

Effectively tackling carbon emission reductions needs everyone engaged

Sarah-Jane Littleford, Head of Responsible Business, Fujitsu Global Delivery

Everyone knows they should be doing their bit to protect the environment, reduce carbon emissions, and minimize global warming, says Sarah-Jane Littleford, Head of Responsible Business, Global Delivery at Fujitsu. But the main challenge for most people at work is knowing what to do and how to make a start.

We heard a lot about carbon emission targets at last year's COP26 conference in Glasgow and the subject will come into the headlines again at COP27 in Sharm El Sheikh, Egypt, this November.

National CO₂ reduction programs tend to be in the spotlight at these major global events, and net-zero targets are now in place in more than 70 countries. These include the biggest polluters—China, the United States, and the European Union, covering about 76% of global emissions.

Large companies are also involved. At COP26, [more than 450 of the world's biggest banks](#) and pension funds – in 45 countries – and with assets worth \$130tn – committed themselves to a key goal of limiting greenhouse gas emissions.

But these top-level commitments will only be realized if people get on board and change how they do things in their daily lives at work. That's why Fujitsu, in partnership with ServiceNow, is stepping up its efforts to enable all of us to focus on delivering a more environmentally friendly future. The companies have joined forces to promote a series of jargon-busting educational videos to help drive understanding of the fundamentals of the 'E' in what has become known as ESG (environment, social and governance).

Change requires consensus

Fujitsu has a long-term commitment to environmental protection. Fujitsu's Uvance global business brand envisages building new possibilities by connecting people, technology and ideas, creating a more sustainable world.

We already provide customers with solutions focused on establishing stretch goals for ESG. That's fine where change is being mandated from the top and implemented in large-scale projects.

But that's not always the case. And, even when it is, delivering effective change always depends on buy-in from anybody involved or affected. Top-down imposition of targets is always likely to meet resistance. As anyone responsible for a change program will tell you, the communication of the change usually determines if it is successful or not.

Therefore, our new initiative is about giving people at all levels of business the understanding, language and tools to make a tangible difference. And we are making it freely available to everyone, everywhere – whether they are a Fujitsu customer or not, and whether they are a business user, in a charity or pressure group, or an individual.

Jargon-busting educational videos

The IT industry can and must make a real difference in proactively tackling global warming. Fujitsu already enables companies of all sizes to implement tools that help determine targets and track progress in reaching ESG goals. Working with ServiceNow, Fujitsu also runs goal-setting workshops, enabling companies to kick-start actions that can make a difference, such as reducing corporate travel and holistic energy consumption.

The [Fujitsu Global Strategic Partner Academy program](#), announced in December 2021, is also playing a role in addressing the pressing issue of limiting and reducing carbon emissions. The Academy focuses on giving recruits lifelong skills development and career progression opportunities. For many firms, employee understanding of how to work towards ESG goals is a

sought-after skill. A module on ESG topics is mandatory for Academy students, providing insights and recommendations on how every person can play their role in securing a sustainable future.

What's on offer now is a series of educational videos about climate change and carbon reduction. It's a topic that is not going away, and it's critical for our planet. By starting an awareness campaign, we aim to help companies avoid sleepwalking into an issue they must address sooner rather than later.

However, the jargon deters many people, for example, from understanding the difference between carbon offsetting, carbon credits, and a carbon-neutral approach. Available online to view without registration, the jargon-busting videos highlight all the questions that businesses and individuals must be able to answer in their first steps toward sustainability and making a difference.

As a follow-up, companies can call on Fujitsu for advice and support in the specialized implementation of ServiceNow ESG tools.

Putting sustainability at the heart of business operations

The tools offered here will be helpful and applicable in almost any setting. However, three areas where we see enormous potential for progress towards ESG goals are retail, manufacturing and the public sector. All three have the potential to follow the financial services sector. There, the shift towards more widespread industry awareness on ESG topics has been driven by investor concern over non-environmentally-friendly technologies – plus investor interest in ventures with sustainability at the heart of their business operations.

If you want to take advantage of these resources, or any of the other ESG initiatives I've discussed here, then why not make a start by gathering the knowledge you need to inspire positive action? There are plenty of resources here:

<https://marketing.global.fujitsu.com/our-climate-our-change.html>

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Sarah-Jane Littleford is Head of Responsible Business at Fujitsu Global Delivery. In this role, she develops strategies that deliver on the Fujitsu Purpose: to make the world more sustainable by building trust in society through innovation. Sarah-Jane works with teams across eight worldwide locations where Fujitsu Global Delivery operates, covering 15,000 employees.



The focus of the Responsible Business Program is collaborating with local community partners to have a positive impact on the environment and in society. Sarah-Jane has a DPhil in Geography & the Environment from the University of Oxford, where her research was supported by the Rhodes Scholarship.