

Through the advancement of ICT, we aim to bring about a Human Centric Intelligent Society – a prosperous and sustainable future where an abundance of knowledge will be generated to the benefit of humankind and the planet.



**Masami Yamamoto**  
President, Fujitsu Limited

**Q** What sort of company do you want Fujitsu to become through its CSR activities?

**In collaboration with all our stakeholders, we aim for the creation of a prosperous future that fulfills the dreams of people.**

The essential purpose of CSR is to contribute to the sustainability of Earth and society while increasing corporate value. Based on this understanding, the Fujitsu Group aims for the creation of a prosperous future that fulfills the dreams of people, pursuing advances in ICT and making the best use of them, collaborating with customers, local communities and the peoples of the world to create new values that will benefit the sustainable development of society. As a step towards realizing this vision, CSR at the Fujitsu Group is practiced by implementing the principles and policies of the Fujitsu Way. Fujitsu subscribes to the 10 principles of the United Nations Global Compact, and we strengthen our CSR activities keeping in step with international society.

**Q** Please tell us the background and aims behind your Corporate Social Responsibility Policy and its five priorities.

**They are to strengthen CSR activities and integrate them with our business as we respond to the needs of our stakeholders.**

In November 2010, ISO 26000 was published, the first international standard providing guidelines for social responsibility. It is becoming increasingly important for companies to engage in CSR activities from a broader perspective. Furthermore, stakeholder demands regarding CSR activities had been diversifying year by year, and there was an urgent need to respond appropriately.

It was therefore time for us to review all of our CSR activities in the past. We reconfirmed that the basis of

CSR lies in implementing the Fujitsu Way and based on this confirmation, we established a CSR policy. At the same time, we developed five priority issues reflecting stakeholder concerns around which we will focus our CSR practices. Thus, we will strengthen on a global basis our CSR activities as an integral part of our business.

**Q** | **What are the “new values” that will help the sustainable development of society?**

**We are working with experts within and outside the Company to create practical wisdom that addresses social problems.**

The situation surrounding ICT is changing rapidly. Last year, the number of Internet users topped two billion, with five billion mobile phone subscribers, and ICT has now become an indispensable platform for people’s daily lives. We are now seeing the movement towards a human-centric society in which the links between people and between individuals and society, and the new knowledge to which they give birth, are underpinned by global ICT networks.

Here, the Fujitsu Group, as a global provider of ICT hardware, software and services including cloud computing, wants to provide people around the world with the benefits of ICT. A huge volume of data will be generated through the use of ICT, and we want to see it transformed into the practical wisdom to solve social problems. We are also actively using the sophisticated technology of simulations made possible by supercomputers to address some of the world’s toughest challenges. By incorporating the new wisdom generated in this way in social systems including environmental, energy, agricultural, transportation, healthcare and educational systems, we will be directly contributing to the sustainability of society.

Naturally, to generate this kind of wisdom, we need to obtain accurate knowledge of on-site conditions, and make our efforts consistent in bridging the gap between ideal and reality. The Group, by ensuring that the latest advances in ICT permeate society and continually deepening its understanding of social realities, will generate a succession of human centric wisdom. This will achieve a sustainable human centric intelligent society.

**Q** | **What are your management priorities for the creation of a prosperous future and new values you seek to achieve?**

**We will continue to prioritize the customer’s customer, environmental sustainability and globalization.**

To solve global social problems, we believe our business must consider the customer’s customer, in other words, society as a whole. On this basis, it is essential that all our business activities, products and services should be in harmony with the global environment. To support our full array of customers our “One Fujitsu” initiative seeks to unify the Group in appropriately serving each customer in every nation and region, with the priority on “Think Global, Act Local.”

**Q** | **How are you reacting to the Great East Japan Earthquake?**

**We are putting forth our best efforts in post-disaster recovery and reconstruction.**

We mourn the tragic loss of so many lives and express our deepest sympathies to those in the devastated areas.

As an ICT enterprise providing the information platforms and communications networks that support the social infrastructure, we are determined to harness all the Group’s resources in overcoming this national disaster. The work of recovery and rebuilding for the people of the region and the basis of their society has only just begun, but by steadily continuing to do whatever can be done at the time, we are confident that Japan will recover. Through ICT, we will contribute to Japan both during recovery and long after it, as we will to the advancement of the planet.

**Q** | **Please give us a message for stakeholders.**

**We would like to work together with our stakeholders around the world to build a prosperous future.**

In 2010, Fujitsu introduced the brand promise “shaping tomorrow with you” to articulate one consistent message to the world. This is our commitment to build the future with our customers and with all our stakeholders through ICT.

To keep this promise, the Group will support both disaster recovery and the Japanese economy as we continue actively supporting our worldwide customers through business activities that will build a prosperous future where people’s dreams are fulfilled.