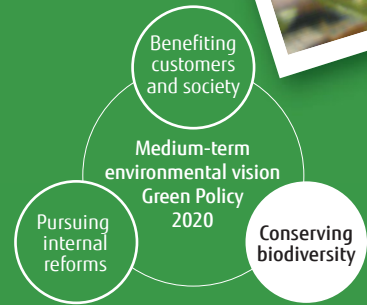




Highlights in 2010

“Let’s Make a Nationwide Dandelion Front Map Together!”

Interest in or fascination with the plants and animals familiar to us in our daily lives can be a starting point for the conservation of biodiversity. The call “Let’s Make a Nationwide Dandelion Front Map Together !” springs from the idea that ICT could become the occasion for turning peoples’ interest towards familiar animals and plants.



STEP 1 By Fujitsu Employees and Family Members

Using ICT to Create Enjoyable Opportunities for Encountering Nature

Japan’s National Strategy for the Conservation and Sustainable Use of Biological Diversity in 2010 included as one of its targets conservation of the special features of plants, animals and ecosystems characteristic of specific localities, and the formation of a network of such ecosystems to maintain and restore biodiversity by 2020.

To contribute to this conservation of biodiversity at the local level, in April 2010 the Fujitsu Group started to survey the distribution of dandelions using our own ICT.

The survey made use of Fujitsu FIP Corporation’s Mobile Photo System and Fujitsu’s On-Demand Virtual System Service*, accumulating photos of dandelions taken by mobile phones with GPS functions in a graphic database, using location information and mapping to view and analyze the data. The survey was performed by Fujitsu employees and their families from April 2010 through February 2011, and received some 1,400 graphic dandelion data sets. Employees who participated reported that the project enabled them to enjoy time with their families while bringing them closer to nature.

* On-Demand Virtual System Service: The ICT infrastructure including servers and storage was provided as a virtualized cloud service using network access to Fujitsu data centers.

STEP 2 Citizen Participation in Activities

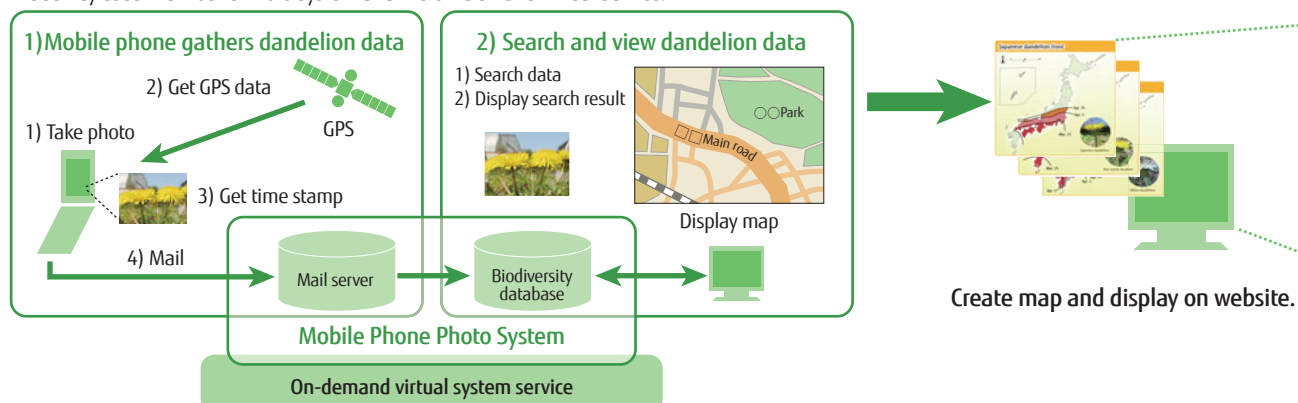
Spreading Interest in Biodiversity to as Many as Possible

This success encouraged us to believe that a familiar plant like the dandelion could serve to increase interest in biodiversity throughout Japan, so survey participation was extended from employees to the general public. This started as “Let’s Make a Nationwide Dandelion Front Map Together !” in February 2011.

The survey had two main objectives. One was to investigate the position of dandelions in the biosphere and the effects of global warming by mapping the dandelion fronts nationwide. The other was to bring people closer to nature and so spread awareness of the importance of biodiversity among as many people as possible.

People were able to participate simply by taking photos on their GPS-equipped mobile phones and attaching the location and time information when they mailed the photo to the survey E-mail address.

The survey used the Mobile Photo System and the On-Demand Virtual Service.





STEP 3 Finalizing the Nationwide Dandelion Front Map

Shaping a Shared Desire to Cherish the Natural Environment

From the new start in February 2011 through the following June, a total of some 9,700 graphic data sets on dandelions were gathered.

Aichi University of Education (a national university) cooperated with Fujitsu in classifying the collected dandelion data into indigenous and non-native varieties, estimating the date on which they flowered, and created the first Japanese nationwide map of dandelion fronts that distinguished between non-native and indigenous varieties (including specifically the white dandelion*, *taraxacum albidum*), and published them on the website.

ICT links and shapes the wishes of those who value nature. Fujitsu, as an ICT enterprise, is committed to benefitting biodiversity through various uses of ICT, and will continue to configure regional bio-networks and databases for bio-information.

* **White Dandelions:** This variety thrives in western Japan, and the northward expansion of its habitat is attributed to global warming.

Stakeholder's Voice

Biodiversity as It Affects Dandelions

We who live in the 21st century have no choice but to form a sustainable society based on biodiversity. Conserving biodiversity is also vital to make possible the continued future use of biological resources. Investigating specific living things also reveals to us how we are affecting them. This includes dandelions.

For example, if we examine the areas in which the indigenous Japanese dandelion (a typical harbinger of spring) is found, we see that its distribution shrank as urbanization spread. Conversely, if we examine where it still thrives, we will find certain urban areas where environments that predate Japan's era of high economic growth still survive from when the Japanese lived in harmony with nature. The Japanese dandelion may even provide clues on how to live in comfort and peace—in an environment in harmony with nature.

By all means let us try to think of biodiversity in terms of the living things most familiar to us, starting with the humble dandelion.



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(a national university)

