11. Co-creation for impact and the Sustainable Development Goals

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Fujitsu is committed to not only ensuring our own operations have a minimal environmental and societal impact, but also to assisting our customers and society to achieve this.

Through our constant pursuit of innovation, the Fujitsu Group aims to contribute to the creation of a networked society that is rewarding and secure, bringing about a prosperous future that fulfills the dreams of people throughout the world. We call this the Fujitsu Way.

We want to ensure that our customers are ready to achieve their business outcomes in a more connected and techno-centric environment. There are vast opportunities through digital co-creation and innovation that allow our customers to not only compete but add value for a better world.

For Fujitsu, digital transformation is an opportunity to get closer to our customers and partner with them as they follow their own digital journeys. We are unique as we have access to a worldwide pool of resources and R&D innovation that we can leverage. We have led many initiatives that challenge the conventional way of doing things and contribute to the SDGs.

The SDGs are a collection of 17 global goals set by the United Nations covering a broad range of social and economic development issues. Achieving these goals requires cooperation between governments, civil society, and the private sector.

Examples of where Fujitsu Australia and New Zealand and partners are supporting the SDGs include:

- Working with Downer, EYEfi and Yarra Ranges Council on the smart drains solution reduces the risk of flood damage to the Yarra Ranges community.
- Working with Canberra Hospital and ADTEC, we designed a secure, user-friendly webcam solution in its neonatal intensive care unit to help reduce parental stress.
- Digital Owl, a project trialling drones and video analytics to identify threatened plant species.

We believe that business, and ICT business, has an essential part to play in contributing to the achievement of the United Nation's Sustainable Development Goals.

"By thoroughly understanding the principles behind the SDGs and pursuing global collaboration, I hope that we can establish areas within the SDGs in which we can make unique contributions. Going forward, we will determine specific fields where we can make significant contributions."

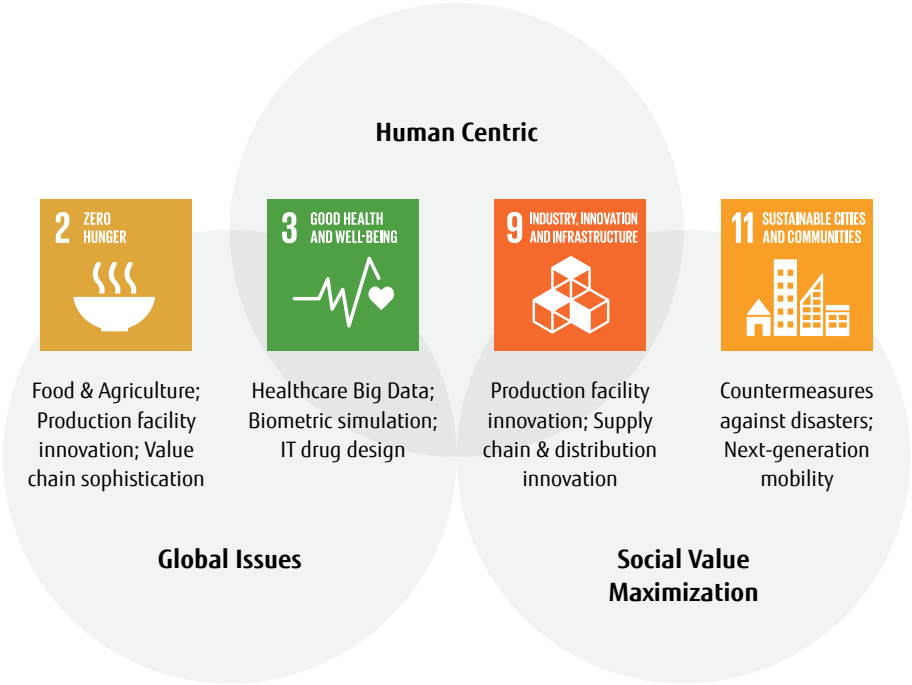
Tatsuya Tanaka, Fujitsu President

Fujitsu's brand promise, **"shaping tomorrow with you"**, expresses the importance we place on working with our customers and other stakeholders to build a better future. Fujitsu will use the power of ICT to build a safer, more prosperous society, in line with the UN SDGs. We invite our customers and partners to join us in building the sustainable future.

Fujitsu recognises the SDGs as one of the elements for achieving its growth strategy of 'connected services' and seeing new business opportunities through ventures that work to resolve social issues. They are a key focus area in the 2018 Fujitsu Technology & Service Vision.

The Fujitsu Group globally is focused on goals 2, 3, 9 and 11 as the areas where it can deliver the greatest value and is progressing business initiatives in these areas, as shown in Figure 3 below.

Figure 3: Fujitsu Global strategic SDGs



Our newly-launched SDG microsite contains further information on our ambitions and plans to co-create around the goals. http://www.fujitsu.com/global/microsite/sdgs/

Customer case studies

Smart drains for smart cities (March 2018)

About	Using sonar and camera sensors, the solution monitors water levels and potential flow rate within roadside storm water drains, and provides real-time alerts to operational teams so blockages can be addressed before floods occur.
Technology	The smart drains solution incorporates networked smart sensors, cloud technology and software.
Partners	The initiative is the result of a collaboration between Downer, Fujitsu Australia Limited, EYEfi, and Yarra Ranges Council.
Project description	The smart drains solution reduces the risk of flood damage to the Yarra Ranges community. The Yarra Ranges Council faces a number of local flood management and drainage challenges, with more than 4,900 properties known to be at risk of flooding from waterways or underground drains. Adding to these challenges are long-term future pressures on the existing drainage system associated with urban consolidation and an increase in rainfall intensity, with approximately seven per cent of properties within the Yarra Ranges Council being prone to flooding. Using sonar and camera sensors, the solution is designed to monitor water levels and potential flow rate within roadside storm water drains and provide real-time alerts to operational teams so blockages can be addressed before inundation occurs. The smart drains solution incorporates networked smart sensors, cloud technology, and software to provide alerts for rising water every fifteen minutes. It provides a dashboard view of input from all sensors to provide management with a clear view of drain infrastructure to identify areas of focus.
Outputs	Significantly reduced the impacts of flooding through preventative/proactive response to issues or blockages in pits and drains Significantly reduced the operational costs associated with regular scheduled inspections of pits
Delivering on SDGs	No. 6 Clean Water, No. 9 Industry, Innovation and Infrastructure, No. 17 Partnerships

Three co-creation projects delivering on the SDGs.

Protecting biodiversity with the Digital Owl (pilot)

About	Fujitsu's 'Digital Owl' project trials drones and video analytics to identify threatened plant species.
Technology	The project uses Fujitsu's high-performance computing, video analytics and drone technology to capture and analyse video information over a broad geographic area to identify and locate endangered species for management, and invasive plant species for eradication purposes. Additionally, artificial intelligence (AI) technology is currently being trained to help identify species through video analysis. Fujitsu will continue to refine the technology by surveying the area at different altitudes to capture a richer base of data. Stage two of the project will employ Fujitsu SpatiOWL technology to further enhance species geolocation.
Partners	NSW Government, Office of Environment and Heritage (OEH), Carbonix
Project description	The project was successfully trialled recently in remote bushland at Mount Dangar, NSW. The trial resulted in successful identification of a plant species, Senecio linearifolius var. dangarens, that was feared to be extinct in the area due to extreme drought conditions, but was found growing in the wild. Lee Stewart, Head of Sustainability, Fujitsu Australia and New Zealand said, "Through an internally funded co-creation project, we identified the opportunity to apply advanced drone technology, combined with video analytics and spatial mapping technologies, to reduce the cost of monitoring and make the identification process more efficient. "This solution has the potential to improve the efficiency of identifying and locating particular plant species, which often requires exploring vast forest areas by helicopter. Use of the drone provides a significant saving in the cost of helicopter charter and fuel as well as a reduction in emissions." Fujitsu is exploring the application of this technology for a wide range of related purposes in ANZ. The technology can potentially be applied to identifying and locating outbreaks of noxious weeds in conservation areas and also identifying endangered birds and animals.
Outputs	Use of advanced Fujitsu video analytics, compute and drone technology. Successful trial reveals location of a plant species previously thought to be extinct in the area. Project identifies potential significant savings in helicopter fuel and charter, as well as emissions.
Delivering on SDGs	No. 15 Life on Land, No. 17 Partnerships

Canberra Hospital (September 2015)

About	Canberra Hospital worked with Fujitsu and ADTEC to design a secure, user-friendly webcam solution in its neonatal intensive care unit to help reduce parental stress. The solution was designed to provide parents and relatives with a way to bond with the new baby during NICU stays, reducing parental stress, and nursing hours spent managing visitors, and carbon emissions from travel.
Technology	The hospital worked with Fujitsu and ADTEC to design a secure, user-friendly webcam solution that would be streamed via the Fujitsu Cloud to authorised viewers anywhere.
Partners	ADTEC Communications
Project description	The system helps parents to bond with their baby regardless of their physical location. Parents can add features such as a blog, pictures, and specific details such as the baby's weight on a given day, making a record that other family members can view. The camera system also enables outreach teaching to regional hospitals via video link. This networking improves professional relationships with the surrounding region and also facilitates the exchange of knowledge to improve the care and treatment of newborn babies. It makes the hospital a more attractive choice for patients by enabling it to offer new services, building its reputation as a pioneer in the field of healthcare. The system reduces the number of people trying to access the ICU at peak times, which frees up staff to focus on healthcare rather than facilitating visitors. The system helps parents to bond with their baby regardless of their physical location. The system also enables nurses to demonstrate how to carry out simple procedures such as inserting a feeding tube.
Outputs	A survey conducted by the hospital shows that this has led to a 98 per cent reduction in stress, which makes life easier for families and staff.
Delivering on SDGs	No. 3 Health and Wellbeing, No. 17 Partnerships

The Global Goals For Sustainable Development