

# A Fully Revised Fujitsu Way Clarifies Roles and Responsibilities towards Society and the Environment



Chairman

*Michiyoshi Mazuka*

**Michiyoshi Mazuka**

Appointed Chairman of Fujitsu on June 23, 2008

## **Acting with a Stronger Awareness of the Roles and Responsibilities of a Corporate Citizen**

The Fujitsu Way, the philosophy guiding the conduct of the Fujitsu Group, was revised on April 1, 2008. In making our revisions we paid particular attention to changes in our corporate roles and responsibilities within society. Specifically, we defined our Corporate Vision, which is the reason for the Fujitsu Group's existence, as "Through our constant pursuit of innovation, the Fujitsu Group aims to contribute to the creation of a networked society that is rewarding and secure, bringing about a prosperous future that fulfills the dreams of people throughout the world." Then, our Corporate Values comprise a set of value statements that identify the values we strive for, and in top place we put "In all our actions, we protect the environment and contribute to society." In our Principles (those we adhere to in all business dealings and actions) we clearly affirmed our intention to "act as good global citizens, attuned to the needs of society and the environment." In this way, all of the individual employees of the Fujitsu Group around the world will share a strong common awareness of their roles and responsibilities as members of society. We will work to ensure that this awareness pervades the entire worldwide Group and to further promote its implementation.

## **We Will Provide Solutions for Global Environmental Protection, Addressing Intensifying Environmental Problems**

In recent years, society's expectations of enterprises include the responsible performance of their role in building a society with a sustainable global environment.

Ever since its foundation, the Fujitsu Group's thinking on environmental management has been based on manufacturing in harmony with Nature. Today, based on this same concept, one of our highest management priorities is the protection of the global environment under the slogan, "We make every activity green." We are committed to environmental protection activities in all sectors of our business. From fiscal 2007, we started Stage V of the Fujitsu Group Environmental Protection Program as an action plan, setting up clear targets and promoting activities to secure their achievement.

Now, in line with the revision of the Fujitsu Way, we are drawing up new plans to set the directions of our business for the

medium term, clearly committing all of our business sectors to provide solutions for global environmental protection. Behind this commitment lies the increasing severity of global environmental problems, among which the need to arrest global warming is surely the most urgent for all nations, enterprises and individuals, who need to take this problem as their own. From now on, the Fujitsu Group will be using the most sophisticated technology it has developed both to reduce the environmental burden imposed by the IT infrastructure and to offer products, services and solutions to its customers that will utilize IT itself to reduce environmental burdens.

### **Generating the Innovations Essential to Arrest Global Warming**

In recent years, worldwide consideration is being given to the proposal that arresting global warming will mean setting the target of halving by 2050 the discharged volume of gases, such as CO<sub>2</sub>, that have a warming effect. If this is to be achieved without calling for serious financial sacrifices, it will undoubtedly require innovations—from revolutionary new technologies, through new systems of control, to structural market reforms—all with major influences on society. In the Fujitsu Group we see IT as having a major role to play in creating such innovations.

The Governors Meeting for Information Technology and Telecommunications at the annual Davos World Economic Forum held in January, 2008, announced that while the IT sector was responsible for some 2% of warming effect gases it had the potential to halve the volume of the 98% of CO<sub>2</sub> discharged by all other, non-IT sectors.

The Fujitsu Group, in order to harness this potential of the IT sector to the necessary innovations, published its “Green Policy Innovation” in December 2007 with the aim of reducing the environmental burdens imposed by its customers. This initiative aims to secure a cumulative reduction of seven million tons of CO<sub>2</sub> over the four years from fiscal 2007 through fiscal 2010.

The Group, seeing global warming as the most serious issue we face in the 21st century, is fully aware of the role the IT industry must play in addressing it. Environmental management will be a mainstay of management strategy, and in order to ensure the survival of a sustainable global environment we are determined to contribute to the needed innovations.



President

A handwritten signature in black ink that reads "Kuniaki Nozoe". The signature is fluid and cursive, written on a light-colored background.

**Kuniaki Nozoe**

Appointed President of Fujitsu on  
June 23, 2008