

Employee Environmental Education/Awareness

Every employee throughout the Group, from our manufacturing sites to our sales/software services divisions, plays a leading role in promoting environmental activities.

Policy

Not only our manufacturing divisions but also our sales and software services divisions conduct environmental education and awareness programs aimed at raising the awareness of all their employees of environmental issues, and encouraging them to put their awareness into action.

Results

Environmental Education

Literacy education

Conducted by every division, this education communicates baseline knowledge concerning environmental issues according to a hierarchical construct. We conduct both classroom education and integrated education supported by e-learning teaching materials.

- We have conducted environmental e-learning for new employees since fiscal 2002. A total of 741 Group employees took the course in fiscal 2003.



e-learning teaching materials designed to educate new employees in environmental basics

- Specially configured environmental solutions products developed in 2003 are employed to educate seventh-level employees (executives). 784 Fujitsu Group employees attended the course in fiscal 2003.



An environmental solution product

Technical education

Offered according to field of expertise, technical education is organized to teach eco-friendly business practices tailored to the concerns of specialized divisions, including procurement, design, development, environmental management, internal auditing*1 and manufacturing*2.

*1 Refer to "Environmental Management System" (page 21).

2 Refer to Risk Management (page 56).

Environmental education by the Sales and Software Services divisions

We conduct environmental education positively with instruction by both in-house and external lecturers. In 2003, we again held lectures on the theme of "IT and the Environment" for members of the Software Services Division presented by lecturers invited from NTT. The lectures centered on the application of information distribution technology, which reduces waste in the consumption of energy and resources by minimizing travel by people and goods as a means of addressing environmental issues.

Environmental lectures held during the year	
Sales Division (Osaka region)	87 participants
Software Services Division	44 participants
Tokai Branch	71 participants
Kyushu Branch	28 participants
Headquarters area	93 participants



A lecture for Headquarters area personnel

A lecture for Sales Division personnel (Osaka area)

Activities by Group companies Fujitsu Chugoku Systems

The scope of the "Eco Drive Promotion" program, which is conducted as an adjunct to education in industrial waste management, was expanded in fiscal 2003 with the addition of working-level education for part-time drivers in management of the company's commercial motor vehicles.

Fujitsu Laboratories

Under a new "Environmental Caravan" program, a caravan group dispatched from Fujitsu Laboratories in cooperation with the Corporate Environmental Affairs Group, Fujitsu and the Technology Center, visits Group companies to hold exhibitions of advanced environmental technologies and panel discussions featuring explanations and opinion exchanges concerning specified topics. The fiscal 2003 caravan visited four Group companies, including Shinko Electronic Industries, FDK and Fujitsu Ten, to elucidate such themes as lead-free soldering, vegetable-derived resins and LCA assessment technologies.



The Environmental Caravan visiting Fujitsu FDK

The Environmental Caravan visiting Fujitsu Ten

Activities at overseas bases FUJITSU HONG KONG LIMITED

In October 2003, the company invited employees and their families to participate in an eco-tour of Ping Chau, an island on the outskirts of Hong Kong. A lecturer from a local NGO explained Hong Kong's dynamic scenery, marine life, ecology, rock weathering and erosion patterns and water cycle as well as the environmental problems caused by people and other factors. Perfect weather on the day of the tour helped to ensure that the 50 participants fully enjoyed Hong Kong's

beautiful natural environment and renewed their environmental awareness. The eco-tours will continue in fiscal 2004 and beyond.



Participants explore the seashore following the lecture.

Raising Environmental Awareness

Environmental contribution awards/contests

We conduct our Environmental Contribution Awards and Environmental Contest (Photograph division/Volunteer division) on an ongoing basis to raise environmental awareness among Group company employees as well as to promote environmental activities. Since fiscal 2002, the Environmental Contribution Awards have been positioned as "centrally honored" awards, which are presented by the President at a ceremony coinciding with the June anniversary celebration of the company's founding. The Environmental Contribution Awards attracted 81 entries in fiscal 2003, the photography contest 77 entries and the volunteer contest three entries.

Major award-winning themes

Environmental Contribution Awards

1st winner

- Application of EMS in every Fujitsu business sphere
- Green Process activities
- Adopting Life Cycle Assessment (LCA)-based EcoLeaf environmental labels for products
- Construction of an environmental contribution Solution Certification System

Environmental Volunteer Contest

1st winner

- Recording/publicity activities in a civic organization for greenery preservation
- Planning/conduct of nature gatherings and environmental courses



Environmental Photography Contest 1st winner
"I Spy a Swallowtail Butterfly Baby"

FUJITSU Eco Club

We continue to operate the FUJITSU Eco Club, an information exchange site on our intranet designed to support individual employees' private environmental volunteer efforts. During fiscal

2003, the site added a new section that presents the views of environmentally conscious employees in an interview format. The site has been responsible for stimulating voluntary participation by employees in various environmental activities.

Environment Month events

We stage various events both in-house and at Group companies during June, which is designated Environment Month by the Ministry of the Environment. Interactive awareness-raising events proved especially popular in fiscal 2003. We experimented with awareness-raising events featuring *rakugo* [comic storytelling] and *manzai* [comic dialogue] to encourage easy understanding. In the future, we plan to conduct consolidated Group-wide environmental activities by organizing events that involve the Sales/Software Services business groups as well.

Fujitsu Kawasaki Research & Manufacturing Facilities



A hands-on recycling tour



An environmental *rakugo* [comic storytelling] performance

Examples of activities carried out in fiscal 2003

Releasing of dragonfly nymphs in a river/cosmos flower planting; environmental exhibition; tour of the environmental conservation facility; hands-on recycling tour; *rakugo* focusing on the environment

Fujitsu Minamitama Plant

To raise awareness concerning environment beautification, some 280 Madagascar periwinkles, the flower of the season, were planted on the plant's lawn. The flowers were arranged to form the "FUJITSU" logo.



The FUJITSU logo formed by flowers at the Minamitama Plant

Environmental lecture

Fujitsu Display Technologies

A lecture meeting on the theme of "The Natural Environment of Mt. Daisen" was held as part of a new program introduced to enhance environmental awareness. Mr. Hiroyuki Washimi, vice-principal of Hiezu Elementary School and nature consultant for Tottori Prefecture, spoke on the flowers growing in the foothills of Mt. Daisen to an audience of about 60, who reported that the lecture had given them a new perspective on the surrounding natural environment.



An environmental lecture meeting at Fujitsu Display Technologies

Information dissemination targeting in-house awareness raising

Government & Public Utilities Sales Group Sales Support Div., e-Japan Program (Fujitsu)

We have issued the *Municipality CSR Magazine* since March 2004 to publicize the importance of measures for corporate social responsibility (CSR). This e-mail magazine targeting sales personnel responsible for local government carries special articles featuring the environment and local community citizenship activities by Fujitsu Group companies.



The first issue of *Municipality CSR Magazine*

FCV (FUJITSU Computer Products of Vietnam)

In May 2003, FCV began fortnightly placement of a newsletter on a bulletin board focusing on environmental issues such as global warming, air/water pollution and waste disposal with the aim of raising environmental awareness.



An article on air pollution (May 2003)

Electronic Devices Marketing & Sales Group (Fujitsu)

Fujitsu's Electronic Devices Business Group keeps employees informed about environmental protection measures. The February 2004 issue of the *Power Up!* newsletter featuring environmental measures, which is distributed in-house as well as to distributors, carried timely reports on such topics as the new chemical substance controls in the EU, growing interest in LSI products and efforts to promote a switch to lead-free packaging.



The February 2004 issue of *Power Up!*