



**CLIMATE CHANGE**

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**REDUCING THE ENVIRONMENTAL  
IMPACT OF BUSINESS:  
WHAT ROLE CAN IT PLAY?**

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# LOW CARBON ECONOMY: THE ROLE OF IT

1.0

*“The transition to a low-carbon economy will bring challenges for competitiveness but also opportunities for growth.”*

**Stern Review**  
The Economics of Climate Change (2006)

With businesses under pressure to act, IT has a vital role to play in the move to a truly low carbon operation.

## 1.1 Why business can't ignore climate change

In 2006, the Stern Review delivered one of the first major reports into the effects of climate change by an economist. The Review, like others before, warned about the devastating impact of global warming and the need to move to a low carbon economy. It also went further, highlighting the consequences for the business world, with the global economy potentially shrinking by 20%.

Today, climate change is widely accepted as a major cause for concern with a growing number of governments committed to the reduction of greenhouse gas emissions. In the UK, for instance, the Climate Change Bill includes the legally-binding target of a 60% reduction in CO<sub>2</sub> emissions by 2050.

■ Businesses are being compelled to play their part in tackling climate change.

■ While there are lots of activities that can reduce an organisation's environmental impact, there is no silver bullet.

■ A co-ordinated programme is needed – that addresses not just IT generated emissions but also uses IT to enable a low carbon transformation across the organisation.

Across private industry and the public sector, organisations are being compelled to play their part – and the pressure to be greener only looks set to continue with the imposition of further carbon taxes and levies. There's also increasing scrutiny from customers, employees, investors and business partners for organisations to proactively reduce their environmental impact and demonstrate a clear sense of corporate responsibility.

## 1.2 IT: Part of the problem or part of the solution?

There's no denying IT is a contributing factor. In April 2007, analysts Gartner estimated that information technology and telecommunications were responsible for around 2% of global CO<sub>2</sub> emissions. In addition, there's concern about the disproportionate share of rising energy costs consumed by IT. However, while IT is certainly part of the problem, its innovative and effective use can play a major role in helping reduce our overall environmental impact, going some way to tackling the cause of the other 98% of CO<sub>2</sub> emissions.

## 1.3 There is no silver bullet to becoming a low carbon operation

So what are the implications for your organisation? Unfortunately, there is no silver bullet to address the issue of climate change. While there are lots of activities that can reduce an organisation's environmental impact, at Fujitsu, we believe they must be undertaken as part of a co-ordinated and coherent programme to ensure a complete transformation to a lower carbon operation. Crucially, our approach is underpinned by the belief that any programme must consider not only how to address IT generated CO<sub>2</sub> emissions, but also how IT can be used as a key enabler in becoming a truly low carbon business.

# SUCCESSING AS A LOW CARBON BUSINESS

2.0

*IT has the potential to fundamentally change the way an organisation operates – and will be a key factor for success as we move towards a low carbon economy.*

## BUILDING A SUCCESSFUL LOW CARBON IT TRANSFORMATION PROGRAMME

Fujitsu works with clients to develop and deliver a co-ordinated and coherent strategy for a greener approach to business. We help:

- Establish a clear strategic intent to guide all projects undertaken in line with your business objectives.

- Ensure appropriate governance is in place to agree and continuously review the strategy.
- Understand your organisation's carbon footprint and identify which areas to address as a priority and the impact of IT in reducing CO<sub>2</sub> emissions.

- Develop a transformation plan – including the delivery of the appropriate behavioural change.
- Manage the delivery and monitor the success of any project based on business outcomes.

■ Fujitsu can help organisations define and deliver their low carbon IT transformation strategy.

■ Improving energy efficiency needs to be at the heart of any programme to reduce IT-related CO<sub>2</sub> emissions.

■ Crucially, we also help organisations use IT to support more fundamental changes and become low carbon across their operations.

Organisations should not only seek to address their IT related emissions, but also consider how they can use IT to significantly reduce their carbon footprint overall.

### 2.1 Building a transformation programme that's right for you

Fujitsu's focus is on helping our clients fully define and deliver an environmentally sustainable IT transformation programme in line with their business objectives.

We offer consultancy services that enable organisations to define their transformation strategy and direct their investment – using IT to make a significant difference to their carbon footprint.

We provide clients with an understanding of how their business is performing and the projects that should be undertaken to actively reduce the environmental impact of IT. We also identify opportunities where IT can be used as a platform to enable more fundamental changes in the way the organisation operates, where even bigger inroads can be made in tackling CO<sub>2</sub> emissions.

We have the skills, expertise and experience to deliver and manage these projects as part of an integrated transformation programme. Throughout, we ensure effective change management and overcome potential green fatigue by encouraging and delivering behavioural change across the organisation – for a sustained green transformation.

### 2.2 Reducing the environmental impact of IT

There are lots of initiatives that can be undertaken to directly address the key sources of IT-related carbon emissions, however, a co-ordinated view is needed that challenges historical approaches and looks beyond traditional infrastructure silos.

Fujitsu offers support to clients in a number of ways:

- Reducing the energy consumed in the data centre.
- Ensuring smarter management and more efficient use of the desktop and printer estate.
- Enabling more informed decision-making on the sourcing of environmentally-responsible IT equipment.
- Providing sustainable end-of-life disposal of IT equipment – whether it's via refurbishment, re-use or recycling services.

### 2.3 Enabling a low carbon business with IT

We firmly believe IT has a key role to play in supporting organisational and behavioural change, helping businesses take a significant step forward in reducing their carbon footprint. We also recognise that any initiatives must be backed by a clear

business case that offers a compelling case for change beyond CO<sub>2</sub> reductions.

With this in mind, we are helping clients in a number of ways:

- Supporting lower carbon ways of working using Unified Communication and Collaboration – enabling staff to communicate and work together regardless of their location. This boosts productivity while cutting travel demands – often a key contributor to CO<sub>2</sub> levels.
- Transforming the way they interact and engage with customers – using more Self-Service and web-based applications to help organisations scale back their physical presence (and the associated carbon cost) while offering customers a better, more convenient way to do business with them.
- Enabling organisations to take advantage of shared services – lessening the need for clients to invest in a costly IT infrastructure. Instead taking advantage of high quality business services built from the ground up to be more environmentally-friendly.

# FUJITSU'S COMMITMENT

3.0

*"We will enhance our environmental solutions in order to expand the role of IT in reducing customers' environmental burdens. Reducing CO<sub>2</sub> will be a major goal of our environmental protection efforts."*

**Naoyuki Akikusa**, Chairman, Fujitsu Ltd

■ At Fujitsu, we're managing our own transformation to a low carbon operation.

■ We factor environmental considerations into the design, build and operation of our IT services.

■ From our industry leading energy efficient data centre to our innovative Flex shared service.

## FUJITSU'S ENVIRONMENTAL STRATEGY – REDUCE, RE-USE, RECYCLE



## FUJITSU'S PROGRESS TOWARDS A LOW CARBON OPERATION

- Energy reduction programme has achieved savings of 19% across our UK office portfolio in last two years.
- Centralised recycling facilities introduced with the aim to increase waste recycling from 40% to 60%.
- Aim to reduce travel for business meetings by 5% this year through the use of Unified Communication and Collaboration technology.
- Regular audits conducted to assess suppliers against Green Product Index.
- 265,000 items taken back at end-of-life for clients in the last two years, 49% of which were refurbished and 51% recycled.

At Fujitsu, we're fully committed to reducing our environmental impact across the scope of our operations and throughout the services we deliver to customers.

### 3.1 Managing our own transformation

At Fujitsu, we're firmly committed to doing the right things in our business as part of helping clients with their transformation to a low carbon operation. Our focus is on:

- The delivery of environmentally sustainable services.
- Reducing the environmental impact of our own business.
- Ensuring our supply chain acts responsibly.

### 3.2 Delivering environmentally sustainable services

We use lean principles to ensure environmental considerations are factored into the design, build and operation of our IT services. Lean provides a mechanism for us to examine what we do and how we do it. We assess the value we are delivering to customers – from the way we design and build services based on standardised components using TRIOLE,

to the way we continually improve the services we deliver using Sense and Respond®. Our staff are empowered to continually look for opportunities to improve the quality and efficiency of our services – while eliminating wasteful activities – whether effort, capital or natural resources.

We also continue to explore the ways we can provide new capability to better support our clients while reducing our CO<sub>2</sub> emissions. Some examples include:

#### ■ Operating an industry leading data centre that's highly resilient and energy efficient

Fujitsu's latest data centre is one of the 'greenest' in Europe. Not only is it the first in Europe to be independently certified to the Uptime Institute's international Tier III standard for availability, but it will nearly halve the energy used by previous data centres, save enough power for up to 6,000 homes each year and

reduce CO<sub>2</sub> emissions by 10,000 tonnes.

The data centre is situated on a brownfield site and reused a warehouse no longer required by Fujitsu, further reducing the environmental impact associated with the new facility.

#### ■ Delivering an innovative IT shared service

Fujitsu is helping the UK public sector make lower carbon IT a reality with Flex. This innovative shared service has redefined how to deliver office and business applications to the business user and has been designed so that systems consume typically 40% less energy. The Cabinet Office became the first adopter of Flex in 2007 and other departments are following suit.

### 3.3 Summary

At Fujitsu, we believe IT has a crucial role in helping reduce the environmental impact of business. For too long the focus has been on simply reducing the CO<sub>2</sub> emissions generated by IT. However, organisations must also consider how IT can be applied as part of a fully co-ordinated transformation programme – to reduce their overall carbon footprint, playing their part in addressing the issue of climate change.

*"The new Cabinet Office ICT deal is win-win-win, for staff, for taxpayers and the environment."*

#### John Suffolk

UK Government Chief Information Officer

Fujitsu's innovative Flex Shared Service will reduce ICT-related emissions by nearly 25% per annum when fully implemented – delivering accumulative savings of over 300 tonnes of CO<sub>2</sub> by 2011.

**CALL US TODAY ON +44 (0)870 242 7998 TO FIND OUT HOW WE CAN HELP DESIGN A GREEN TRANSFORMATION PROGRAMME THAT MEETS THE NEEDS OF YOUR ORGANISATION.**



#### **FOR MORE INFORMATION**

Contact us on +44 (0)870 242 7998  
or [askfujitsu@uk.fujitsu.com](mailto:askfujitsu@uk.fujitsu.com) or visit [uk.fujitsu.com](http://uk.fujitsu.com)

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