

Environmental Communication

We are promoting two-way communication with a broad range of stakeholders concerning environmental activities.

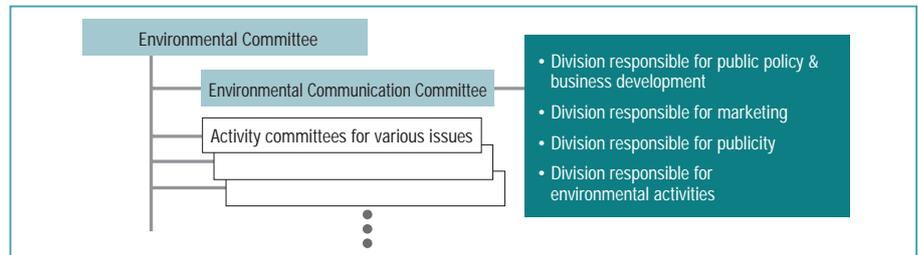
Policy

We provide information positively through such means as our *Sustainability Report* to inform a broad range of stakeholders about the Fujitsu Group's efforts to realize a sustainable society and collect feedback on our daily activities. We have established a window for promoting two-way communication with you and are prepared to reflect your valuable opinions and suggestions in our activities.

Structure

Environmental Communication Committee

We have established the Environmental Communication Committee as a promotional organization. We are aiming to realize more effective communication activities in cooperation with the relevant internal divisions.



Results

Environmental report publication

Our *2003 Fujitsu Group Sustainability Report* presented details concerning the Fujitsu Group's concepts and activities in the three spheres of economy, environment and society for the first time, in addition to the results achieved in environmental protection programs conducted in fiscal 2002. The report introduces the activities of the whole Group in a positive effort to disclose information concerning our work to preserve the environment, thereby increasing the transparency of our corporate operations. We have issued reports concerning our environmental activities annually since 1995.



Subsidiaries and affiliates/plant issuing reports

Subsidiaries and affiliates: Fujitsu Access, Fujitsu VLSI, Fujitsu FIP, FDK, Fujitsu Laboratories (Headquarters, Atsugi area), Fujitsu CoWorCo, Fujitsu Support and Services, Fujitsu Peripherals, Shinko Electric Industries, Fujitsu Ten, PFU

Plant: Kumagaya Plant



Points of 2003 Fujitsu Group Sustainability Report

1. Reports on the three spheres of economy, environment and society.
2. Describes Fujitsu's concept of sustainability.
3. Introduces the environmental activities conducted in each business field based on the "Green Life 21 — Focused on the Green" concept.
4. Clearly identifies the environmental effects resulting from our business activities, and introduces the measures implemented to decrease the environmental burden accompanied by numerical figures concerning the burden.

The Fujitsu Group continues to disclose information positively on the Internet as well in its annual *Sustainability Report*.

Other publications

We have prepared various publications other than the *Sustainability Report* to publish our environmental efforts widely among both internal and external stakeholders.

"Focused on the Green" environmental brochure

We issued "Focused on the Green," an environmental brochure presenting the Fujitsu Group's environmental measures. Designed to gain broad-based understanding of our environmental measures, the brochure offers clear descriptions supported by numerous photos and charts.

Magazine Fujitsu "Environmental Management" special edition

Magazine FUJITSU is a bimonthly on-line

information magazine introducing Fujitsu's latest technologies. The "Environmental Management" special edition summarizes individual aspects, including environmental management, environmental technologies and volunteer activities, as a measure to encourage sustainable development of society.

"Environment Pocketbook"

We published a special booklet, the "Environment Pocketbook," for our business division staff to use in discussing environmental issues with customers. Employees also use it in division study meetings concerning environmental issues. We also circulate questionnaires and update it periodically to ensure effective application.

Environmental advertising

We conduct environmental advertising in newspapers, magazines and TV commercials as well as on homepages to introduce environmental efforts of which people are not generally aware. We have stimulated widespread interest by communicating the relationship between our environmental activities and society through episodes concerning people involved in our environmental activities. Advertising expressing Fujitsu's desire to contribute to the environment through IT has been positively received.

TV commercials

- Corn version
- Recycling version
- VPS version
- Paper pallet version
- Lead-free solder version



Newspaper advertising



Participation in environmental exhibitions

Exhibitions offer ideal venues for introducing our responses to environmental issues and our ability to offer environmental solutions and products to customers in an easily

understandable way. We participated in exhibitions throughout Japan again in fiscal 2003 to publicize our environmental operations. Some of these activities are described here.

Name	Sponsor
New Environmental Exposition 2003	Nippo Event Co., Ltd.
Fujitsu Environmental Forum 2003	Fujitsu
Shinshu Environment Fair 2003	Shinshu Environment Fair Organizing Committee
Ishikawa Environment Fair	Ishikawa Environmental Partnership Prefectural Residents Conference
CEATEC Japan	Communications and Information Network Association of Japan, Japan Electronics and Information Technology Industries Association, Japan Personal Computer Software Association
Biwako Environmental Business Exhibition	Shiga Environmental Business Exhibition Association
WASTEC2003	WASTEC Organizing Committee
Solution Forum 2003 Osaka (Parallel event: Fujitsu Environmental Forum 2003 in Kansai)	Fujitsu
Eco-Products 2003 "Eco Fair for Earth and Ourselves"	Japan Environmental Management Association for Industry (JEMAI), Nihon Keizai Shimbun, Inc., NEDO

Stakeholder communication

We have introduced stakeholder communication as a new measure involving direct discussions with various people related to our business and applying their opinions to improving our environmental activities. We began by conducting a tour of the Kawasaki Research & Manufacturing Facilities and explaining its environmental activities to local residents. We plan to continue this communication to actively seek opinions from people in various positions.



Stakeholder communication at the Kawasaki Research & Manufacturing Facilities

Internet information disclosure

We have established a homepage to disseminate data and information on the latest measures and activities in various fields concerning the environment in real time. We have also prepared an inquiry window for interactive communication with our customers.

<http://www.fujitsu.com/about/environment/>

Responses to opinions and questions

We received various opinions and questions concerning our environmental activities by phone, e-mail, fax and questionnaire. The following are examples:

Q "Isn't it possible to provide environmental accounting data according to individual major site?"

A We show an example of the costs and benefits under the classification of "electronic devices sites with a high environmental burden and the other sites."

Q "I'd like you to describe your countermeasures to the increasing CO₂ emissions."

A We targeted reduced energy consumption per unit sold in our Environmental Protection Program (Stage III), but in Stage IV, we are targeting CO₂ emission reduction introducing activities focused on CO₂.

Q "I wish you would introduce an approach to elementary and junior high school students. I hope you will do this sometime in the future."

A We have issued an environmental brochure, explaining our environmental activities in an easily understandable way. We are continuing efforts to make our *Sustainability Report* easier to read for a wider range of people.