

Conservation of Biodiversity

We have set conservation of biodiversity to be a priority area in the Fujitsu Group Environmental Protection Program (Stage VI) and are promoting activities aimed at conserving biodiversity based on four action plan items.

Basic Concepts

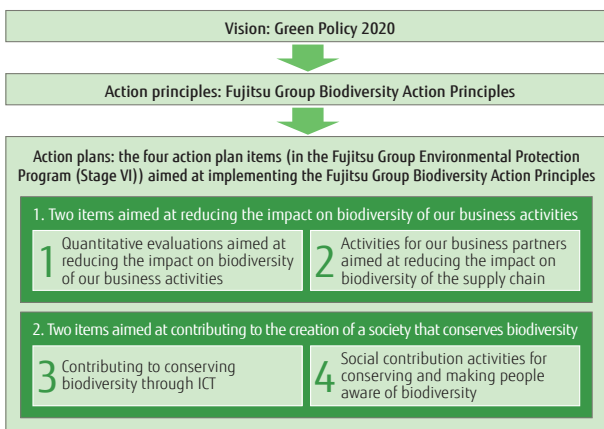
Formulating the Four Action Plan Items that Aim at Conserving Biodiversity

Only the bounty of nature makes our daily lives possible. Like the provision of food and forests, climate regulation, water purification, recreation, etc., the functions that nature performs for mankind are incalculable. These functions are called "ecosystem services," and they depend on "biodiversity." The recent remarkable deterioration of ecosystems makes conserving biodiversity an urgent necessity to ensure sustainable ecosystem services.

Given this background, we set conserving biodiversity as one goal in the Fujitsu Group's medium-term environmental vision, Green Policy 2020, as published in July 2008. Furthermore, we set a goal of promoting specific efforts by 2020 for all of the items proposed in the leadership declaration for the Business and Biodiversity Initiative, which was signed at the ninth meeting of the Conference of the Parties (COP 9) to the Convention on Biological Diversity (CBD).

To achieve that goal, we settled on the Fujitsu Group

The Fujitsu Group Biodiversity Action Principles and Four Action Plan Items



Biodiversity Action Principles in October 2009. In this, we introduced both (1) Pursuing the Conservation of Biodiversity and the Sustainable Use of Natural Resources in Business Activities and (2) Contributing to Building a Society that Ensures the Conservation of Biodiversity and the Sustainable Use of Natural Resources as themes for future efforts and established four related action plan items in the Fujitsu Group Environmental Protection Program (Stage VI), which started in FY 2010.

Efforts towards Conserving Biodiversity

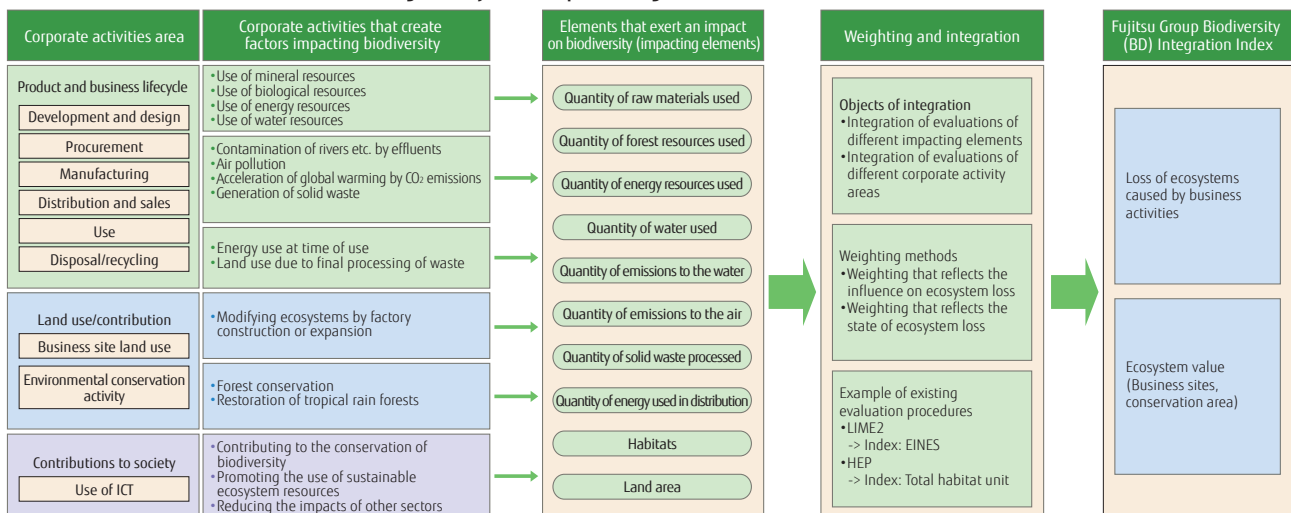
Quantitative Evaluation to Reduce the Impact on Biodiversity of Our Business Activities

To conserve biodiversity, it is important to evaluate the quantitative impact of business activities on biodiversity and to promote activities that reduce that impact with targets set appropriately.

Accordingly, we first analyzed how our business activities affected biodiversity and ecosystem services. From this, we understand that our influence on ecosystems mainly depends on the use of water and forest resources. We also understand that there were possibilities of impact on biodiversity through (1) use of mineral resources and energy resources, (2) waste processing, (3) land development and reform caused by its use as business sites, (4) contamination due to emissions of chemical substances into the air and water, and (5) climate change due to emissions of greenhouse gasses to the atmosphere.

To reduce such impacts, in FY 2010 we constructed the Fujitsu Group Biodiversity (BD) Integration Index as a means of quantitatively evaluating the influences of business activities on biodiversity. In this framework, we identify business activities that impact biodiversity and extract impacting elements as quantitative data related to this business activity. Next, we use existing methods to evaluate these impacting elements so as to weight and integrate them, and it can

Framework for Quantitative Evaluation Using the Fujitsu Group BD Integration Index



therefore ultimately provide an index of the loss of ecosystems caused by business activities or of ecosystem value.

In the Fujitsu Group Environmental Protection Program (Stage VI), we have set a target of reducing the impact of our main business areas on biodiversity, as evaluated by the BD Integration Index, by 3% by the end of FY 2012 compared to FY 2009. We are currently evaluating and analyzing impact trends in FY 2010. (The impact caused by the use and emissions of chemical substances is increasing, the impact caused by waste emissions is decreasing.) In FY 2011, we will strengthen our activities that reduce the impact on biodiversity while aiming to achieve a 1.5% reduction compared to FY 2009, the reference year.

ICT and Biodiversity

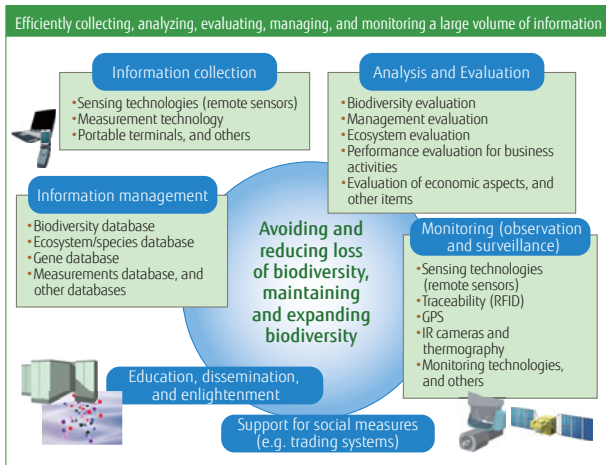
Contributing to the Conservation of Biodiversity Using ICT

The effective use of ICT will make it possible to perform operations such as the collection and analysis/evaluation of information about living things and ecosystems, the monitoring of living things and of their habitat, and the management of information on them efficiently.

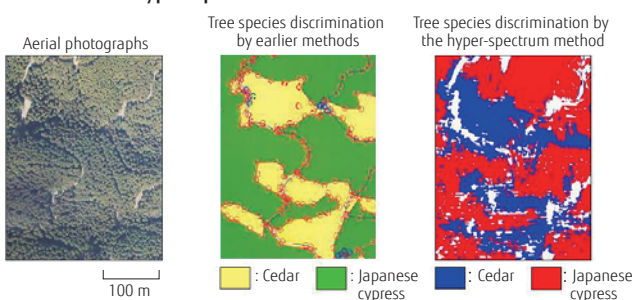
As an example of this application of ICT to biodiversity conservation, we implemented a countrywide survey of dandelion distribution using the camera function in mobile phones (see pages 33 and 34).

Fujitsu's ICT is also useful in forest management and conservation. With the number of forests in Japan that are deteriorating due to the inability to perform forestry care, it would make easier to share information and implement functions such as forest registry management, work plan management, and operations performance management by connecting the forest worksites with the offices using an information network.

The Possibility of Conserving Biodiversity through ICT



Comparison of Tree Species Discrimination by Earlier Methods and Hyper-Spectrum Methods



Furthermore, we are working on vegetation surveys using "hyperspectral imaging analysis technology," currently under development. This technology measures the spectrum of reflections from the ground in a helicopter or other aircraft and analyzes the distribution of vegetation over wide areas of land. By using this technology, we can, for example, survey the extent to which alien species have penetrated existing species' habitats or grasp the distribution of cedars and Japanese cypresses. We believe that this technology will significantly reduce the effort required to survey vegetation distribution, which was previously observed visually.

In the future, we will continue to use our technological abilities and know-how to contribute to avoiding or reducing the loss of biodiversity as well as maintaining and expanding biodiversity through the use of ICT.

Contributing to Spreading these Efforts Throughout Society

Participating in External Organizations

We participate in external organizations such as the Business and Biodiversity Initiative (B&B) and the Japan Business Initiative for Biodiversity (JBIB) and contribute to the spread of biodiversity conservation efforts throughout society.

At the ninth meeting of the Conference of the Parties (COP 9) to the Convention on Biological Diversity (CBD), B&B inaugurated the event with the signing, by more than 40 companies from around the world, of the "leadership declaration." By publishing their best practices, these companies promote the conservation of biodiversity and sustainable use. Fujitsu published the results of those efforts at a side event to CBD COP 10.

JBIB is a group in which over 30 Japanese companies from a wide range of businesses participate. Its purpose is to deploy activities that contribute to conserving biodiversity by aiming for dialogue between stakeholders and other companies based on the results of joint research. Fujitsu is involved with research activities and tool development for this effort.

Activities on a Global Scale

Promoting Tropical Rainforest Restoration Activities in Malaysia

To contribute to biodiversity conservation from a global perspective, we have implemented tree planting activities in Thailand, Vietnam, and Malaysia. Currently, at the Fujitsu Group Malaysia Eco Forest Park, we continuously call for volunteers to assure that the saplings planted grow into a tropical rainforest and we also perform supplementary plantings and maintenance.

Since FY 2010, we have implemented eco tours to study biodiversity while observing the actual condition of the rainforest, making the park not just a place for tropical rainforest restoration activities, but also a place for education. In FY 2010, 30 Fujitsu Group employees and family members and 19 employees of local Fujitsu Group companies, experienced forest planting and forest maintenance and also took study tours of primary forests and mangrove forests.



An eco tour in progress