

Communication with Society

The Fujitsu Group works to communicate with our customers, employees, business partners, shareholders, investors, local and international communities, and all of our diverse stakeholders.

Environmental Dialogues with Experts

To solve global environmental problems, build collaborative relationships with a wide range of stakeholders, and promote environmental management that reflects the changes and needs of society, we feel that it is vital to have many occasions for dialogue with society.

At the Fujitsu Group, we began environmental dialogues from FY 2011, and have since held a total of 14 gatherings as of the end of FY 2013. Over 30 experts have been invited in ranging fields, including representatives of NPOs, universities, and corporations, as well as journalists. Each gathering has had specific themes around which the interactions are carried out. This dialogue allows us to understand the expectations and demands placed on Fujitsu, and leads to improvements and reinforcements of our environmental management.



FY 2013 Themes

1 st dialogue	Discussing the materiality of Fujitsu	4 th dialogue	New frameworks for the continuous development of communities (satochi-satoyama*)
2 nd dialogue	Initiatives regarding the resources used in Fujitsu products	5 th dialogue	The conditions of governance that strengthens environmental management
3 rd dialogue	Considerations regarding collaboration between corporate business sites (plants, etc.) and cities	6 th dialogue	Global warming adaptation measures

* Satochi-satoyama: Rural landscape and community-managed natural area.

Resource Initiatives: Discussing Evaluation Methods and Approach Measures

In order for the Fujitsu Group to gauge the level of impact on the environment from the use and disposal of resources indispensable for product development, we have formulated a new index called the "resource efficiency" (see Page 20). We actively exchanged opinions with researchers and experts in regards to devising this index, as well as understanding evaluation methods for recycling, etc.

Some of the input we received included comments such as, "Many corporations are struggling to devise such an index, but we hope you continue your leading efforts;" "Please consider what comprises the largest environmental impacts, from a resource perspective, among Fujitsu's products, and devise an index able to assess this;" "It is necessary to disclose information on the areas of your supply chain that require assessment. It should be possible to leverage ICT to manage this information at the production and usage stages, which are stages when risks arise."

Going forward, we plan to give due consideration to this input as we review ways to improve the content of the index, assess the future direction of our activities, and contribute to the efficient use of resources society-wide while leveraging ICT and increasing our resource efficiency.

Creating a New Project by Exchanging Information on Collaboration with Communities

We exchanged opinions on the challenges and future developments in conserving woodlands and satochi-satoyama, which are representative social contribution activities for corporations.

Some of the input we received included comments such as, "Rather than taking the one-dimensional approach to forestation that thinks "just improving forests is enough," it is important to take an approach that includes vitalization of the entire ecosystem and the surrounding regions in your perspective;" "Forestation takes time. In order to build solid relationships of trust, instead of planting trees and stopping at that, it's necessary to consider what is required all the way to the end, including maintenance;" "It would be even better if Fujitsu went beyond volunteer work and made itself part of the business model so that the economy of the mountain forest areas could gain more momentum."

In light of these opinions, we have begun forest revitalization activity in Miyako City, Iwate Prefecture, aiming to contribute to the community and build a long-term relationship (see Page 25).

Top Message	Interview to Head of Corporate Environmental Strategy Unit	Special Feature: The Power of ICT	Fujitsu Group Environmental Action Plan Stage VII	Chapter I Contribution to Society	Chapter II Reducing Our Environmental Burden	Environmental Management	Data Overview
Environmental Management	Green Procurement	Initiatives to Minimize Environmental Risk		In-House Environmental Educational and Enlightenment Activities			Communication with Society

A Facilitator's Comment

I have participated as a facilitator in each of the environmental dialogues. As we face a time of increasing environmental and other problems that a single corporation is hard pressed to solve on its own, a stance in which corporations align themselves with society in order to address the problems is mandatory. I feel that taking the concrete step of arranging dialogues for this is extremely important. I commonly see examples of one-off dialogues arranged for CSR reports. Fujitsu, however, deserves praise for its on-going dialogues with society, carried out from multiple angles.

I feel that the dialogues have allowed experts to convey their expectations of Fujitsu in terms of technology, etc., and that the dialogues have been a forum for deepening trust between Fujitsu and society by displaying the company's willingness to address issues with parties outside Fujitsu. The experts, in turn, get insight into the challenges Fujitsu faces and receive the benefit of increasing and strengthening their own knowledge and pursuits. There have been numerous examples of this interaction, both dialogue and networking, leading to positive contributions to subsequent endeavors.

I have high hopes for the environmental dialogues to continue in the future so that Fujitsu's environmental initiatives and environmental management can advance forward without resting on their laurels.



Junko Edahiro

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Communication through Exhibitions and Events

The Fujitsu Group provides information on our initiatives toward solving global environmental issues by using exhibitions and events inside and outside Japan as a means for communicating with customers and residents of regional communities.

Main Exhibitions and Events Attended in FY 2013

- ITU Green Standard Week / Madrid, Spain / September 2013
- Kawasaki International Eco-Tech Fair / Kanagawa, Japan / February 2014
- Eco-Products 2013 / Tokyo, Japan / December 2013
- CEATEC / Chiba, Japan / October 2013
- Eco-Products International 2014 / Taipei, Taiwan / March 2014



An Environmental lesson held at Eco-Products 2013

Tie-ups with External Organizations in order to Spread Green ICT and a Sustainable Society

By actively participating in external organizations inside and outside Japan, the Fujitsu Group is endeavoring to promote and spread green ICT solutions for realizing a sustainable society.

Major Participating Organizations

<p>ISO TC286 SC1 (Smart Urban Infrastructure Metrics): building infrastructure assessment methods and promoting efforts to clarify the role of ICT in smart communities</p>
<p>World Business Council for Sustainable Development (WBCSD): reviewing assessment indices in traffic and transportation fields, and promoting concrete solutions in various categories</p>
<p>The ITU-T's ICT and Climate Change Group (SG5 WP3): spreading and expanding green ICT</p>
<p>The Steering Committee for the ICT Sector Guidance to the GHG Protocol Product Life Cycle Accounting and Reporting Standard: assessing ICT life cycle environmental effects</p>
<p>The Green Grid: reviewing definitions for improving ICT equipment resource efficiency, datacenter indices, etc.</p>
<p>JEITA Green IT Committee: contributing to the establishment of a method for evaluating the contributions of products and services</p>
<p>Global Taskforce on Harmonizing Global Metrics for Data Center Energy Efficiency: promoting environmental consciousness of datacenters</p>
<p>Uptime Institute Network: taking part in surveys and meetings for improving data center performance and efficiency</p>