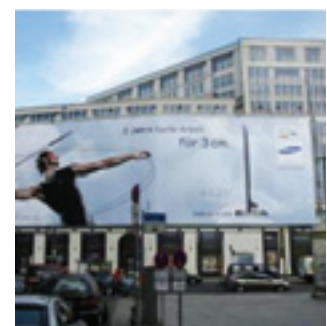
3

, 2009

2010

가

가

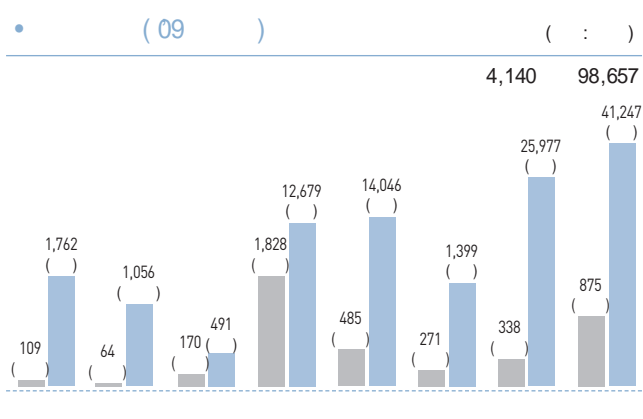
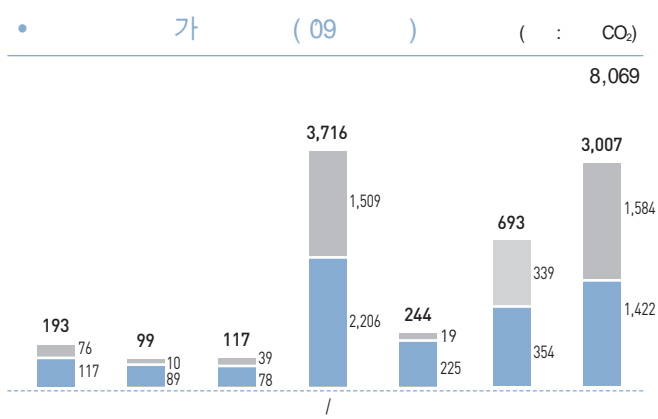
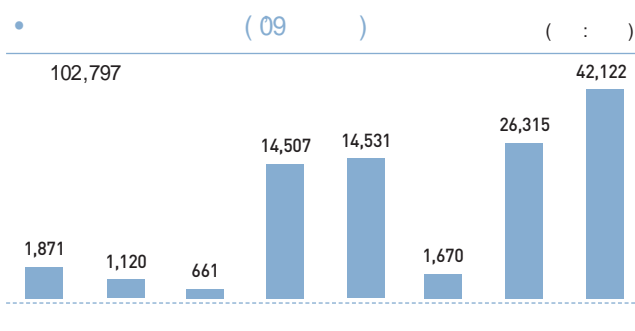
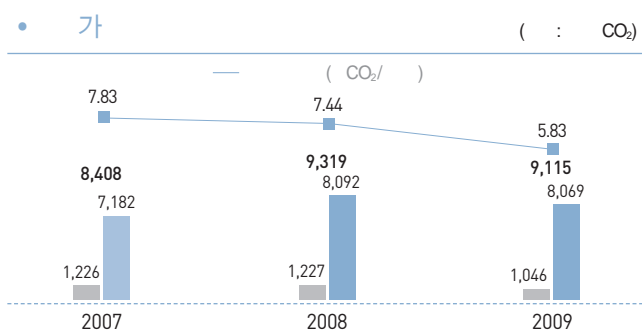
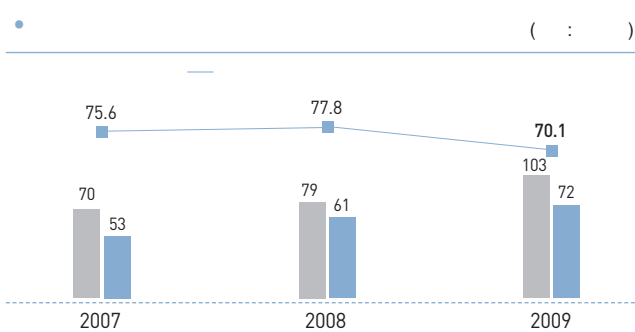
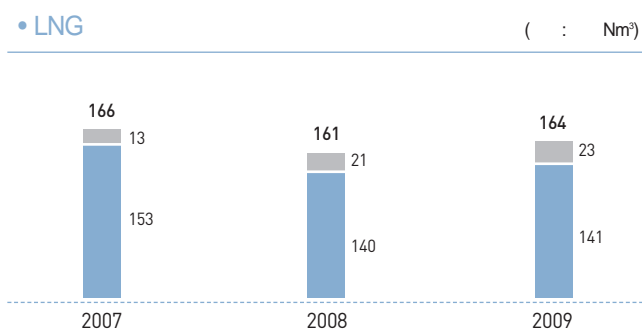
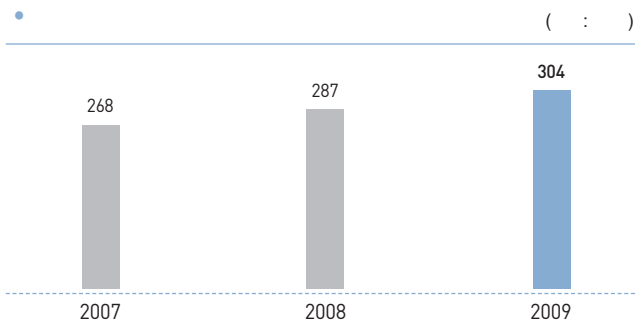
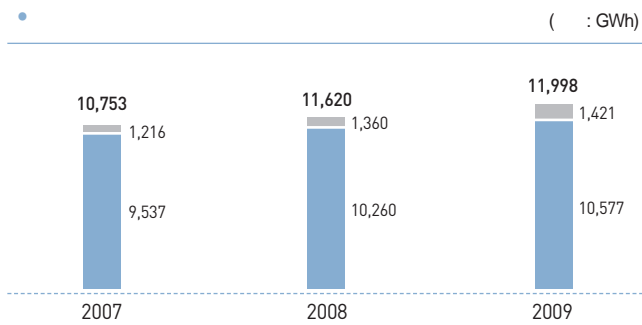


가 Appendix

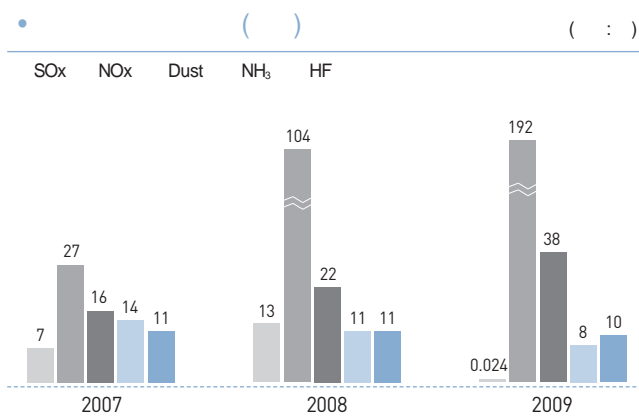
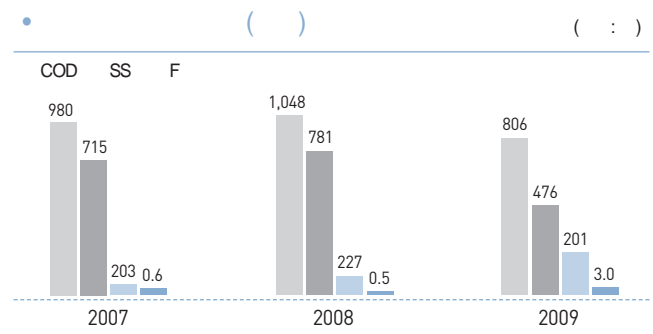
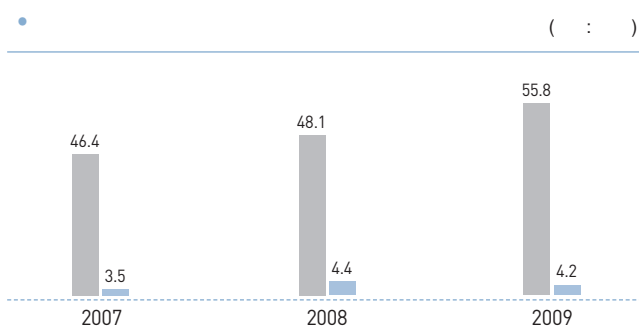
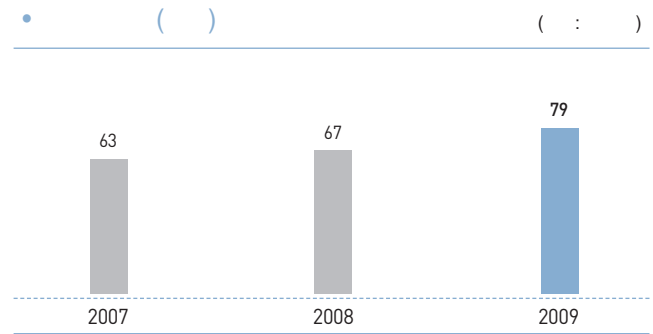
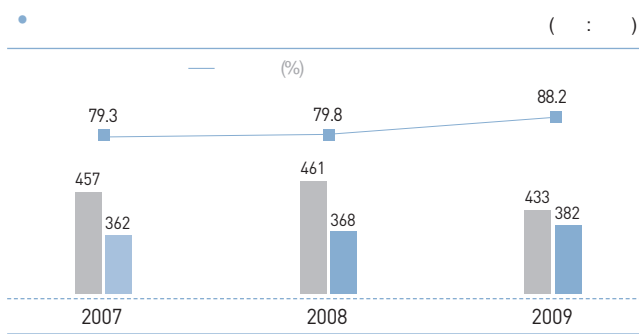
.

GRI

| | |



			2007	2008	2009
			113	74	36
			/		
/			/		
가					



환경 · 사회 주요 성과지표

ISO14001	1996.10 UL	1996.11 UL	1996.10 UL	1996.9 BV	2001.11 BV	1996.9 BVQI	2006.12 BVQI	1996.9 BVQI
OHSAS18001	2000.11 UL	2001.10 UL	2002.10 UL	1999.12 BV	2001.11 BV	1999.12 BVQI	2006.11 BVQI	2000.5 BVQ

NO				ISO 14001	OSHAS 18001	
1		SAMEX	VD	2000. 12	2003. 12	UL
2		SAS		2001. 1	2007. 10	BSI-QA
3		SEM-P	가	2004. 11	2006. 6	UL
4		SEDA-P(C)		2009. 11	2009. 11	UL
5		SEDA-P(M)	VD	2001. 2	2006. 3	BVQI
6	CIS	SERK	VD	2009. 4	2009. 4	UL
7		SEH-P	VD	2005. 5	2005. 11	BVQI
8		SESK	VD	2003. 9	2003. 9	UL
9		SELSK	LCD	-	-	2010. 7
10		SEIN-P	VD	2003. 4	2003. 10	SUCOFINDO
11		SAVINA	VD	2001. 12	2002. 12	UL
12		SDMA	VD	1999. 8	2002. 8	DNV/RvA
13		SEV		2009. 9	2009. 9	BSI
14		TSE	가	2001. 12	2003. 11	UL
15		SEMA	가	2005. 12	2005. 12	DNV
16		SEPHIL		2002. 9	2003. 10	UL
17		SIEL-P(C)	VD	2008. 9	2008. 9	BVQI
18		SIEL-P(N)	VD	2000. 6	2003. 8	AFAQ-EAQA
19		TSED	VD	2001. 1	2003. 12	TUV
20		TTSEC	VD	2005. 11	2005. 11	TUV
21		TSEC	VD	2000. 2	2004. 10	UL
22		TSEO	VD	2008. 2	2010. 2	CQC
23		SEHZ	VD	2005. 5	2006. 3	CQC
24		TSTC		2005. 5	2005. 5	UL
25		SSKMT		2005. 4	2005. 4	SSCC
26		SSDP	IT	2004. 9	2004. 11	UL
27		SESC	IT	2004. 2	2004. 2	CQC
28		SESL	LCD	2008. 1	2008. 12	BVQI
29		SESS		2004. 5	2004. 5	BVQI
30		SSEC	가	2003. 11	2005. 6	CQC
31		SEHF		2006. 1	2006. 1	CQC

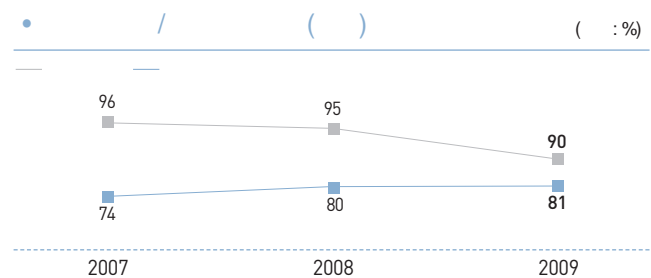
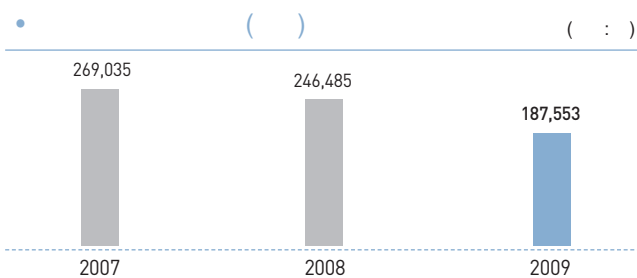
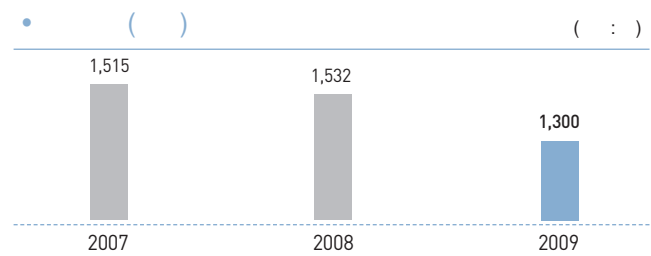
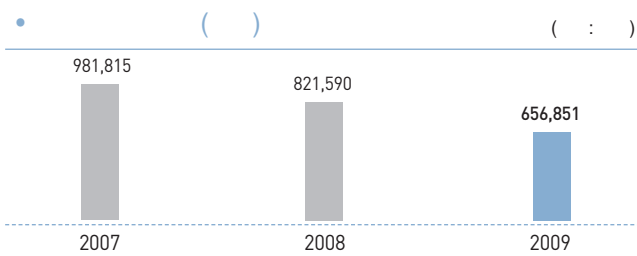
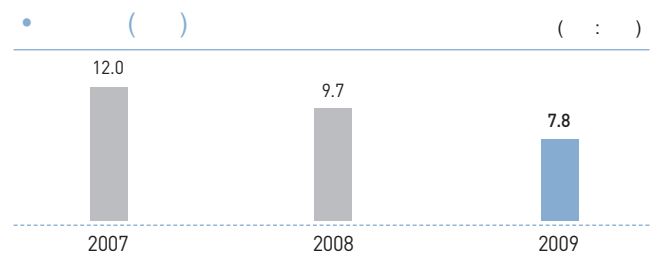
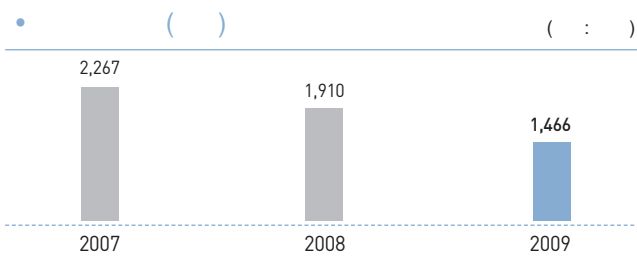
			2007	2008	2009
		%	0.056	0.063	0.040

(09)

(:)

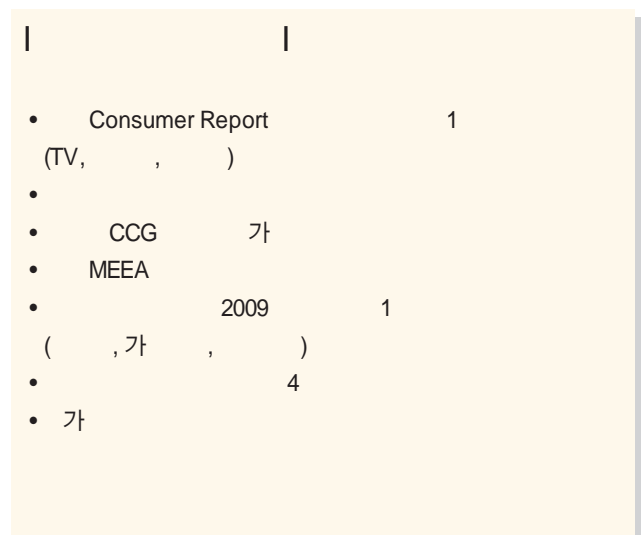
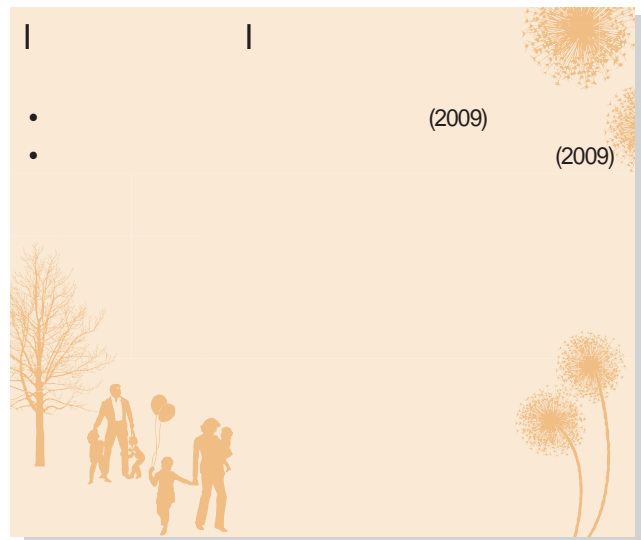
	가 / , ,	1,320
	, ,	3,090
		4,410

			2007	2008	2009
			1	1	1
	()	가	1	1	1
			1	1	1
			42,127	47,327	27,418
		%	41	48	46
		%	31	41	39
		/	105	109	90
			97,800	94,800	82,627
			14,915	17,331	18,086
			5,542	3,628	5,800
			227	260	135
	CSR		-	-	542
	CSR 가 가		-	-	356



부문별 수상 내역

2009년 수상 내역			
Award			
		2009. 10	' , '
CDP	CDP	2009. 10	CDLI()
		2009. 7	LED TV, , 9
		2009. 6	
		2009. 5	LED TV(), ()
2010년 수상 내역			
Award			
Green TV Award	(EISA)	2009. 8	LED TV
iF Material Award	International Forum Design Honnover	2009. 4	LED TV
2011년 수상 내역			
Award			
	(EPA)	2010. 3	
Green Comm Award	Expo Comm Mexico	2010. 2	
Award		2010. 2	
Voluntary Recycling		2009. 11	
WRAP Award		2009. 11	
CES Eco - Design Innovations Award	가 (CEA)	2009. 10	OLED ,
Voluntary Recycling		2009. 9	
Green Awards		2009. 9	
E - Waste Recycling		2009. 6	
	(EPA)	2009. 3	



G3	지표명	삼성전자 보고 내용	페이지
1.1	가 , 가	CEO Message	2~3
1.2	,	CEO Message/ 2020/ 가	2~3, 12, 22
2.1			
2.2	,	/ 가	6, 17
2.3	, ,	/	6~9
2.4	/		6
2.5	가 , 가	/	6~9
2.6			13~14
2.7	(, , /)	가	18~21
2.8	(, /)	/ 가	7, 17
2.9	,	/ 가	6, 17~20
2.10			86
3.1		About This Report	
3.2		2009 7	
3.3		About This Report	
3.4		About This Report	
3.5	(/ ,)	가	22
3.6	(가, , , ,)	About This Report	
3.7		About This Report	
3.8	가 (, , ,)	About This Report	
3.9	가	/ 가 /	41~43, 17~20, 82~85
3.10			
3.11	,	About This Report /	, 32~38
3.12	GRI	GRI	87~89
3.13	, ,	About This Report /	, 90~91
4.1	(,)		13~14
4.2			13
4.3	,		13
4.4			13
4.5	, ,		13~14
4.6			13
4.7	/ / ,		13
4.8	/ / , / 가 , ,	가 / 가	15, 16
4.9	가 / /		13
4.10	가 (, / /)		13~14
4.11	,		40~45
4.12	/ / , 가	Win ³	73
4.13	가 /	/Win ³	41, 73
4.14			21
4.15	,		21
4.16	,		21
4.17	,	가	22

● 보고 ▲ 일부 보고 X 보고 안함 N/A 해당사항 없음

G3	지표명	적용수준	보고 페이지
	EC1 가	●	17~20
	EC2	●	41~45
	EC3	●	30
	EC4	▲	20
	EC5	●	30
	EC6 ,	▲	74
	EC7 ,	●	25
	EC8 ,	●	60~68
	EC9	●	70~74
Environment			
	EN1	●	82
	EN2	●	49
	EN3 1	●	43
	EN4 1	●	43
	EN5	●	43
	EN6 가 /	●	45~48
	EN7	●	45
	EN8	●	52
	EN9	●	52
	EN10 /	●	52
	EN11 / , ,	N/A	
	EN12 /	N/A	
	EN13	N/A	
	EN14 ,	N/A	
	EN15 ,	N/A	
	EN16 , 가	●	42
	EN17 가	●	42
	EN18 가	●	43~44
	EN19	●	53
	EN20 NOx, SOx	●	53
	EN21 /	●	52
	EN22 /	●	53
	EN23 /	●	83
	EN24 / / / ,	N/A	
	EN25 가 , , , ,	N/A	
/	EN26 /	●	45~48
	EN27 /	●	49
	EN28	●	83
	EN29 /	●	44
	EN30	●	84
	LA1 ,	●	7, 24~25
	LA2 (, ,)	●	31
	LA3	●	30
	LA4	●	31
	LA5 ()	●	31
	LA6 가	▲	2008
	LA7 , , , ,	▲	51

G3	지표명	적용수준	보고 페이지
	LA8 가 , , , , ,	●	51
	LA9	▲	51
	LA10	●	27
	LA11 ,	●	27, 31
	LA12 가,	●	30
	LA13 (, ,)	●	7, 13
	LA14	●	30
	HR1	X	
	HR2 /	●	73
	HR3	▲	27
	HR4	●	30
	HR5 / 가 가	●	30~31
	HR6	●	31
	HR7	●	31
	HR8	●	30
	HR9	N/A	
	SO1 , , 가 ,	●	56~57, 59~68
	SO2	N/A	
	SO3 /	●	33
	SO4	●	34
	SO5 , /	▲	21
	SO6 , 가 /	▲	34
	SO7	▲	2009
	SO8 ,	▲	80, 83, 2009
	PR1 / 가 ,	●	46~50, 76~79
	PR2 /	X	
/	PR3 / , /	●	45~47, 54~55
	PR4 /	X	
	PR5 가	●	77~79
	PR6 , , , ,	▲	80
	PR7 , , , ,	●	80
	PR8	●	80
	PR9 /	X	



‘2009-2010 가 ’ GRI G3 가 가 A+ . (+ 3) 가 A+ .

(“ ”) 2009-2010 가 (“ ”)

2009 12 31

AA1000 AccountAbility Principles Standard 2008 (“ AA1000APS ”) 37가 , . .
가 ‘ About This Report ’

- 7
- 25
- 27
- 30 ‘ , ’
- 31
- 42 가
- 43 LNG
- 51
- 52
- 53
- 72
- 85

Initiative (GRI) (18 20)가 , Global Reporting
가 가 . GRI 가

가 , 가

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1. , , 가
2. 가 3
3. 가 , 가 , 가 , 가
4. 가 가
- 5.

가 AA1000APS 3가 가 , 가

가 ,

가 , ,

ISAE 3000

가 ,

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- 가
- 2009 . 2008

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AA1000APS

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, Assurance

Joongi Min

2010 5 31

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