

## Environmental Contributions to Society

We actively promote environmental contribution activities at all Fujitsu sites, both domestic and overseas, and aim for coexistence with both the international society and local communities.

### Our Basic Approach

All employees of the Fujitsu Group recognize the importance of the global environment and, to assure that the next generation inherits a beautiful planet-wide environment, they contribute to their local community through activities based on the following three pillars: regional contributions, nature conservation and environmental education.

### Regional Contributions

To maintain local environments and to provide pleasing environments for local residents, we implement regional contribution activities, such as cleanup activities and planting activities not only at our offices, stores, and plants throughout Japan but at our overseas sites.

#### Coastal Cleanup, Fujitsu Broad Solution & Consulting, Inc.

Since a large amount of junk washes up on the Senbonhama seashore, a scenic area in Numazu City, Shizuoka Prefecture, we made "Having fun while cleaning up the coast on the Senbonhama seashore and having fun while thinking about the environment" a theme at the Fujitsu BSC Mishima Development Center and have held seashore cleanup events every year since 2001.

This effort was held on the third Sunday of June 2010, and about 50 people, including employees and their families, attended.

#### Coastal Cleanup in Hong Kong (Fujitsu Hong Kong Ltd.)

To protect the habitat of the endangered Chinese white dolphin (*Sousa chinensis*), eight employees of Fujitsu Hong Kong Ltd. participated in a cleanup activity of the seashore near the Hong Kong International Airport. We collected about 50 bags (500 kg) of plastic refuse.

### Nature Conservation

We are working on farmland maintenance, forest planting and similar activities to promote the maintenance and recovery of biodiversity and to defend nearby natural environments.

#### Popularization of Biodiversity Through Agricultural Work

We participate in the Yamanashi Corporate Farm Building System, which is promoted by Yamanashi Prefecture, with employees assisting as volunteers in the agricultural work of grape farming through to harvesting. Our aim is to have participants learn how appropriate management of agricultural land conserves biodiversity and to deepen their understanding of this while enjoying the experience of agricultural work.

This activity started in March 2010 in one part of the farm run by Yumekyo Wine Farm in Kosu City, an effort we called the Fujitsu GP2020\* Wine Farm. In it, a group of 107 employees and family members visited the farm three times and performed the vine training, placing paper covers over the ripening bunches, and helped in harvesting operations. Using the grapes that so many employees had assisted with, we completed 300 bottles of Fujitsu GP2020 wine.

\* GP2020: an abbreviation for Green Policy 2020, the Fujitsu Group's medium-term environmental vision.

### TOPICS

#### Environmental Protection Efforts Through a Golf Event – Ecosystem Survey at the Tournament Site

We carried out an ecosystem survey at the Tokyu Seven Hundred Club, where the Fujitsu Ladies golf tournament is held, and identified many plants and animals that are on the Ministry of the Environment's "Red List." The effort made it clear that this golf course contributes to the environment as a place where wild plants and animals can live and grow.



An *Epipogium* orchid  
Ministry of the Environment: Near Threatened



*Lefua echigonia*  
(a small catfish, like fish)  
Ministry of the Environment: Endangered

#### Forest Planting Activity at the Atsugi Research Laboratory

In June 2010, we held a memorial tree-planting meeting at the Atsugi Research Laboratory and invited Mr. Akira Miyawaki, a leading botanist, to attend.

We planted 80 seedlings based on potential natural vegetation and collected acorns from the three main types of tree, *Castanopsis*, *Machilus thunbergii*, and oak, and started raising them.

### Environmental Education Activities

The Fujitsu Group visits schools to give lessons, in order to make local adults and children aware of the importance of the environment. In FY 2010, we gave lessons in 56 locations, including elementary schools, junior high schools and community centers, for around 3,400 people, in which we presented the "PC 3R" exercise (in which students learn about 3R while dismantling a PC) and the My Earth card game (in which students study global environmental problems).

Also, to respond to the demand for more of these lessons, we held an instructor development course in FY 2010 in which a further 40 Fujitsu Group employees learned how to deliver the lessons. As of April 2011, 85 instructors are providing these environmental lessons at locations throughout Japan.

#### On-Site Environmental Classes that Use Fujitsu's Latest Technology

We started a new on-site environmental class for elementary school students in the sixth grade that encourages energy saving by using the Fujitsu smart power socket with built-in power sensor (see page 60) that was announced in April 2011.

The program consists of teaching the students that electricity is wasted when it is converted and that it is important to eliminate waste, and having them think about saving energy when using a PC as a familiar example. This class was developed when we participated in an education support project using ordinary citizens as teachers. The project was sponsored by Japan's Ministry of Economy, Trade and Industry.



The scene at an on-site environmental class: Measuring power consumption using a smart power socket



\* See pages 86 to 89 for more information on our efforts related to activities that contribute to society in general.