

# For Local Communities and Global Society

We seek harmonious relationships with local and international communities and to contribute as a good corporate citizen.

## Contributions to Society

A primary motivation for the Fujitsu Group, as defined in *The FUJITSU WAY*, is to live and thrive as a good corporate citizen in harmony with local communities and international society. Our strengths in IT enable us to make distinctive contributions.

### Promoting Academic and Educational Endeavors and International Cultural Exchange

#### Japan America Institute for Management Science (JAIMS)

To encourage understanding among business people from the Pacific Rim nations, we founded JAIMS as a non-profit educational institution with the approval of the State of Hawaii Department of Education in 1972. The institute concentrates primarily on research and post-graduate studies in Japanese and American management theory and methodology.

#### Foundation for International Information Processing Education (FINIPED)

FINIPED was founded in 1972 to promote education in information processing both in Japan and abroad. The foundation has expanded to include about 130 corporate members, and supports students' training and research activities, including those at JAIMS and universities in Japan and overseas.

#### The Mathematical Olympiad Foundation of Japan

We support the Mathematical Olympiad Foundation of Japan, which selects and sends Japanese competitors to the International Mathematical Olympiad. As such, it contributes to the identification and encouragement of young people with exceptional mathematical creativity who can be expected to play leading roles in the future progress of society.



The 2004 Mathematical Olympiad

### The Fujitsu Asia-Pacific Scholarship Program

We established this forward-looking scholarship program in 1985 with the objective of providing students and businesspeople from the Asia-Pacific region with the opportunity to study the cultures, values and management styles of Japan, the United States and China in order to strengthen relations within this region.

### Cultural and Artistic Activities

Co-sponsorship of cultural, artistic and sporting events includes:

#### Musical Performances

- The Fujitsu Concert Series
- The Fujitsu Concord Jazz Festival

#### Sporting Events

- Fujitsu Ladies Golf Tournament

#### Go & Shogi Competitions

- World Go Championship Fujitsu Cup
- Fujitsu Masters' Game

### Official Sponsorship of Kawasaki Frontale

Kawasaki is home town to the *Kawasaki Frontale* soccer team, which joined Japan's professional J-League in 1999. The team has been contributing to the development of professional soccer, training young local athletes, and encouraging sporting culture in general.



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### Disaster Relief for the Sumatra Earthquake and Indian Ocean Tsunami Disaster

The earthquake that struck off the island of Sumatra on December 26 2004, and the tsunami that followed, is one of the greatest human disasters ever recorded. The enormous loss of life and physical destruction in the nations affected brought relief efforts from all around the world.

At Fujitsu, the outpouring of support came in a variety of forms and from across the Group. Corporate contributions as well as money and supplies collected from employees were donated to national and local agencies as well as to the Red Cross and other organizations supporting relief and recovery efforts.

### Nifty Form of Charity

Nifty Corporation, a Fujitsu Group company and leading Internet service provider, supported the victims of Japan's *Niigata-Shinetsu* Earthquake and of the Indian Ocean tsunami at its corporate website (@Nifty) by hosting some 10,000 images taken by amateur photographers, selling them through its own settlement service (@pay), and donating the entire proceeds plus a corporate contribution of its own. This support was divided between the joint fund for Niigata Earthquake relief (in December 2004) and the Japan branch of UNICEF (in March 2005).

## Contributions to Local Communities

### Participation in "Learning from Society, a Challenge for 14-year-olds"

Toyama Fujitsu, Ltd., a group company in central Japan, participated in this program run by the prefectural board of education. In October 2004, four junior high school students spent five days at the company, experiencing for themselves what it was like in the workplace and gaining invaluable experience.



Hands-on experience of data preparation

### Support for Organizations for the Hearing Impaired

Fujitsu Infosoft Technology (a company that was absorbed into Fujitsu on July 1, 2005) has been supporting local organizations for the hearing impaired by sending lecturers to IT educational events sponsored by local government in its area and also supporting the opening of a dedicated website.

In October 2004, the company received an award from the Shizuoka Prefectural Association for People with Hearing Disabilities for its work in 2003 supporting courses to train volunteers in sign language arranged by the Association in connection with the *Wakafuji* Conference (an organization for the handicapped).



Sign language-interpreted IT lecture for the hearing impaired

## Environmental Contributions to Society

The Fujitsu Group takes global environmental protection seriously, and we are committed to handing down a rich natural environment to future generations. We are encouraging every organizational unit and all employees to actively participate in activities contributing to the environment.

### International Reforestation Activities

We have been supporting tropical reforestation activities in Southeast Asia since 1997.

From 2005, we will implement the fourth phase of this tree-planting program, following completion of the third phase, in Sabah State, Malaysia, on land controlled by Sabah's Forestry Development Authority. We intend to spend three years restoring the population of native varieties by planting seedlings. In January 2005, 41 employee volunteers from Japan participated in the reforestation work, planting a hillside with 2,643 seedlings. Among the volunteers were those who had participated in the work three years earlier and who were delighted to see the seedlings they had planted growing strongly.

This area of forest is used by adjoining educational and research establishments, and is attracting academic interest. It is also visited by participants in "ecological" tree-planting tours from Malaysia and overseas. Aware of the influence of this work on ecological revitalization as well as the local economy, we are committed to its ongoing support.

Fujitsu (Thailand) Co., Ltd. is also continuing its reforestation activities.

The company is expanding the scale of these activities, and in its fourth phase project in 2004 planted 80,000 trees in an area of 800,000 square meters.



Overseas reforestation activities

## Environmental Contributions in Other Areas

Branches and offices of the Fujitsu Group in Japan plan and implement environmental contribution activities as part of the Environmental Management System (EMS). These include reducing their consumption of precious resources and reducing the volume of waste disposal. Such activities also reflect our commitment to maintaining harmonious relationships with local communities.

### Beautification at Our Nagano Plant

Since 1997, our Nagano Plant has engaged in local clean-up activities and from 2001 carried out this activity in conjunction with the nearby junior high school of Shinshu University. In June 2004, 149 employees and 57 pupils worked in five neighborhoods, collecting 65kg of weeds and garbage.



Clean-up activities at the Nagano Plant (in front of Shinshu University Junior High School)

### Forestation Activities at Fujitsu Minami Kyushu System Engineering

This Group company carried out reforestation activities on the caldera rim of Mt. Aso in 2004. Employees and their families joined with volunteers from nearby Nishihara Village and Aso Greenstock Foundation to plant trees and cut undergrowth.

The company is committed to preserving Kyushu's water resources and rare animal and plant species.



Tree-planting activities (in April 2005)

### Environmental Education

Fujitsu Computer Products Corporation of the Philippines has, since March 2005, been assisting with environmental education at a local private school, the Rizal Institute of Canlubang, where interest is



Environmental e-learning program

high in environmental concerns.

Activities have included introducing examples of corporate consideration of environmental factors, as well as sponsoring an artwork contest and symposium. This has succeeded in further raising student awareness and interest in environmental concerns.

### Training for Environmental Leaders

To raise employee interest in environmental activities and encourage them to take the lead in environmental preservation, we held the first environmental leadership training conference in February 2005 as part of our EMS activities.

This training conference aims to develop leaders who can help drive environmental contributions at each site. The 20 participants at the first training conference acquired know-how in making systematic approaches to local community contributions.

The Wild Bird Society of Japan (WBSJ) is one of the nation's largest NPOs. Fujitsu joined with the WBSJ to implement a three-day training course in Yokohama, which offered participants a chance to commune with nature through bird watching and gathering fallen leaves, and to learn how to plan proposals for environmental activities.

Participants remarked that the training had made them realize the importance of individual awareness of contributing to environmental activities, and they were determined to use this new awareness in the service of the environment. We are committed to sponsoring continuing training sessions in this series.



Communing with nature



Training session on planning and proposing environmental activities