

# Environmental Communications

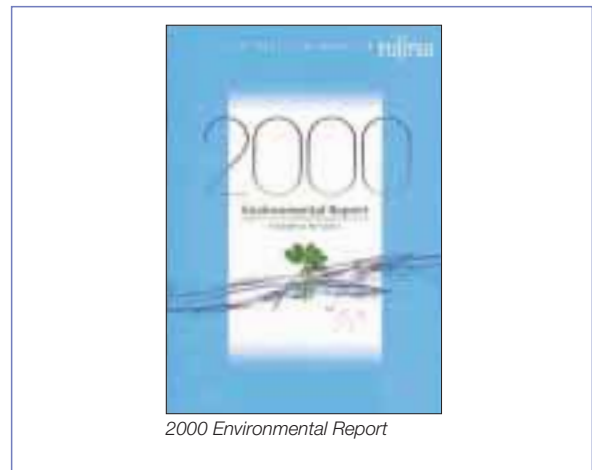
Green Management .....

## Fujitsu communicates actively concerning its environmental activities

**In seeking the opinions and ideas of a wide range of people, we publish an annual environmental report, use the Internet extensively to disseminate environmental information, and participate actively in a variety of environmental exhibitions. In the future, we will continue to employ various media to share information concerning the environment with the public.**

### 2000 Environmental Report

Fujitsu has published its Environmental Report regularly since fiscal 1996 to inform the public about its environmental protection activities and obtain understanding of them among a wide audience. The *2000 Environmental Report* detailed the results achieved by the company's various environmental protection programs in fiscal 1999. Besides introducing the Green Life 21 philosophy and other new concepts and extending Fujitsu's environmental accounting to the consolidated subsidiaries, the report addressed such new topics as environmental protection in distribution and the efforts of Fujitsu Group affiliates. It also presented such activities as Green Product development and efforts to achieve Zero-emission in greater detail.



2000 Environmental Report

#### Main Responses to the Fax Questionnaire

The report gave a strong impression of Fujitsu's commitment to full public disclosure of information concerning wastewater emissions at its plants and other data.

The inclusion of new environmental accounting criteria is a positive addition.

The calculation of environmental accounting indicators such as EE and EI is interesting; Fujitsu should continue working to reduce overall environmental impact as well as to improve relative efficiency.

Increased use of flowcharts would help readers better understand how the various processes work. (See page 9.)

Such concerns have been reflected in future activities and reports.

 URL: [http://eco.fujitsu.com/en/info/eco20001023b\\_e.html](http://eco.fujitsu.com/en/info/eco20001023b_e.html)

### Internet Homepage

Fujitsu added an environmental section to its homepage in fiscal 1997. Visitors find links to online editions of our Environmental Report as well as information on our environmental activities and details concerning our Green Products. We plan to use this channel actively to publish information about our environmental activities. We also welcome online inquiries from visitors to the site.

#### Customer inquiries (fiscal 2000)

- Number of information postings on Internet by Fujitsu:
- External homepage: 73 (54 in Japanese, 19 in English)
- Internal homepage: 227 (192 in Japanese, 35 in English)
- Number of inquiries: 683 (607 domestic, 76 from overseas)



Internet homepage

 URL: <http://eco.fujitsu.com/en/>

## Participation in Exhibitions

Fujitsu participates actively in environmental exhibitions throughout Japan to introduce its efforts to address environmental issues to a wider audience. We took part in 27 exhibitions in fiscal 2000 alone.

Exhibition name	Sponsor
International Environmental Fair	Tokyo International Trade Fair Commission
Kagoshima International Conference on World Natural Heritage	KICWNH Action Committee
Environment Total Business Fair 2000	Nikkan Kogyo Shimbun
Eco-Fair 2000	Akiruno Youth Chamber
Ishikawa Environmental Fair	Ishikawa Environment Partnership Prefectural-Public Conference
2000 Environment Festival & Citizens' Life Exhibition	Aizuwakamatsu City
Kumagaya Hometown Festival & Environment Fair	Kumagaya City, Kumagaya Youth Chamber
Eco-Products 2000	Japan Environmental Management Association for Industry

 URL: <http://eco.fujitsu.com/info/eco20010222b.html>

## Press Advertisements

Fujitsu placed two separate series of full-page advertisements in the *Nihon Keizai Shimbun* newspaper to promote its environmental activities in Japan. The advertisements conveyed simple yet eloquent messages concerning daily life and the environment. The series were honored with an award at the 10th Environmental Advertising Concours in 2000, an event sponsored jointly by the NPO Regional Exchange Center and the *Nihon Keizai Shimbun*.



This series of three press advertisements appeared in the *Nihon Keizai Shimbun* (individual executions featured February 23–25, 2000).



This series of three press advertisements appeared in the *Nihon Keizai Shimbun* (individual executions featured June 14–16, 2000).