Fujitsu Group CSR

CSR Policy

CSR at Fujitsu is practiced by implementing the Fujitsu Way. In all its business activities, by implementing the Fujitsu Way in light of the expectations and needs of multiple stakeholders, the Fujitsu Group contributes to the sustainable development of society and the planet. Fujitsu will focus on the following five priority issues in implementing its CSR practices. By pursuing these issues, Fujitsu will promote responsible management as a global ICT company.

Contributing to the sustainable development of society and the planet

Addressing society’s challenges through corporate activities

- Providing Opportunities and Security Through ICT
  Fujitsu will contribute to the creation of a society where IT connects and supports the world’s seven billion people, providing them with security and opportunities to pursue their dreams.

- Protecting the Global Environment
  Fujitsu will contribute to the resolution of global environmental challenges through ICT, while at the same time reducing the Fujitsu Group’s own environmental footprint.

Communicating and Collaborating with Stakeholders

As a good corporate citizen, Fujitsu will pursue a thorough understanding of the multiple needs and expectations of its stakeholders and pursue business activities to meet them.

Strengthening the Foundation of CSR Activities

- Embracing Diversity and Inclusion
  Fujitsu will promote diversity in its human resources, irrespective of nationality, gender, age, or disability, to enable individuals to grow with the company.

- Developing Human Resources for Their Contribution to Society and the Planet
  Fujitsu will lead the way in cultivating employees who, from a global perspective, are pioneers in contributing to the advancement of society.

Activity Targets and Achievements

Fujitsu has defined medium-term targets for fiscal 2020. It also sets goals for individual fiscal years along the way, and publicizes its level of achievement. Refer to Fujitsu’s “Sustainability Report 2012” on pages 43-44 for more details.

Activities Utilizing ISO 26000

Since fiscal 2011, Fujitsu has utilized the ISO 26000 social responsibility standard (issued November 2010) as a means of deepening its own CSR activities. A team drawn from across the Fujitsu Group compiled a checklist based on the seven core themes of the ISO 26000 standard, and set about confirming the status of implementation. The team’s results found that Fujitsu Limited demonstrated a high level of practice overall. At the same time, the assessment revealed that a better understanding of CSR practices was needed at Fujitsu affiliates, including those overseas. Plans going forward call for conducting a survey of actual CSR practices at those affiliates.
Providing Opportunities and Security through ICT

Key Examples from Fiscal 2011

Collaborative Research with Stockholm University
Using Supercomputers to Accelerate International IT-enabled Drug Discovery

Cancer is well on the way to becoming the leading cause of death globally, due in part to aging societies and modern lifestyles. With cancer incidence expected to increase by 75% by 2030, the need is urgent to develop effective treatments. However, experimental drugs only have a 0.01% chance of making it to market. Raising development success rates is a pressing issue. In collaboration with the University of Tokyo’s Research Center for Advanced Science and Technology and Sweden’s Stockholm University, Fujitsu is working to leverage IT-enabled drug discovery simulation technologies to reduce the conventional level of repetition for animal tests and clinical trials, helping to markedly shorten new drug development timelines and cut costs. Fujitsu will keep striving to contribute to the development and improvement of effective pharmaceuticals for an array of intractable diseases like cancer by performing high-precision simulations utilizing the lightning-fast computational speed of a supercomputer.

Fujitsu Group IT Platform to Handle Sharp Rise in Communications Traffic from Sophisticated Mobile Phone Services in Morocco

The Kingdom of Morocco is a constitutional monarchy located in northwest Africa, with a population of roughly 32 million people. With the country’s mobile phone market continuing to grow rapidly, Méditel, the second-largest domestic mobile telecommunications provider, needed to quickly manage increasing communications traffic from the provision of increasingly sophisticated services to ever more users. Fujitsu joined forces with partner company PTI (Portugal Telecom Inovação, SA) to offer an IT platform with high processing capacity, enabling Méditel to roll out new services for its 10 million users and handle feature expansion.

The Fujitsu Group’s IT platforms will support globalization in Morocco and other emerging economies around the world.

Provision of a New Cloud Service to Support Water and Sewer Operations

Amid rising food demand and more severe water shortages due to climate change, roughly 13% of the world’s population does not have access to safe drinking water, and nearly half of households lack running water. Meanwhile, Japan’s water and sewerage infrastructure is aging, with nationwide upgrades called for in 2015. This is problematic for many local governments that manage water and sewer operations due, in part, to a lack of financial resources and experienced engineers.

To address these issues, top-tier water treatment player Metawater Co., Ltd. teamed up with Fujitsu to build a water business cloud (WBC). This IT infrastructure enables remote monitoring of facilities spanning a wide geographic area.

The WBC makes it possible for local governments and other water and sewer business operators to use shared IT infrastructure. This framework is projected to reduce lifecycle costs, including system installation and running costs, by at least 30% compared with conventional water and sewerage wide-area surveillance.

Fujitsu will utilize cloud computing technologies to support sustainable water and sewerage operations into the future.
Protecting the Global Environment

The Fujitsu Group is cognizant of its mission as a global ICT corporation. We are dedicated to sustainable growth and progress with our customers and society as we seek more ways to reduce our impact on the environment.

Leveraging the Power of ICT to Contribute to Sustainable Growth

The world today faces a number of increasingly serious environmental problems, among them global warming and a loss of biodiversity. The depletion of natural resources, meanwhile, is another growing concern. The utilization of ICT, with its power to transform our society, will be essential to ensuring sustainable human development and realizing a prosperous society.

Together with an extensive drive to minimize its own environmental footprint, the Fujitsu Group is ramping up the provision of environmental products and solutions that will contribute substantially to reducing the environmental impact of its customers and society at large. By leveraging our technology and creativity, we will harness the power of ICT to help resolve global environmental issues, with the goal of achieving sustainable growth and progress for our customers and the world.

Reinforcing Environmental Management by Utilizing ICT: Environmental Management Dashboard Development and Utilization

As demands for protecting the environment continue to rise, companies are faced with the increasingly significant task of creating environmental management systems that can support both the growth of business activities and reduce the environmental impact of such activities.

The Fujitsu Group has developed an Environmental Management Dashboard to function as a support base for environmental management. Its centralized portal screen allows for collection and analysis of energy usage, CO₂ emissions, and other environmental data in real time. Individuals at all levels of the company, from senior executives to department managers, can use the dashboard to access the information they individually require in making decisions. This system was utilized as part of energy conservation measures in the wake of the disaster in Japan in fiscal 2011, where it delivered reductions in energy usage that surpassed those requested by the government. Accordingly, the Fujitsu Group will pursue further ICT utilization in an effort to reinforce environmental management going forward.

Curing Greenhouse Substance Emissions

Green Policy Innovation—Achievements in Reducing CO₂ Emissions

The Fujitsu Group is promoting an environmental burden reduction project through Green IT known as Green Policy Innovation. Under the project, the Group has set a global target of cutting CO₂ emissions by more than 15 million tons over a four-year period from fiscal 2009 to 2012.

Reducing Greenhouse Gas Emissions

The Fujitsu Group is working to reduce emissions of greenhouse gases associated with Group business activities. Accordingly, we have set “reducing our total greenhouse gas emissions by 6% by the end of fiscal 2012 compared with fiscal 1990” as a goal of the Fujitsu Group Environmental Protection Program (Stage VI).

Change in Total Greenhouse Gas Emissions

Change in total emissions from 1990 to 2012 (FY)
Principal Environmental Activities in Fiscal 2011

Contribution to Advanced Environmental Monitoring at Industrial Estate in Thailand

Air pollution is responsible for 2 million deaths worldwide each year. This figure has raised concerns that air pollution will become the leading environmental factor in triggering early death in the future.

As a NEDO (see note) collaborative research project promoted at the request of the Government of Thailand, Fujitsu has launched initiatives that will culminate in the development of an environmental monitoring system; as well as support for research into predictive modeling of volatile organic compound (VOC) emission dispersion, and the training of necessary technical staff. The site of these efforts will be the Map Ta Phut industrial estate, home to Thailand’s largest petrochemical complex.

Developed expressly to collect, monitor and analyze data on environmental pollutants, this system aims to prevent air pollution, as well as new or additional adverse health effects from it, even if the trend of industrial urbanization gains further momentum. Fujitsu is also supporting the creation of a basic research platform for predictive modeling of VOC emission dispersion by Thailand’s Chulalongkorn University. Once complete, the models developed will form the basis of an early warning system for local residents should a serious air pollution incident occur.

Fujitsu will keep working with the government of Thailand, leveraging this project as a model case for a comprehensive environmental monitoring system that will assist Thailand in becoming a greener society.

(Note) NEDO: New Energy and Industrial Technology Development Organization (NEDO) of Japan

Promoting Conservation of Biodiversity through IT Utilization

Today, 25% of the world’s mammals and 13% of all birds face extinction caused by overhunting, erosion of natural habitats, and ecosystem changes. Preserving biodiversity has thus become a major global issue.

The Fujitsu Group, in partnership with a broad range of internal and outside stakeholders, is involved in efforts to conserve biodiversity through ICT utilization. In Hokkaido, Japan, for example, the Group took part in a project in the village of Tsurui to protect Japanese cranes, in cooperation with the Wild Bird Society of Japan. Fujitsu’s role was to conduct remote monitoring studies to examine the effectiveness of natural feeding grounds. Because of deep snow in the area, researchers could previously be sent to the feeding grounds only twice a month. With the installation of multi-sensing units by Fujitsu, it is now possible to capture images from the site every 10 minutes, with the data then transferred to a nature center. This innovation has enhanced survey accuracy, and also revealed that feeding sites are actually used by multiple flocks of cranes, rather than exclusively by one flock as had previously been thought.

Japanese cranes rely on food that humans supply during the winter. The Wild Bird Society of Japan is working to create a natural winter feeding ground so that these birds can feed themselves in winter. Now that the prepared feeding ground is continuously monitored, we can measure effectiveness and improve upon future efforts. By broadening these initiatives, we hope to make headway in preserving an environment that helps cranes to better survive the winter.

V O I C E : Feedback from Conservation Partner

Wild Bird Society of Japan
Sanctuary Office
Tsurui-Ito Tancho
Sanctuary
Chief Ranger
Shigeo Arita
Fujitsu is promoting diversity in its human resources so that its employees and organizations can grow together. By having employees mutually respect what each has to offer and capitalize on their own value, the goal is to generate new knowledge and technology through free and open debate from diverse viewpoints.

Supporting More Active Participation by Female Employees
Beyond quantitative targets alone, Fujitsu enacts various measures to support female employees in assuming a more active role in corporate life.

Female Leadership Development Program
To facilitate the long-term careers of its female employees, Fujitsu offers this program so that participants can experience a growth model that allows them to overcome personal limitations in a focused and conscious manner. This initiative is an effort to groom leaders and future managers among its female workforce.

Designed to boost awareness of career options and develop managerial skills, this program, which takes place over approximately one year, concludes with each of the teams utilizing its own perspective and what was learned through the program to offer suggestions to management.

Active participation by employees with lower-limb disabilities
During my job interview, I was never asked about disability. The questions I was asked instead were, "What sort of work do you want to do for Fujitsu?" and "What kind of support would you need to make that happen?" Those questions made a huge impression on me. More importantly, this stance as a company hasn’t changed at all since I joined. As long as I can explain myself logically to my supervisors and senior colleagues, they have been willing to entrust more and more jobs to me. I go on business trips, and when I do overtime it’s often unsupervised.

The department handles products that support social infrastructure. I have a strong sense of responsibility as a member of that team, and hope to always stay mindful in my job of my own growth and that of my team colleagues.

Employees who telecommute
I live on the south coast of the United Kingdom. I joined the company nearly 6 years ago. My role is Global VP of Reward. My working day consists of many calls and dialogues with my global HR Director (based in Japan), executives, colleagues and team members around the world, ranging across an 18-hour spread of time zones from Australia to the West Coast of the United States.

My conference calls and meetings start as early as 6.00 a.m. and finish late into the evening. Given where I live, I have a 2.5-hour commute, the company has therefore allowed me to work remotely from the company offices by setting me up with a Fujitsu ‘office at home’. I have a company landline phone and headset, broadband, laptop and ergonomically tested chair from which I work 2 to 3 days a week when I am not commuting to the main company offices for face-to-face meetings, Ciscos or travelling abroad on business.

This flexibility is common practice in many companies and reduces both office costs (I have no designated company office space allocated to me) and the travelling/commuting costs for the company. From a personal perspective, I am able to adjust my working day and week to accommodate the global (and therefore somewhat antisocial) nature of my role so that I manage all the relevant activities while still having quality time with my family and some work-life balance.

Global Organization Leadership Development Program (GOLD)
Global Organization Leadership Development (GOLD) is a program that seeks to foster the next generation of leaders who will spearhead business at Fujitsu Group companies overseas. In addition to imparting strategic thinking and leadership skills, GOLD helps participants gain a better understanding of Fujitsu’s history and business.

The select group of middle-level managers worldwide chosen for the program visit Fujitsu bases in Europe, Asia, North America and Japan to deepen their understanding of business and cultural characteristics unique to each region. These visits reinforce human networks that transcend regional boundaries and go beyond the limited framework of a training program. As such, GOLD has evolved into an opportunity to create new value.
When considering the needs of customers, the Fujitsu Group always takes into consideration the broader implications in terms of the sustainability of society and the global environment. The Fujitsu Group is committed to listening closely to feedback from various stakeholders, including customers, shareholders and other investors, business partners, and local communities, and to answering their expectations. Through this process, we seek to continuously improve our corporate value.

Dialogue Sessions with Guest Experts
We have defined priority fields for realizing a prosperous society of the future in 2020, by gathering input from a range of experts invited to dialogue sessions.

First Session
Global priorities and future business
Discussion on businesses that contribute to developing countries by resolving key issues through ICT.

Second Session
Environmental/sustainability priorities and businesses
Discussion on businesses that should be prioritized to build a resilient society from global and environmental perspectives.

Third Session
Integration of social priorities into management
Discussion on approaches to integrating CSR into management and message dissemination.

Fourth Session
Exploring Fujitsu’s future direction
Discussion on future policies, specifically how to utilize core businesses to solve social issues, based on the previous three dialogue sessions.

Three Powers of ICT (Priority Fields for a Prosperous Society of the Future in 2020)
In the run-up to 2020, the Fujitsu Group will embrace the challenge of transforming society through the three powers of IT.

1. The Power to Shape the Future
   Solve difficult global challenges and social issues through computing
   - Demonstrate world-class technology leadership to step as far as possible into the future
   - Expand the provision of solutions designed to address priorities (food, healthcare, education, etc.)
   - Achieve our environmental vision—a low-carbon, prosperous society

2. The Power to Provide Equal Opportunity to All People
   Develop user-friendly terminals and interfaces, along with frameworks for promoting ICT implementation in developing countries
   - Help to build a value-creation platform, eyeing an era when virtually everything is connected to the Internet
   - Achieve stable operation of world-class IT systems
   - Develop and strengthen cyber security solutions

3. The Power to Support Safe and Secure Living
   Ensure stable operation of social ICT infrastructure and cyber security
   - Develop terminals and devices targeting 4 billion Internet users
   - Execute businesses that provide opportunities on a global basis
   - Conduct field surveys in developing countries, and develop partnerships

Socially Responsible Investment (SRI)
Fujitsu has been incorporated into the SRI stock indexes and SRI funds listed below.

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<th>Rating Company</th>
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<td>Dow Jones Sustainability Indexes</td>
<td>Dow Jones Indexes (U.S.), SAM Group (Switzerland)</td>
<td>Sumishin SRI Japan Open (Good Company Fund)</td>
<td>Sumishin Asset Management Co., Ltd. (As of April 2012)</td>
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<td>oekom research</td>
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