

Creating Things in Harmony with Nature



From left to right: Naoyuki Akikusa (President), Tatsuhiko Ohtaki (Executive Vice President and Chief Environmental Officer)

Ever since the company was founded, successive generations of Fujitsu employees have been inspired by our guiding philosophy of creating things in harmony with nature. Based on this fundamental approach, we have enthusiastically undertaken a variety of steps to protect the environment, such as forestation activities.

As we stand at the dawn of a new century, concern for the environment remains at the core of our corporate culture. For this new age, we have formulated a new concept called "Green Life 21: Focused on the Green" to help all of our employees internalize our eco-oriented approach more easily. This new concept has five components. "Green Earth" expresses how our environmental activities are conducted on a global scale. "Green Products" are products we are committed to developing that contribute to the environment. "Green Factories" encapsulates achieving the goal of zero-emission plants. "Green Solutions" is about our providing environmental expertise, while "Green Management" concerns the establishment of environmental management systems, and the dissemination and disclosure of environment-related information.

The concept incorporates the application of environmentally sound thinking to all stages of our operations—from research and development of products through to their recycling and disposal.

During fiscal 1999, continuing a record we set in fiscal 1998, we achieved all of our environmental goals related to the implementation of ISO 14001-based environmental management systems and the undertaking of various environmental measures. These included product recycling, cuts in industrial waste volumes and chemical emissions, and reductions in energy usage. We also made further progress in developing Green Products, which conform to exceptionally strict internal environmental standards, raising their total number to 141. Finally, as well as using it to calculate the costs and effects of our environmental protection programs, we applied the environmental accounting system that we introduced in March 1999 to establish various environmental-impact management indicators.

This report describes Fujitsu's environmental protection activities during fiscal 1999, and gathers together the results we achieved with the relevant performance data. To boost the credibility of the contents of this report (not only environmental accounting, but also environmental performance, etc.) and make our environmental efforts more transparent, once again we have obtained third-party validation of our efforts in expanded area (see page 48).

At Fujitsu, we intend to be one of the front runners leading the drive to create a recycling-oriented society. As well as continuing to raise our environmental activities to higher levels of achievement, we plan to use vehicles such as this report and the Internet to continue disclosing information on them. We hope you will appreciate and understand our stance on the environment. Please do not hesitate to give us the benefit of your honest opinions about this report.

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