

Top Message	Interview to Head of Corporate Environmental Strategy Unit	Special Feature: The Power of ICT	Fujitsu Group Environmental Action Plan Stage VII	<b>Chapter I Contribution to Society</b>	Chapter II Reducing Our Environmental Burden	Environmental Management	Data Overview
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GHG Emission Reduction through the Provision of ICT    Deploying Sustainability Solutions    Development of Top-Level Energy Efficient Products    Improving the Resource Efficiency of Products    Research and Development of Advanced Green ICT    **Collaborating with Communities and Taking Action as a Good Corporate Citizen**

# Collaborating with Communities and Taking Action as a Good Corporate Citizen

## Our Approach

Fujitsu Group deploys its funds, technology (ICT), and people (expertise) to support the activities of NPOs, NGOs, educational institutions, local governments, citizens' groups, and other diverse bodies that seek to resolve social issues. Specific examples include technological support for citizen enlightenment and studies for biodiversity strategies by local governments; funding support for rare species protection by NPOs and global warming countermeasure projects; technological support for monitoring and other systems; and support for human resources participating in the social contribution programs of international institutions. We determine the targets and content of support based on the needs and issues of local communities.

In addition, we support the social contribution activities undertaken by employees, encouraging each and every employee to maintain high awareness of social and environmental issues and to take an active involvement in resolving these.

## Summary of FY 2013 Achievements

Targets under the Fujitsu Group Environmental Action Plan (Stage VII) (toward FY 2015)	<b>Corporate Citizenship: Social Challenges</b> Support initiatives that address the complex social and environmental challenges, e.g. biodiversity conservation.	<b>Corporate Citizenship: Social Activities</b> With society, support our employees to volunteer social activities.
	<b>Funding:</b> Supported a charity run and victims of Typhoon Haiyan. <b>Technology:</b> Provided with the Mobile Photo System cloud service. <b>Human resources:</b> Provided small-scale charitable organizations with management know-how.	<b>Dedicated 129,000 hours</b> to social contribution activities by employees
<b>FY 2013 Key Performance</b>		

## FY 2013 Performance and Results

### Aggregating Results to Assess the State of Activities

To expand our social contribution activities, the Fujitsu Group has begun aggregated management of activities that had previously been planned and implemented separately by country, workplace, and Group company. This step will allow us to assess the state of the activities, share exemplary case studies, and connect activities to resolution of issues, and will also be of aid in planning and setting internal targets for the next fiscal year.

### Conducting 129,000 Hours of Social Contribution Activities in Japan and Overseas

Through the provision of funding, technology, and human resources, Fujitsu has supported conservation of biodiversity, employment for persons with disabilities, education for the next generation, and other activities aimed at diverse social issues. Among the social contribution activities undertaken by our employees are forestation projects throughout Japan, forest thinning work, environmental lessons at elementary and junior high schools, and local clean-up initiatives. Overseas, our employees have participated in charity events, rain forest revitalization activities in Malaysia, and environmental education classes. In Japan and overseas, employees spent 129,000 hours in social contribution activities.

## Examples of Social Contribution Activities

- **Covering entrance fees for charity Fun Run participants: Fujitsu UK and Ireland (Great Britain)**  
Including our partner companies, 300 employees donated GBP 15,000 took part in a fun run called Vertical Rush, hosted by Shelter, a housing support NPO. 
- **Support for typhoon disaster victims: Fujitsu Philippine Global Delivery Center (the Philippines)**  
USD 1,500 was donated to the Red Cross to support victims of the incredible damage in the Philippines from Typhoon Haiyan.
- **Cloud technology support for graduate school students: Nanjing Fujitsu Nanda Software Technology Co., Ltd (China)**  
We provided technological support for analysis and services, plus cloud computing data management, for graduate school students of Nanjing Normal University.
- **Providing know-how to small-scale charity organizations: Fujitsu UK and Ireland (Great Britain)**  
We dispatched one person for approximately one year to The Joshua Tree Charity to provide support for strategic governance and for installing their ICT environment.
- **Teaching environment classes: FUJITSU DIE-TECH (the Philippines)**  
Two employees taught a class at Timbao Elementary School, in the Province of Laguna, and explained the current state of environmental issues, as well as what children can do to address them. 

## FY 2014 Targets and Plans

### Expansion of Opportunities and Hours for Participation in Activities by Employees

Assessing the state of activities in FY 2013 revealed lower performance overseas than in Japan, as well as a lack of opportunities for activities by employees in regions with large numbers of employees. In FY 2014, we intend to respond by giving consideration to project launches overseas, and by expanding preservation activities and educational activities in which employees can participate.

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## Main Activities in FY 2013

### Supporting Biodiversity Survey Projects through the Provision of the Mobile Photo System Cloud Service

Fujitsu's Mobile Photo System lets users take photos of flora and fauna with GPS-equipped mobile phones or smartphones, then upload the photos by email for storage in a database. This database can be browsed online together with mapping data. By enabling the collection and management of data with participation by citizens, the system can reveal what sort of plants and animals grow and thrive in what locations. We are providing the system as a cloud service to 13 organizations that use the data in work to preserve biodiversity.

#### National Census of Flower-Visiting Bumblebees

The national census of bumblebees, which are on the decline due to factors including the impact of invasive species, uses the Mobile



#### A User's Voice

In FY 2013, bumblebee photos submitted by users around the country exceeded 1,300 photos. Using a method called niche modeling, we were able to use the data to estimate habitat distributions for several species. In particular, we were able to estimate environmental factors that impact the distribution of species including *Bombus ardens ardens*, *Bombus hypocrita hypocrita*, and *Bombus diversus diversus*.



**Masakado Kawata**

Professor, Graduate School of Life Sciences, Tohoku University

Photo System. Based on photos sent from citizens nationwide, the census is creating a domestic distribution forecast map.

#### TCE Animal and Plant Species Habitat Distribution Survey

Using the Mobile Photo System in fieldwork curriculum, this survey seeks to enlighten students and test the practicality and extensibility of the system. In the future, it will also help train human resources who will engage in environmental conservation.



#### A User's Voice

As a result of using the Mobile Photo System in our school's fieldwork over the course of the year, we uploaded over 2,600 items of reliable data, primarily from students. Through the work, students also became proficient in the use of the system. In FY 2014, we plan to focus efforts on collecting information on the species that are the target of the activity.



**Masaaki Komaru**

President, Tokyo College of Environment

### Starting the Project "Regeneration and Collaboration Forest" in Miyako City, Iwate Prefecture

Over two days in October 2013, 76 Fujitsu Group employees and members of their families participated in the project "Regeneration and Collaboration Forest".

Operated under the theme of "Connecting with the Region," the project consists of forest revitalization activities

that leverage "Present Tree in Miyako," an initiative in which Miyako City NPOs and local forestry businesses participate jointly. Each participant becomes a "foster parent" to one tree and watches over its growth for 10 years. The activity creates opportunities to build ties to the region over the long term and to support reconstruction.

In the Taro district, a region affected by the Great East Japan Earthquake, local residents described the disaster to employees through vivid memories and videos. They also offered employees a hands-on work experience at the Mazaki *wakame* processing plant, which reopened a year after the disaster.

From the residents, we received words of gratitude, including, "We're so happy that you came all this way, saw and learned about the conditions here, and haven't forgotten us," and, "We'll be waiting for you next year, too!" Fujitsu will continue the project in FY 2014 and beyond.

#### An Employee's Voice

This event provided a great parent-child experience.

Visiting the sites of the disaster and hearing the accounts of residents gave me a strong sense of the magnitude of the disaster and the importance of readiness. Also, I'm very glad that the forest revitalization activity doesn't end with the planting, and that through the opportunity to watch over the tree from



here on out, I've formed ties to an area with which I had no connection in the past.

**Misa Nagumo**

Corporate Brand Office, Global Marketing Division