

Case study

Fujitsu Environmental Management System

"This is the foundation that helps ensure we follow good practice and strive for continuous improvement. A solid approach to an EMS is central to any genuine sustainability programme" -

Chris Seale, Director of Sustainability Fujitsu Australia and New Zealand



The challenge

Fujitsu's ambitious sustainability vision spans the entire operation of the company. To underpin and support our long term strategy robust processes and practices are needed to continuously reduce the environmental impact of our operations, and embed sustainability into everything that we do.

The solution

- Implementation and ISO 14001 certification of an Environmental Management System (EMS) across all facility portfolio types
- Locally managed and resourced with strong management support
- Aligned to existing local management systems and to global EMS
- All regional data centres included in our certification program

The benefits

- Continuous improvement and monitoring of environmental goals, objectives and targets
- Reduced operating expenses
- Integration of sustainability across the entire organisation both locally and globally

Fujitsu and sustainability

As a leader in ICT sustainability Fujitsu has a long commitment to reducing the environmental impact of our operations. Here in Australia our most significant impact is from our data centre operations and the consumption of electricity. However, our sustainability strategy is much broader than this and covers all aspects of our operations across Australia and New Zealand including greenhouse gas (GHG) emissions, water and waste.

The challenges

While many organisations accept that they have a duty or moral obligation to be environmentally responsible, there are also other key drivers that should be acknowledged. These can include legal requirements, customer or stakeholder demands and expectations from present and potential future employees. These drivers require organisations to not only pursue profit but seek to do so in a manner that is considerate to the environment, if not actively beneficial to the environment.

While many organisations have acknowledged these drivers, the leading organisations have gone a step further and are harnessing the societal shift towards greater sustainability to deliver innovation and new forms of value.

Fujitsu's Sustainability Team is dedicated to the development and execution of the company's ambitious sustainability vision. As part of this transformation process they need to connect to all parts of the organisation and integrate into all layers of the company, from the fundamental underpinning processes all the way through to the culture, company brand and identity.

Any sustainability transformation program is dependent on its integrity. The company must be genuine in its intentions and its actions. It is fundamental to understand what impact the company's operations are having on the environment, what action is being taken to reduce these impacts and how successful these actions are in their implementation

The Environmental Management System underpins the company's objectives which in turn supports our goals and ultimately our sustainability vision. The EMS is the framework to move from strategy to realisation.

The solution

Fujitsu has a global Environmental Management System certified under 14001. However, as with other management systems we opted to seek a local certification for our operations. Our primary reasons for doing this was to enable closer integration with the existing management systems such as ISO 9001; that the EMS would benefit from greater integrity from closer management attention; and also a higher audit frequency.

The Fujitsu EMS provides a framework for a systematic approach to meeting our environmental objectives. This enhances the likelihood of meeting them through a rigorous plan-do-check-act approach that is independently verified.

SAI Global's Damian James General Manager, Assurance Services Australia said:

"During SAI Global's EMS certification audits conducted during August 2012, we found evidence of an exceptional level of commitment, input and support from top management and staff alike with a focus on sustainability."

"This has ensured that the Environmental Management System provides Fujitsu ANZ with the intended controls, prevention and reduction of pollution as well as customer focus and system improvement opportunities through effective implementation."

"The health and performance of the system is monitored via a comprehensive set of goals, KPIs and related targets along with a well implemented internal audit program."

Fujitsu's operations in Australia and New Zealand include office locations, warehouse and distribution centres and of course our data centres. Each of these types of locations has been included in our EMS. Of these facilities it is our data centres which have the greatest environmental impact, so naturally these were the focus of our EMS roll out. Today all of Fujitsu's data centres are managed under our local ISO 14001 certified Environmental Management System. This is something above and beyond our competition and is something that Fujitsu is rightfully proud of.

Building a virtual team from across the organisation and working closely with our Business Management Systems team, we developed an extremely robust environmental management framework. We have clear and measureable objectives with associated measurement and controls. As part of our EMS we have trained more than 1,100 staff so that participation and understanding of our obligations and impacts are known and understood by our staff.

The benefits

At Fujitsu Australia and New Zealand we have reduced operating expenses and injected additional impetus into our path to sustainability. From a 2008 baseline, the emissions generated by our offices have been cut by more than 18%, travel related GHG emissions have been reduced by more than 50% and our data centre facilities run a PUE that is best practice for tier III data centres.

Our environmental management system is integrated into both our local and global management systems. Our approach is robust and includes the following principles:

- Transparency, we share our environment related results to critique for continuous improvement
- Broad based, we encourage employees to keep the impact of their business activities front of mind
- Customer focused, we work with our clients on improving environmental efficiency
- Responsible, we are conserving resources as we create best of breed, eco-friendly products and services

"I firmly believe that business has a crucial role to play in addressing the challenges we face in terms of achieving a sustainable future and that part of this role is a responsibility to minimise the environmental impact from our operations. An Environmental Management System is a comprehensive framework that promotes good practice for achieving this."

"Fujitsu is seeing better performance against our sustainability targets, real cost saving and a greater degree of staff understanding and engagement in sustainability at all levels as a result of our programme." Chris Seale, Director of Sustainability, Fujitsu Australia & New Zealand

Our Environmental Management System is well documented and successful. We have in place top level management support and a very comprehensive set of goals underpinning our strategy. The strategy itself is understood by our employees and progress is monitored effectively. These aspects combine into a highly effective sustainability program which has been recognised in a number of external audits.

Fujitsu Australia and New Zealand has embraced the challenge of global sustainability and seeks ongoing, continuous improvement in our environmental performance.

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