

Looking Back on FY 2010 Environmental Activities

All first year target were met for the Fujitsu Group Environmental Protection Program (Stage VI). Fujitsu is further enhancing its global environmental activities to be a leader in environmental management.

In FY 2010, we started the Fujitsu Group Environmental Protection Program (Stage VI), which consists of 18 items, and achieved all of the targets for the first year. The main results of these activities included expanding provision of Green ICT products, reducing greenhouse gas emissions, and starting the use of quantitative indicators to measure the influence and contribution of business activities on the new priority field of conserving biodiversity.

We also made progress in expanding our environmental management globally. For example, to strengthen development of environmentally friendly products, we drew up common criteria for environmentally friendly design based on global standards with Fujitsu Technology Solutions in Germany, which develops servers and PCs. Also, to advance standardization related to procedures to evaluate reductions in environmental burdens, we participated proactively in international standardization institutions such as the ICT for Energy Efficiency Forum and the International Telecommunication Union. As a result of these efforts, we received a wide range of honors and praise from our stakeholders during FY 2010.

We aim to be a future leading corporation in environmental management and will strengthen our global environmental activities still further.

First, we will become more rigorous about compliance with the law and are working to strengthen our global governance. We will also unflinchingly achieve the targets of the Fujitsu Group Environmental Protection Program (Stage VI), which are solemn undertakings to customers and to society. Furthermore, while developing environmental technologies that create new values for our customers and providing environmental solutions, we will deploy globally the leading-edge environmental technologies we have developed at data centers and other sites in Japan.



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Our awareness of energy and our values have been changed by the Great East Japan Earthquake, which occurred in March 2011, and we realize that energy must be used throughout society even more efficiently than ever before. We in the Fujitsu Group have renewed our awareness of energy as both a critical management resource and a source of risk. We will work to save energy and reduce electricity usage by taking full advantage of the environmental management foundation we have developed so far and will continue to improve our energy efficiency in the future. Furthermore, we will work aggressively to develop products and services that save energy and result in even lower CO₂ emissions based on our current successes. Thus, we will contribute to our customers' business reforms and the building of a sustainable society.

Stakeholder's Voice

Expert Opinion

I recognize that the Fujitsu Group's environmental efforts are solid ones that Fujitsu has sustained steadily and reliably over many years while showing both visions and roadmaps. As a corporation positioned to reduce society's environmental burden by taking advantage of ICT, we have high hopes for Fujitsu's environmental activities through its main businesses. I give high marks for Fujitsu's carefully considered allocation of resources, importantly not just in the short term, but over the medium and long term too, including its investment in R&D for these purposes.

When it comes to ICT technologies, Fujitsu does give the impression of a "hard" approach. However, one of their strengths is that they are also capable of a "soft" approach, that is, a more humanistic approach that can speak to people's feelings or appeal to their emotions, such as a map that shows where and when the dandelions are starting to bloom across Japan.

I also came to understand that in the solutions area, Fujitsu handles matters that are less immediately obvious than hardware. This area is not about just improving or replacing hardware but involves a wide range of trial-and-error and practical experience to create proposals at a new level intimately related to the general way we work and live.

I believe that Fujitsu, in its efforts to become a top corporation in environmental management, is making solid progress in most areas where society commonly has expectations of corporations and I

firmly believe that Fujitsu will move forward to even more "aggressive" environmental activities.

While Fujitsu has put efforts into saving energy and reducing CO₂ emissions, I hope that they will, in the future, contribute to the creation of a society in which both the current and future generations can live happily without excessively burdening the Earth's environment based on a broader understanding of sustainability rather than a mere preoccupation with the environment.

Furthermore, if that happens, the important issue to address in broadening and deepening activities will be more "How can we move forward?" rather than "What should we do?" I hope that Fujitsu will provide its employees with increasing opportunities to acquire the habit of dialogue and collaboration with a wide variety of stakeholders to whom they have not hitherto been so strongly linked, including NGOs, local communities, students, and children.



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