

Fujitsu on: Responsible Business

Overview

- Since its inception, Responsible Business has been an integral part of [the Fujitsu Way](#), its corporate philosophy with values of Aspiration, Trust, and Empathy. Fujitsu believes that, when implemented correctly and genuinely, responsible and ethical behaviors create shared value.
- As a global technology organization, Fujitsu strives to positively impact the society in which it operates through a commitment to the [UN Sustainable Business Goals \(SDGs\)](#).
- In its efforts to help achieve the SDGs, Fujitsu has transformed to a sustainable management model via its Global Responsible Business (GRB) framework, working to resolve societal challenges through its business operations.
- [Fujitsu's GRB practices](#), which are integrated with its digital transformation (DX) and sustainability commitments, have been recognized and applauded externally in many [benchmarks and indices](#), but there is always more that can be done. Fujitsu is committed to transparent disclosure of environmental, social and governance (ESG) data and makes that readily available in the public domain.

Trends in brief

- The world is facing a global environmental, social and economic crisis. We are faced with many challenges including climate change, geopolitical issues, aging populations, social inequalities and of course pandemics. It is essential to create a new way of doing business that aligns business and societal goals to make the world more sustainable and overcomes these critical challenges.
- Previously, organizations focused primarily on the efficiency of operations through maximizing output while minimizing cost. However, now society needs to put more weight on resilience and active regeneration and transformation than efficiency. The challenge of climate change is threatening the sustainability of the planet. And creating an equal society where no one is left behind has become an urgent imperative that businesses can no longer ignore.
- Digital technology has played a significant role in responding to the pandemic crisis, enabling work from home and online commerce, plus telemedicine and remote education. This has shown how digitalization has the power to help solve many of the world's most complex challenges, but only if leveraged in an ethos that prioritizes responsibility to the planet, to business partners, to customers, and to each other.

- Fujitsu's Uvance is the new global business branding playing a central role in delivering value to customers by leveraging Key Focus Areas including "Sustainable Manufacturing", "Customer Experience", "Healthy Living", and "Trusted Society". These all contribute to a sustainable world addressing social issues.
- [Fujitsu's Service and Technology Vision](#) sets Fujitsu Uvance's path to drive sustainable transformation via digital innovation that helps to transform businesses and brings about positive change in the environment, society, and economics.

Fujitsu and Responsible Business

- The Fujitsu [Purpose](#), announced in 2020, focuses resources on "making the world more sustainable by building trust in society through innovation". Through this purpose, Fujitsu aims to connect people, communities, organizations, things, and data within its business activities, sustainably and responsibly
- Fujitsu sees the SDGs as a global common language within which it can achieve its Purpose more effectively and rapidly. It undertakes SDG-related activities as an opportunity for wide-ranging collaboration with other organizations, including international agencies and governments, private companies and non-governmental organizations (NGOs). By adopting a multifaceted approach through cooperation with many partners, the company believes it can create and grow social value on an even larger scale.
- Fujitsu sets out its key sustainability management agenda as [Global Responsible Business \(GRB\)](#). Fujitsu has created clear visions for each of the seven GRB agenda items, including annual KPIs for 2022. The seven pillars are the foundation for country-level strategies while defining common themes across Fujitsu. They are:
 - Human Rights, Diversity, Equity, and Inclusion
 - Wellbeing
 - Environment
 - Compliance
 - Supply Chain
 - Occupational Health and Safety
 - Community
- Responsible practices are driven across the entire company, from protecting intellectual property rights and enforcing Fujitsu's human rights policy to encouraging all employees to participate in community action projects.

Fujitsu quote on the topic

- Takahito Tokita, President, Fujitsu comments: "The Fujitsu Group's Purpose is to make the world more sustainable by building trust in society through innovation. Our starting point is to work with our customers and other stakeholders to find ways to overcome the challenges that society faces. However, in order to build a relationship of trust with our stakeholders through the challenge of solving problems, we must have true empathy for the problems that society faces and for the demands for their solutions. I believe that repeating the cycle of Aspiration, Trust, and Empathy will lead to the provision of new value and our own sustainable growth."

Customer examples

- [AB InBev](#): Fujitsu has helped AB-Inbev to build a blockchain solution that links barley farmers to breweries to improve productivity and reduce environmental impact
- [PeptiDream](#) uses Fujitsu Digital Annealer, HPC and other technologies to innovate the process of drug discovery. It also set up a joint venture with Fujitsu and other partners to develop a new drug for Covid-19
- [Proventia](#): The combination of Proventia's retrofit exhaust systems and Fujitsu's IoT platform enables real-time monitoring of exhaust emissions, contributing to lowering CO2 emissions.
- [Tokyo Shinagawa Hospital](#) and Fujitsu have jointly developed an AI technology to support CT-scan lung image diagnosis for Covid-19.
- [Accelerating drug discovery](#): Fujitsu worked with PolarisQB accelerate the drug discovery process by harnessing the power of quantum-inspired computing.

Recognition for Fujitsu's GRB practices

- Dow Jones Sustainability Indices (World, Asia Pacific): Fujitsu has been chosen for inclusion in the Dow Jones Sustainability World Index (DJSI World), the world's leading Socially Responsible Investment index. This is the 21st time for Fujitsu to have been included in this index since its creation in 1999 (November 19, 2020).
- RobecoSAM Sustainability Award: Fujitsu has been received the highest "Bronze Class" award in the industry to which Fujitsu belongs.
- FTSE4Good Index Series: Fujitsu has been listed for eight consecutive years.
- MSCI ESG Select Leaders Indexes (World, Japan): Fujitsu has been consistently included as a company with outstanding ESG performance.
- UN Global Compact 100: Fujitsu has been selected for four consecutive years.
- Oekom research: Fujitsu has been given the certification of "Prime" since 2011.
- Ethibel Sustainability Index (ESI) (Excellence Register): Fujitsu has been included since 2013.
- Morningstar Socially Responsible Investment Index: has been included since 2004.
- Nikkei Environmental Management Survey: Ranked 7th in the 20th Nikkei Environmental Management Survey.
- Fujitsu Group has been selected for the CDP's A List for both climate change for the fourth year in a row and water security for the second year in a row, earning the highest rating in the CDP's evaluation of corporate activities in response to climate change and water security (December 09, 2020).
- Fujitsu Named "Competitive IT Strategy Company": Fujitsu was recognized as one of Japan's digital transformation leaders with its selection as a "Noteworthy DX Company 2021" under the Digital Transformation (DX) Stock program jointly managed by Japan's Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (June 07, 2021).

Further reading

- [Global Delivery RB Annual Report](#)

- [Sustainability management in the Fujitsu Group](#)
- [Fujitsu's Operating Practices](#)
- [Fujitsu goes Global with SDG Communities rollout](#)
- [Creating a better world for future generations through corporate value: Fujitsu's commitment to DX and sustainability](#)
- [Fujitsu Technology & Service Vision 2022](#)
- [Fujitsu Uvance](#)
- [Sustainability: Fujitsu Global](#)