

Aiming at Sustainable Management



We are pursuing activities to realize sustainable management that fulfills our corporate social responsibilities and satisfies the expectations of all our stakeholders.

Naoyuki Akikusa
Chairman and Representative Director, Fujitsu Limited

The rapid proliferation of broadband Internet is fast realizing the ubiquitous network society permitting communication “with anyone,” “anytime” and “anywhere.” At the same time, corporate scandals and vigorous NGO and NPO activities are raising awareness of corporate social responsibility (CSR).

Pledged to contributing to sustainable growth of society

The Fujitsu Group views fulfillment of its corporate social responsibility as a management strategy of primary significance. Focusing on the three spheres of the economy, environment and society, and committed to contributing to sustainable social growth, we will strive for sustainable management firmly rooted in our core business as an IT company.

We are fostering growth of the ubiquitous network society through efforts in the areas of national and local e-government and telemedicine systems, for example. Other efforts are aimed at enhancing information security and at promoting universal design and accessibility to make products and services easy for anyone to use.

We are also working to improve our communications with people outside our organization through activities aimed at promoting science and education, international exchange, and cultural and art activities; creating jobs; accumulating assets and

services; and supporting social welfare. These activities are contributing significantly to establishing a close, sustaining relationship with society and the local community.

Pursuing growth as a good corporate citizen based on “The FUJITSU Way”

The Fujitsu Group has developed “The FUJITSU Way,” a statement providing guidance for fulfilling its social responsibility. We are following the five guidelines and code of conduct for business operations it establishes to ensure the continued growth of the Fujitsu Group as a good corporate citizen of the international community.

To achieve sustainable management, we must earn the confidence of society. Accountability to society is a vital part of this. Backed by a firm commitment from top management, the Fujitsu Group is pursuing information disclosure by issuing this environmental management report.

In this and many other ways, we are striving continually to fulfill the expectations of our stakeholders, customers and society.



We are expediting further sophistication and globalization of our environmental activities under our new Environmental Protection Program.

Masamichi Ogura
Director, Fujitsu Limited

From fiscal 2001 through 2003, the Fujitsu Group implemented the Fujitsu Environmental Protection Program (Stage III) based on The Fujitsu Group Environmental Policy, earning extensive acclaim for its efforts.

Positive results achieved through various new efforts in fiscal 2003

In fiscal 2003, the final year of the Environmental Protection Program (Stage III), we conducted environmental activities in

every area of business, expanding the scope of our Environmental Management System and integrating it into our software services and sales divisions in addition to our manufacturing and administration divisions, which had introduced it previously. Primary activities included adopting Green Process activities at our manufacturing sites to reduce the environmental burden during production while cutting costs. On the development and design fronts, we succeeded in making all newly developed products eco-



Positioning the environment as a key management challenge, we pursue environmental efforts drawing on the strengths of every Group company and employee.

Hiroaki Kurokawa
President and Representative Director, Fujitsu Limited

Since its founding, the Fujitsu Group has consistently striven to conduct business activities in harmony with nature and society. Our environmental activities based on this philosophy have evolved continuously in step with the times and needs of society.

Conducting environmental activities in every business field, and applying IT extensively to make environmental contributions throughout society

The Fujitsu Group has traditionally positioned the environment as a key management challenge, pursuing continuous efforts guided by the slogan “We make every activity green.” We are now implementing the Fujitsu Group Environmental Protection Program (Stage IV), which sets targets for fiscal years 2004 to 2006.

For this stage we have expanded the scope of the program to encompass every area of Fujitsu Group business operations. Our purpose is to promote a closer collaborative relationship with stakeholders by implementing environmental activities in all our business segments.

By putting advanced IT technology developed for the Group’s wide-ranging IT products and services to use in creating an ubiquitous network society, we seek to provide customer convenience, while contributing to reducing the environmental

burden imposed by society as a whole. Contributions include reduction of CO₂ emissions resulting from the use of public or private transportation and conservation of paper resources by electronicizing various paper forms. We are advancing these efforts primarily through SCM (supply chain management) activities.

Participation by individual employees in voluntary activities for harmonious coexistence with nature

Our environmental activities do not stop at corporate business operations. We endeavor to raise each individual employee’s “environmental mentality” by providing opportunities to participate informally in environmental education and volunteer activities. We conduct ongoing overseas reforestation projects, for example, to conserve nature and raise employees’ environmental awareness. Again in fiscal 2003, employee volunteers are engaged in a project in Malaysia designed to boost environmental awareness in the future, when the reforested area is to become an eco forest park dedicated to environmental education and eco tourism.

We also promote environmental conservation and education activities in cooperation with local residents, NGOs, NPOs and other stakeholders. All Fujitsu Group employees share a resolve to combine forces to promote environmental activities.

friendly Green Products as well as reaching our green procurement target ratio for parts.

The software services business has established a system for quantitative evaluation of the environmental burden following the adoption of IT solutions. Any solution that produces an environmental burden reduction effect (in terms of CO₂ equivalent) exceeding a specified level is designated a “solution contributing to customers’ environmental activities” and proposed to customers.

Introducing the Environmental Protection Program (Stage IV), formulated from a global perspective

Despite the many impressive achievements recorded in fiscal 2003, some targets remained unmet. We intend to investigate and analyze the factors responsible for these shortfalls and to develop new mechanisms to attain the targets. We are also embarking on the

Fujitsu Group Environmental Protection Program (Stage IV) in fiscal 2004 aimed at advancing our environmental activities further.

Stage IV embraces the three concepts of establishing sustainable management based on EMS, implementing Group governance and providing customer-oriented Green Products and environmental solutions.

As part of ongoing efforts to create systems to enable Group member companies worldwide to join forces in achieving targets, we will introduce ISO14001-based EMS at our domestic Group companies in fiscal 2004 and extend it to Group companies overseas in fiscal 2005. We will also continue working to develop Super Green Products, expand the scope of our environmental solutions and eliminate use of specified hazardous substances from our products.

We would greatly appreciate your comments concerning the environmental activities we are implementing from a new perspective.