

Environmental Communication

The Fujitsu Group is committed to bidirectional communication with all stakeholders and pursues a variety of different opportunities to this end.

Information Disclosure via Sustainability Reports and the Fujitsu Website

In 1996, the Fujitsu Group began publishing an Environmental Report, focusing on the records and results of environmental protection activities carried out by the Group. The report reflects Fujitsu's commitment to making such information publicly available, thereby increasing the transparency of the Group's activities. In 2003, social aspects were combined with the Environmental Report for the publication since then of the Fujitsu Group Sustainability Report. The 2011 Fujitsu Group Sustainability Report was awarded the Prize for Excellence in Environmental Reporting as part of the 15th Environmental Communication Awards, sponsored by Japan's Ministry of the Environment and the Global Environmental Forum. The report was recognized for its excellence in disclosing information relating to Fujitsu Group's environmental management strategy and initiatives, as well as its efforts for environmental protection and sustainability. The Environment page of the Fujitsu website, meanwhile, contains the contents of the Sustainability Report, as well as specific details of individual initiatives, and is frequently updated with the latest information.

Site Report Publication

Fujitsu production plants, business sites and Group companies publish environmental reports in an effort to further understanding of their environmental initiatives among local residents and customers.

Events & Seminars

Main Conventions in which Fujitsu Participated in FY 2011

Convention	Location	Date
Japan		
Kumagaya Eco-Life Fair 2011	Kumagaya	May 2011
Interop Tokyo 2011	Chiba	June 2011
The Best 100 Surprising Ecological Items of 2011	Kyoto and Tokyo	August 2011
Tokyo International Conference for Sustainable Future	Tokyo	September 2011
CEATEC JAPAN 2011	Chiba	October 2011
Fujitsu Ladies 2011	Chiba	October 2011
Carbon Offset Matching in Kochi	Kochi	October 2011
Aomori ICT Cloud Festa	Aomori	October 2011
Eco-Life Yamagata	Yamagata	October 2011
Ishikawa Dream Future Expo	Kanazawa	October 2011
The Children's University of Kawagoe, Special Lecture	Kawagoe	November 2011
Eco Products 2011	Tokyo	December 2011
Kawasaki International Eco-Tech Fair 2012	Kanagawa	February 2012
Carbon Market EXPO 2012	Tokyo	March 2012
Overseas		
Japan - China Green Expo 2011	China	June 2011
Green ICT Global Business Promotion 2011	Thailand	August 2011
International Greentech & Eco Products Exhibition & Conference Malaysia 2011	Malaysia	September 2011
ITU TELECOM WORLD 2011	Switzerland	October 2011



Eco-Products 2011 (Tokyo)



Kawasaki International Eco-Tech Fair 2012
(Kawasaki)

Environmental Efforts at Events and Seminars

At the Fujitsu Forum, annual meeting of shareholders and other seminars and events, Fujitsu actively utilizes green electricity as a carbon offset for its electricity usage. Other environmental efforts at such venues include reducing the amount of paper used and utilizing eco-friendly materials.

In FY 2011, Fujitsu purchased a Green Power Certificate for a total of approximately 26,000kWh of electricity.

Environmental Efforts in Catalog Printing

When printing catalogs, Fujitsu utilizes environmentally friendly materials, including certified eco-friendly paper and ink, and ecologically sound printing methods. These efforts help reduce CO₂ emissions as well as harmful liquid waste and other printing byproducts.

Communicating with Stakeholders

The Fujitsu Group works to establish proactive communications, as a way of growing together with its stakeholders.

Environmental Dialogues with Stakeholders

Fujitsu conducts environmental dialogues as a means of informing a broad range of stakeholders about Fujitsu Group's environmental activities, improving those activities through mutual dialogue, and building a trusting, cooperative relationship with society.

Dialogues Held in 2012

1st Dialogue : held on March 21, 2012

[Participants]

- Atsuko Suzuki
Representative Director, Environmental Business Agency
- Hiroki Hondo
Professor, Graduate School of Environment and Information Sciences, Yokohama National University
- Yumiko Kawamura
Senior Corporate Officer, Fundraising &Marketing Division, WWF Japan
- Junko Edahiro (Facilitator)
President, Institute for Studies in Happiness, Economy, and Society

[Opinions]

Atsuko Suzuki

- I think the use of ICT to support activities involving the public are an important initiative. An example is the survey of dandelion distribution using mobile phones.
- My idea of an environmentally progressive company is one that links environmental activities directly with the strengths of its main business. Fujitsu should pursue environmental management that emphasizes the unique aspects of the company.

Hiroki Hondo

- Fujitsu has obviously worked steadily on its activities and has developed a solid framework for them. I think, however, that the company should communicate more about the reasons for its involvement in these activities.
- The Sustainability Report would make more impact on readers if it focused on the key points that Fujitsu really wants to communicate, rather than on simply including every activity.

Yumiko Kawamura

- I am satisfied that Fujitsu is responding sufficiently to environmental concerns, but I think the company could make a greater impact by developing symbolic activities.
- From a communication perspective, it is important to set a clear target and consider what is to be communicated and to whom.

2nd Dialogue: held on April 17, 2012

[Participants]

- Miyako Maekita
Representative of Sustena
- Yasunari Matsuno
Associate Professor, Department of Materials Engineering, Graduate school of Engineering, The University of Tokyo
- Kana Yamashita
Deputy Director, Director, Climate Security Program, Conservation International Japan
- Junko Edahiro (Facilitator)
President, Institute for Studies in Happiness, Economy, and Society

[Opinions]

Miyako Maekita

- While I believe Fujitsu to be a leader in its environmental activities, the issue remains that its efforts have yet to be apparent in society at large.
- Perhaps you could arrive at more creative initiatives by incorporating the needs of the average consumer in your research.

Yasunari Matsuno

- A company's environmental activities will be short-lived if seen only in terms of their societal benefits. I think Fujitsu's greatest strength lies in its ability to contribute to the environment through its core solutions business.
- Smart grids are one potent solution to global warming and energy issues, and an area I would like to see Fujitsu pursue further.

Kana Yamashita

- I think Fujitsu's efforts to involve even its suppliers in its biodiversity activities represent a progressive initiative.
- That said, I also think Fujitsu is lacking in alliances with NGOs and in building a global viewpoint. There is a need among emerging nations for use of ICT in forest conservation, ecosystem surveys, and agricultural support.

3rd Dialogue: held on June 28, 2012

[Participants]

- Toshihiko Goto
Chair, Environmental Accounting Research Group
- Seita Emori
Chief, Climate Risk Assessment Section, Center for Global Environmental Research, National Institute for Environmental Studies
- Rie Asaba
Chairman of the Board of Directors, NPO Kawaguchi Citizens Environmental Council
- Junko Eda (Facilitator)
President, Institute for Studies in Happiness, Economy, and Society

[Opinions]

Toshihiko Goto

- Fujitsu's efforts in terms of traditional environmental efforts focusing on the company itself are, I think, nearly perfect.
- What society is looking for going forward, however, are efforts that involve the entire value chain. To ensure the company's own environmental management efforts move ahead smoothly, Fujitsu will need to look at the extent to which it can grasp the issues and come up with measures in response.

Seita Emori

- Considered in the long term, I think the Green by ICT initiative holds great potential to transform the systems of society through greater efficiency.
- Fujitsu needs to deliver a message based on a broader perspective, one that addresses how it hopes to change society, and what kind of company it wishes to be.

Rie Asaba

- I now understand how ICT is involved in many aspects of daily life, and how it also ties into benefiting the environment.
- I'd like to see Fujitsu use its delivery of on-site environmental classes to convey how ICT contributes to the environment. By not only simply describing environmental issues, but enabling employees to explain in their own words how the company contributes, Fujitsu can make it easier for children to imagine how they might contribute to the environment in the future.

We will continue to hold these dialogues going forward, putting these views to use in improving our activities. We are also working to deepen our understanding of the social issues involved, and will look at expanding into more specific collaborative efforts.

Cooperation with External Organizations

The Fujitsu Group works to reinforce environmental management through participation in external organizations.

Collaborating with External Groups to Promote Green ICT

The Fujitsu Group is committed to reducing environmental impact on a global scale by promoting widespread use of Green ICT through proactive initiatives with external organizations, including international standardization bodies.

For example, methods for measuring positive environmental impact produced by Fujitsu Group solutions had not been standardized internationally. So Fujitsu took part in the ITC and Climate Change Group (SG5 WP3) of the International Telecommunication Union Telecommunication Standardization Sector (ITU-T), an international standardization body in the electrical and electronics sector. The group's findings were published in March 2012 as the "Methodology for the Assessment of the Environmental Impact of Information and Communication Technology Goods, Networks and Services (L.1410)." ^{*1} At the national and regional level as well, we serve as chair of the Green IT Promotion Council's Committee of Survey and Analysis in Japan and joint chair of the ICT for Energy Efficiency (ICT4EE) Forum's Working Group 2 in Europe, contributing to the development of more practical methods for assessing environmental impact. These initiatives have made it possible for CO2 reductions produced by ICT to be assessed under an international framework, which is expected to promote further utilization of the technologies.

Further, the Fujitsu Group joins in activities to evaluate the sustainability of our products using internationally recognized methods. For example, the IEC TC 111 committee creates environmental standards for electrical and electronics products, and we are actively involved in the Japanese committee of its Working Group 4, which drafts international standards for calculating greenhouse gas emissions. In addition, for the IEC TC 100 committee, which is responsible for international standards for audio, video and multimedia systems and equipment, Fujitsu serves as technical secretary for TA 13, which is in charge of environmental regulations, and chair of the Japanese committee.

*1:

[Ministry of Internal Affairs and Communications of Japan press release \(in Japanese\)](#)

External Organizations

Green ICT

Promoting and diffusing Green ICT and standardization activities

- [Green IT Promotion Council](#) 
- [ICT4EE](#) 



Climate Change

Carrying out proposals to achieve a sustainable low carbon society

- [Japan Climate Leaders' Partnership \(Japan-CLP\)](#) 
- [ITU and Climate Change, the climate change group of the International Telecommunication Union Telecommunication Standardization Sector \(ITU-T\)](#) 
- International Electrotechnical Commission (IEC)
- Greenhouse Gas Protocol (GHG Protocol)

Biodiversity

Promoting the conservation of biodiversity by corporations

- Business and Biodiversity Initiative
- Japan Business Initiative for Conservation and Sustainable Use of Biodiversity (JBIB)

Product Chemicals and Eco Design

Investigating frameworks to effectively communicate information on chemical substances contained

- The Japan Article Management Promotion Committee (JAMP)
- The Japan Green Procurement Survey Standardization Initiative (JGPSSI)
- Japan Environmental Management Association for Industry (JEMAI)

Environmental and Social Contribution

Promote environmental and social contribution activities

- WWF (World Wide Fund for Nature) Japan
- Nature Conservation Society of Japan (NACS-J)
- Wild Bird Society of Japan
- Japan International Forestry Promotion and Cooperation Center (JIFPRO)

Environmental Communication

Promote environmental communication

- Nippon Environment Club
- Japan for Sustainability (JFS)

Environmental Activities

- Communications and Information Network Association of Japan
- Japan Electronics and Information Technology Industries Association (JEITA)
- KEIDANREN (Japan Business Federation)

etc.

Participation in Environmental Campaigns

Through participation in environmental campaigns, each employee works to protect the environment starting with their everyday spaces and activities.

Participation in the Challenge 25 Campaign

The Fujitsu Group in Japan participates in the Challenge 25 Campaign, which is a nation-wide movement to mitigate global warming—a goal each of our employees supports fully by making efforts to conserve energy at work and in the home.



The 6 Challenges

The Challenge 25 Campaign proposes "6 Challenges." These constitute specific steps toward reducing CO2 emissions and can be performed by anyone in the home or office, etc.

- Challenge 1: Choose an environmentally friendly Lifestyle
- Challenge 2: Choose energy-saving products
- Challenge 3: Choose natural energies
- Challenge 4: Choose environmentally friendly buildings and houses
- Challenge 5: Support activities and products that lead to the reduction of CO2 emissions
- Challenge 6: Participate in community activities to prevent global warming

At the Fujitsu Group, we are proactively working to meet these 6 Challenges.

Air Conditioner Settings

Air conditioners are set to certain temperatures year-round. 28°C in cold weather and 20°C in hot weather.

In the summer, we implement "Cool Biz" dress-code practices and ask that our customers and partners also dress lightly when visiting us. In fiscal 2011, with the implementation of power-conservation measures following the Great East Japan Earthquake, the Fujitsu Group took it one step further, introducing a "Super Cool Biz" casual business dress code between May and October.

Power Conservation Lights-Down Campaign in 2011

Each year, the Fujitsu Group participates in the "CO2 Reduction / Lights-Down Campaign," a global-warming prevention effort launched by Japan's Ministry of the Environment in 2003. This campaign calls for people to turn off lights at landmark facilities and in the home.

In fiscal 2011, lights were turned off on two special days—the day of the summer solstice on June 22 and the Tanabata Festival on July 7, which is also Cool Earth Day. In addition, given the need to conserve energy after the Great East Japan Earthquake, a call went out to turn lights down throughout the day and at night between June 22 and August 31 as part of "Day and Night: Power Conservation Lights-Down 2011."

In support of this objective, on June 22 and July 7, in the two hours between 8 PM and 10 PM, the Fujitsu Group turned off its neon advertising signs and office lighting. Efforts did not end with these two special days, as the Group continued its efforts to curb electricity use by turning off or reducing unnecessary lighting, and implementing other measures to further conserve power.



Fujitsu Integrated Microtechnology



Fujitsu Isotec



Sapporo Systems Laboratory

Green Curtain Project

The Fujitsu Group is working to prevent global warming. As part of that effort, every summer our offices roll out our green curtain project, which works to keep indoor temperatures down by growing plants along exterior walls and windows. In 2011 the green curtain project, which began in 2006, was implemented at 14 Fujitsu Group offices.

The green curtain project involves growing bitter melon, morning glories, gourds, and other vine plants along exterior walls and windows to block the hot sunlight and lower room temperatures by creating shade. Employees can watch the seedlings, which they plant themselves, grow taller each day—a relaxing experience that also teaches them the joys of gardening. Bitter melons are later harvested and distributed to employees free of charge and is also consumed locally in special dishes served at employee cafeterias.

Case Study

Fujitsu Kawasaki Plant

Each year, Fujitsu's Kawasaki Plant work with Kawasaki City and the municipal government of Naka Ward to grow bitter melon as green curtains. This year, 261 employee volunteers carried out the planting and by summer had grown an enormous curtain measuring 4.5m high by 30m wide. 130 of the harvested bitter melons were then distributed to employees free of charge, while more went into some 336 meals served in the employee cafeteria as part of efforts to consume the produce locally.

Activity dates: May 25 to September 30, 2011
Location: Kawasaki City, Kanagawa Prefecture



Fujitsu Kawasaki Plant

Case Study

Fujitsu Akashi Plant

The Akashi Plant began participating in the green curtain project in 2009, so this marks its third year. We have planted a green curtain in the cafeteria, which is used by many employees, in the hopes that it would be relaxing to see indoors while also helping to keep the area cool. The curtain measures 125m² and is capable of absorbing 420kg of CO₂.

Activity dates: June 1 to September 30, 2011
Location: Interior of the Akashi Plant, Akashi City, Hyogo Prefecture



Fujitsu Akashi Plant

Case Study

Fujitsu Oita Systems Laboratory

At the Oita Systems Laboratory between May and September 2011, we implemented a green tunnel project with help from all of our green supporters in the building.

In fiscal 2011, we planted bitter melon and Japanese morning glories. In addition to conserving power by providing shade and through evapotranspiration, of particular note is the relaxing effect of walking through the tunnel. The huge harvest of bitter melons was given to the employees. The Japanese morning glory seeds we harvested were provided to various regions as part of a "morning glory bank" initiative, and will be used to further expand our green curtain movement.

Activity dates: May 23 to mid-September, 2011

Location: Oita City, Oita Prefecture



Fujitsu Oita Systems Laboratory

List of External Awards and External Evaluations

The Fujitsu Group's various initiatives for developing a sustainable society have been highly appraised by external observers.

(As of June 2012)

Major External Awards and Evaluations Received by the Fujitsu Group and Its Employees

Recognition	Date	Sponsor(s)	Initiative
21st Century Achievement Award, Environmental Category	June 2012	Computerworld	Response to the Great East Japan Earthquake
Social and Environmental Green Evaluation System(SEGES), Superlative Stage	April 2012	Organization for Landscape and Urban Green Infrastructure	Fujitsu Numazu plant's greening activities
15th Environmental Communication Awards Recipient of Prize for Excellence in Environmental Reporting	February 2012	Japan's Ministry of the Environment and Global Environmental Forum	2011 Fujitsu Group Sustainability Report
Kawasaki Environmental Show-Window Award	February 2012	Kawasaki City, Kanagawa Prefecture	Introduction of environmental reference model
Low CO2 Kawasaki Pilot Brand '11	February 2012	Kawasaki City, Kanagawa Prefecture	ESPRIMO D570/B enterprise desktop PC and proximity sensor-equipped VL-178SRL ECO Plus display
2nd Kanagawa Global Warming Prevention Awards for its development of technology to reduce greenhouse gas emissions	February 2012	Kanagawa Prefecture	Development of energy-saving PC server
2nd Kanagawa Global Warming Prevention Awards for its accomplishments in reducing greenhouse gas emissions	February 2012	Kanagawa Prefecture	Construction of Fujitsu FIP Corporation's Yokohama Data Center
Ranked 10th in the 15th Nikkei Environmental Management Survey	January 2012	Nikkei Inc.	Environmental measures and environmental management initiatives
Banksia Environmental Award for Leading in Sustainability-Setting the Standard for Large organizations	November 2011	Banksia Environmental Foundation	Long running contribution to sustainability by Fujitsu Australia New Zealand (FANZ)
Ranked 1st in the Top 12 Green-IT Vendors list	October 2011	Computerworld	For reducing energy consumption and introducing technology to conserve energy and lower carbon emissions in ICT equipment as a "green-IT vendor"
Ranked 13th in Newsweek Green Rankings 2011	October 2011	Newsweek	For consideration of corporate environmental impact, environmental management and information disclosure policies
Second Contest of Corporate Ikimono-Nigiwai (Biodiversity) Activities Special Recognition Award	October 2011	Contest for Corporate Ikimono-Nigiwai (Biodiversity) Activities Organizing Committee	Fujitsu Group Malaysia Eco-Forest Park (Activities to regenerate tropical rainforests in Borneo, Malaysia, aiming to conserve biodiversity)
Green-IT Award 2011 Review Board Special Award in the category of "Savings in Society's Energy Consumption by IT"	October 2011	Green IT Promotion Council	Creation of "EcoCALC" eco-contribution estimation web tool and pro-active usage across the Group aimed at realizing an energy-saving society
FY 2010 Environmental goo Grand Prize Incentive Award, Business Division	May 2011	NTT Resonant Inc.	Environmental activities by Fujitsu (environmental website)