



Fujitsu UK & Ireland

Community Investment and Development

2017

At Fujitsu we believe that profitable, successful business is sustainable only when we are creating shared value for our stakeholders. We can't operate without healthy, prosperous communities and a vibrant economy.

Fujitsu contributes to the UK's economic recovery by training hundreds of young people and working with thousands of small businesses. We look to tackle social issues both locally and globally, aiming to use our core skills to ensure people are benefiting from technology and thriving.

Principles

The EMEIA Ambition: Four Objectives

Running a smart, sustainable business that respects the communities it serves means taking decisions that are inclusive and holistic. At Fujitsu, we work to align and combine our activities so that we can accomplish all our goals, not just those that seem most immediately profitable or praiseworthy. We have four core objectives: Results, People, Customers and Society.

We want to deliver great results, be the best employer in the industry, provide a great service to our customers, and be a responsible business across all of operations. It is about winning the right way. These objectives are interrelated, so we pursue all of them together, all the time. We prioritise, but we never abandon a good idea or sacrifice an objective for the sake of expedience or temporary gain. So the activities we undertake with and on behalf of our communities have equal standing with our commercial and legal objectives and responsibilities. This regional approach is valued and lived by all of our colleagues here in the UK.



Community Involvement and Development in EMEIA

Scope

Definition for Community Involvement and Development:

Action enabled by Fujitsu which creates a specific and measurable benefit to communities and promotes social development.

EMEIA-wide Themes

These are the core topics for our Community Investment and Development pillar. They were established in alignment with Fujitsu HQ CSR priorities and taking into account Fujitsu's Stage 7 and 8 Environmental Action Plans, EU focus areas such as digital skills, and topics that currently have high levels of engagement or ongoing activity. Finally, these are also aligned to the international social responsibility guideline ISO 26000.



Digital Inclusion

Bridge the digital divide by ensuring more people have access to and knowledge of technology.



Social Innovation

Partner with universities or research establishments to create solutions that address challenges such as the ageing population.



Youth Employment

Respond to this pressing economic and social issue by creating opportunities for young people



Volunteering to Support Society

Use local community connections and charity partnerships to engage with strategic causes

Each country has identified their local action plans and targets based on the above list, but specific to local conditions.

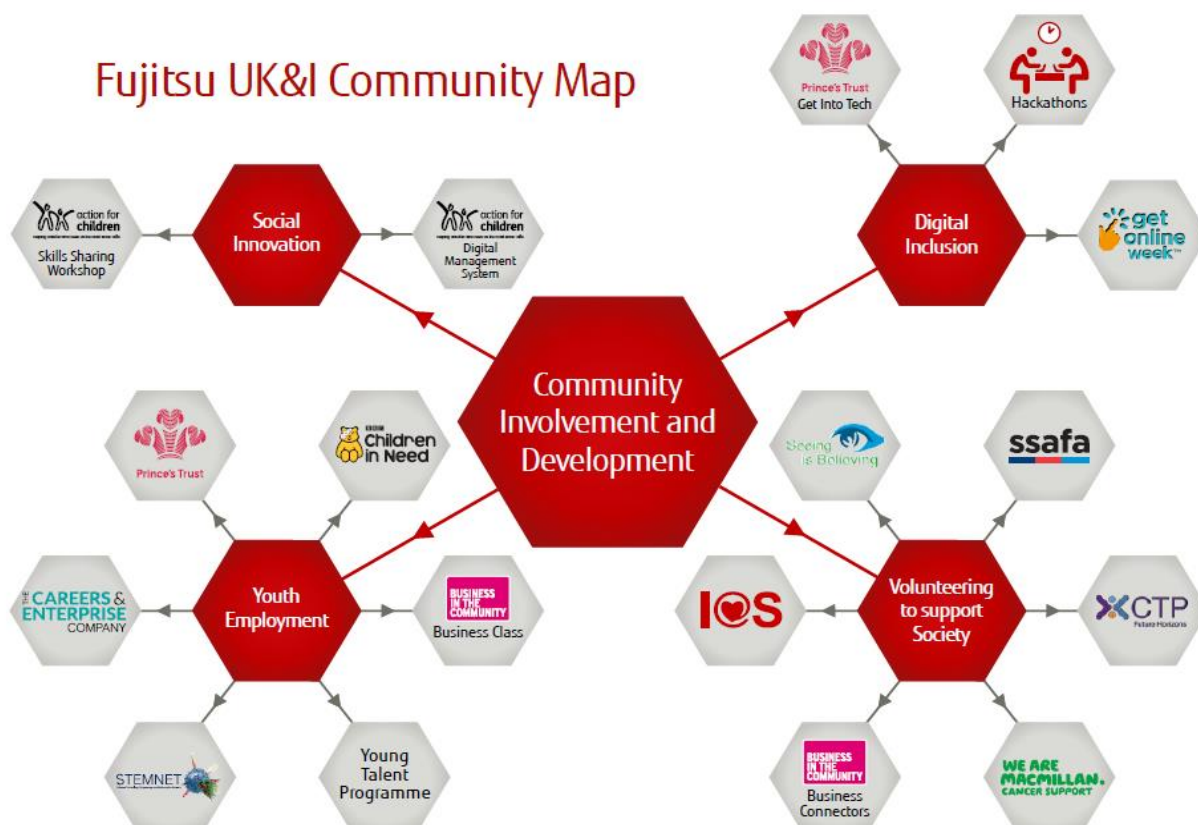
UK&I Activities

Partnerships and Programmes

Against each of the EMEIA themes listed above, Fujitsu UK&I has local action plans and initiatives to achieve the most impact while being important to our stakeholders, such as employees and customers. These are shown in the diagram below and targets are listed in the subsequent table.

EMEIA Theme	Digital Inclusion	Social Innovation	Youth Employment	Volunteering to support Society
UK&I Activity	Digital Inclusion work (customer-based)	Drive Performance through Innovation	Prince's Trust School Engagement	Charity Partnership Business Connectors Impact on Society Armed Forces Involvement

This mapping shows our partnerships and programmes based on the UK&I initiatives:



UK Community Targets

2016 KPIs

Topic	Project	Key Action	KPI	Date	Status	Comment
Youth Unemployment	Prince's Trust	Help young people develop employability skills by running CV and Interviews skills Workshops with Princes Trust	Complete 10 workshops per year	2020		
Digital Inclusion	Macmillan Cancer Support – Digital Project	Complete one ICT project to improve efficiencies for MacMillan	Complete project on time within budget	2018		
	Digital Inclusion	Participate in events that focus on Digital Inclusion	Complete 3 workshops per year	2018		
Volunteering to Support Society	Impact on Society	Support charities of employee choice by managed donations throughout Impact on Society groups.	10 Charities per IOS region to be supported per year	2020		
	Corporate Volunteering	Encourage volunteering for our charity partner and also local and national charities through our Impact on Society groups.	Target of 10% of employees volunteered per year	2020		

	Schools Engagement	Changing Perceptions of young people, their parents/carers and other influencers, and attitudes towards engineering	20 STEM Ambassadors with over 100 hours of engagement per year	2020		
	Schools Engagement	Launch a school engagement strategy to enable/ encourage employee volunteering.	Successful Launch	TBC		
	Schools Engagement	Joint Careers advice and guidance	Our aim is to provide X volunteer to The Enterprise Adviser network.	TBC		
	Schools Engagement	Increasing representation of specific groups, notably women and minority ethnic groups.	A 5% increase in new joiners from diverse backgrounds	TBC		
	Charity Partnership	Raise Awareness for our Partnership	Increased understanding of charity services and offerings. Complete Monthly updates and keep portal up to date with funds raised	2018		
Volunteering to Support Society	BITC	Support Business Connector Program with 1 Business Connectors seconded into the community	Number of connectors seconded	TBC		

Volunteering to Support Society	Charity Partner	Encourage Action by raising funds for our Charity partner	Raise £200,000 over a two year period	2018		
	Charity Partner	Sharing Skills & Business Expertise	Improving operational effectiveness to maximise service offerings. Host 5 skills sharing workshops throughout the partnership	2018		

Collaboration

Partnerships and Programmes

Business in the Community (BITC)



Fujitsu has been a member of Business in the Community (BITC) for over 15 years and engages with a number of projects. BITC's role is to encourage and promote responsible business practices amongst over 850 member organisations. BITC asks its members to work together to transform communities by tackling issues where business can make a real difference.

Business of the Year - In 2015, Fujitsu was awarded Business in the Community's most prestigious award, Responsible Business of the Year. This demonstrated that our commitment is genuine and embedded across all of our operations. Please see our Winners [Case Study](#) and [press release](#).

Business Connectors - We have been involved with the Connectors programme since its inception in 2010. The programme aims to increase the positive impact of business in local communities by harnessing expertise from business to tackle local issues. We have also developed a social networking platform called BITC Connect which enables connectors to share knowledge and skills.

CR Index – We annually take part in BITC's CR Index, a robust benchmarking tool which has helped hundreds of company's measure and manage the progress they are making to integrate responsible business practice into their mainstream business at all levels.

Seeing is Believing – SiB events bring CEOs face to face with some of the UK's most pressing social issues and helps to close the gap between the boardroom and the community. As a Japanese oriented company, we saw hosting a [Seeing is Believing event](#) as a great opportunity to try and raise awareness of the significant impact that businesses can have on local communities with other Japanese oriented companies.

Business Class - Business Class is a government-endorsed programme, which provides a systematic framework for business to support young people facing social disadvantage by forming long-term partnerships with the schools those young people attend. BITC believes that these partnerships are one of the most effective way for business to support young people. We currently have 4 partnerships.

Children in Need



Children in Need helps support disadvantaged children and young people in the UK and aims to empower them and extend their life choices. Fujitsu supports the cause at a corporate level. We have had a fantastic response from employees, who come together to raise money through activities across the UK and Ireland. We also used our existing capabilities to help the charity raise even more for young people in the UK by manning a call centre in our Manchester office to help process pledges throughout the appeal night.

Prince's Trust



Fujitsu is a long standing patron of the Prince's Trust, helping to change young lives through a number of activities.

CV & Interviews Skills Workshops - As part of our ongoing support of the Prince's Trust 12 week Team Programme, one of our key activities has been to provide CV/Interview skills workshops. Volunteers from across the business have helped attendees to create CVs and covering letters, improve interview techniques and generally improve the skill, confidence and employment chances for the young people.

Get into Tech - Fujitsu has also run Get Into Tech which was a four week programme organised jointly with the Prince's Trust and business outsourcing company Arvato to enable young people to develop skills and gain experience of careers in technology. The programme provided the candidates with experience in a wide range of IT roles, while enabling them to achieve the City & Guilds IT Professional Level 1 qualification. Sessions including training on PC maintenance, which involved taking a computer apart and putting it back together again, learning how to support the elderly with IT and a project to develop an internet-enabled light bulb. In addition, at the end of the scheme, five candidates received job offers from Fujitsu. We have also supported the Trust through pro-bono donations of IT equipment to young ambassadors.