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## Environment

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## Medium-Term Environmental Vision "Green Policy 2020"

## Green Policy 2020

The Fujitsu Group will meet the challenge of creating a prosperous, low-carbon society

To support the creation of a prosperous, low-carbon society, the Fujitsu Group will leverage its technologies and know-how to inspire environmental innovation for its business and for society, in collaboration with customers and partners.

## The Background of the Medium-Term environmental Vision "Green Policy 2020".

The Japanese government's "Cool Earth 50" initiative published in May, 2007, which aims to establish a low-carbon society, calls for targeting a halving of the current levels of greenhouse gas emissions by 2050. Achieving this target will require the cooperation of the whole world.

However, the further economic development predicted primarily for the newly industrializing nations makes it extremely difficult to halve greenhouse gas emissions. To achieve this target will require innovative new technology, systematic reforms, and structural changes to markets, etc., and various innovations affecting society will be essential. It is in creating these innovations that the Fujitsu Group sees IT playing a vital role. For its own part, the Fujitsu Group has laid out a new medium-term environmental vision for dealing with global environmental issues in terms of the role the Group should play as a global IT leader and how it plans to carry out its role.

## A Milestone on the Way to Halving Greenhouse Gas Emissions by 2050

Green Policy 2020, our medium-term environmental vision, targets the year 2020, pointing the way ahead for the role the Fujitsu Group must play over the next dozen years or so in moving towards resolution of the world's environmental issues.

The Fujitsu Group sees 2020 as a milestone in progress towards the target, now under worldwide consideration, of halving current greenhouse gas emissions by 2050, seeing it as essential that such emissions should peak by 2020, i.e., should cease to increase and then go into decline, if the 2050 target is to be met. And the Group aims to contribute to this achievement.

## The Concepts of Green Policy 2020

The prosperous, low-carbon society that we aim to achieve will not only use little carbon, it will also take into account the contributions that biodiversity and a safe living environment make to well being.

As well as reducing the environmental load that our own company imposes, the mainstays of our contributions to customers and society will be the reformation of the Fujitsu Group itself and the provision of information technology and the creation of IT solutions, contributing environmental innovations not confined to the Group but extending to the world beyond it. We will seek to maximize the volume of such contributions.

We also aim to collaborate with our customers and partners, and indeed with all the various influential bodies that have a stake in international society, in making the industrial and other contributions needed for a low-carbon society.


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## Three Goals

## 1. Benefit our customers and society as a whole

It is the goal of the Fujitsu Group to reduce carbon emissions in Japan by 30 million tons annually by 2020 through the provision of advanced, energy-efficient technologies and solutions, thus contributing to lowering worldwide greenhouse gas emissions, which need to

peak by 2015-2020 at the latest (reducing industrialized countries' greenhouse gas emissions up to 30% below 1990 levels by 2020) in order to achieve the 2050 goal declared by the G8.

## 2. Pursue internal reforms

By 2020, Fujitsu seeks to offer world-class overall energy efficiency in all of its business areas (software and services, hardware, electronic devices, others). Fujitsu will also set up a new organization to promote low-carbon initiatives.

## 3. Preserve biodiversity

Fujitsu plans to address every area of the Leadership Declaration of the Business and Biodiversity Initiative, with specific initiatives underway before 2020.

In order to achieve these three goals, Green Policy 2020 includes a total of 20 specific topics, including 13 on the subject of benefiting customers and society, such as developing innovative energy technologies and helping customers reduce their resource and energy demands; five on the subject of internal reforms, including thorough carbon reduction in Fujitsu's business activities; and two on the subject of biodiversity.

## The Image of the Prosperous, Low-Carbon Society that Fujitsu Seeks

Society as a whole, if it shares the common target of low carbon usage, will require all of its constituent bodies — government, enterprises, and citizens— to work together towards that target. And the application of IT, by bringing innovations to social systems, corporate activities, lifestyles, etc., in many areas of life, will achieve a society that combines prosperity with low carbon usage.

For example, innovative energy technologies will support the effective use of renewable energy, and the more efficient use of energy in buildings, homes, and in transportation, etc., and as their use spreads they will support the low-carbon society.

Also, rendering various kinds of environmental information visible and facilitating access to it by ordinary citizens will enhance their awareness of environmental issues and encourage them to select products and services that impose lower environmental load.

Then again, the adoption of advanced IT by enterprises will enable control of information on environmental performance throughout the entire supply chain, reducing the overall environmental load of their corporate activities and encouraging them to concentrate efforts on developing products and services that impose lower load.

What is more, by adopting a widening variety of working styles, including teleworking, the environmental load of moving people and things will be reduced and the ordinary citizen will be able to enjoy a lifestyle enriched by closer involvement with family and the local community and with more opportunities to come into contact with nature.

The IT support of society has been thoroughly greened. As well as developing and spreading the use of IT equipment that provides superior miniaturization, low energy consumption and recyclability, network integration is ensuring the most effective use of IT resources, lowering the load on the environment, and providing a wide range of increased values to society.



### Related Link

- [Fujitsu Establishes Medium-Term Environmental Vision: "Green Policy 2020"](#)

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