

# Environmental Communication

At the same time as working to achieve bidirectional communication with all our stakeholders including overseas stakeholders, we aim at strengthening our environmental management through participation in external groups.

## Promoting Environmental Communication Domestically and Overseas

We recognize the importance of communication with our stakeholders and take a wide range of opportunities for proactive communication, including issuing social and environmental responsibility reports, disclosing information on our website, conducting advertising campaigns, and exhibiting at exhibitions and trade shows in Japan and overseas. We also work to improve our daily environmental protection activities through bidirectional communication.



International Greentech and Eco Products Exhibition and Conference Malaysia (IGEM) 2010 (Kuala Lumpur, Malaysia)



Eco Products 2010, Tokyo

### Main Conventions in which Fujitsu Participated in FY 2010

Convention	Location	Date
Japan		
N-expo 2010 Tokyo	Tokyo	May 2010
Interop TOKYO 2010	Makuhari	June 2010
Hamamatsu Environmental Technology Convention	Hamamatsu, Shizuoka	July 2010
The Best 100 Surprising Ecological Items of 2010	Kyoto and Tokyo	August 2010
Eco-Life Yamagata	Yamagata	October 2010
CEATEC JAPAN 2010	Makuhari	October 2010
Ishikawa Dream Future Expo	Kanazawa	October 2010
Iwate Environmental Kingdom	Morioka	November 2010
Eco Products 2010	Tokyo	December 2010
Kawasaki International Eco-Tech Fair 2011	Kawasaki	February 2011
Overseas		
International Greentech & Eco Products Exhibition & Conference Malaysia 2010	Malaysia	October 2010
7th Eco-products International Fair	India	February 2011

## Promoting Environmental Management Through External Groups

We participate in international external groups and promote international standardization of products and services that contribute to environmental protection. At the same time as improving the international competitiveness of Fujitsu Group products and services and increasing our business opportunities, these efforts also aim at strengthening our environmental management.

### Helping to Establish Global Standards

We are promoting standardization for methods for evaluating environmental burden reduction by the use of ICT solutions through our participation in the International Telecommunication Union (ITU), the ICT for Energy Efficiency Forum (ICT4EE), and the Green IT Promotion Council. Our aim is to see standardization encourage the widespread adoption of Green ICT and for this to lead to reduced environmental burdens globally.

In FY 2010, we submitted to the ITU-T\* working group on ICT and climate change the results of the Ministry of Internal Affairs and Communications' FY 2009 "data center experimental demonstration addressing the characteristics of 'cold spots,' regions characterized by lower ambient temperatures," which was positioned as an effort promoting ICT to achieve a low-carbon society, and we incorporated our data center best practices in that recommendation.

\* ITU-T: The Telecommunication Standardization Sector. ITU-T is in charge of standardization measures in the communications field, in the International Telecommunication Union. If a new standard is recognized, it is published as an "ITU-T Recommendation."



### Outside Awards Received by the Fujitsu Group and its Employees in FY 2010

Award	Date	Sponsor	Reason for Award
ITU-AJ Awards International Activities Encouragement Award	May 2010	ITU Association of Japan	Working towards agreement within Japan, and promoting the Japanese proposal to the ITU concerning ICT and environment change
Japan Electronics and Information Technology Industries Association President's Award	May 2010	Japan Electronics and Information Technology Industries Association	Efforts on international standardization activities in the environmentally conscious design area and contributions to strengthening Japan's international competitiveness
Information Technology Award Achievement Award	June 2010	Telecommunication Technology Committee (ITC)	Promotion of upstream activities related to ICT and climate change
Green IT Award 2010 The Minister of Economy, Trade and Industry Award	October 2010	Green IT Promotion Council	Semiconductor laser using quantum dots that achieves significant energy savings in IT equipment
12th Green Purchasing Award Grand Prize	October 2010	Green Purchasing Network (GNP)	Efforts to conserve biodiversity in the Fujitsu Group Procurement Division
The Green Grid Most Improved Data Center Energy Efficiency Award Performance Award	October 2010	The Green Grid, Japan office/DatacenterDynamics	Working group on saving energy and continuous energy trend monitoring for data centers
2010 Environment Minister's Award to Distinguished Organization of Merit in Promoting the Creation of a Sustainable Society	November 2010	Ministry of the Environment	Establishing medium-term goals for reducing the amount of solid waste emitted from business sites, promoting achievement of those goals in a planned way, and achieving significant reductions
7th Life Cycle Assessment Society of Japan Awards Incentive Award	December 2010	Life Cycle Assessment Society of Japan (JLCA)	Implementation of LCA in product development and production activities
2010 Minister of the Environment Award for the Prevention of Global Warming Technology Introduction and Diffusion	December 2010	Ministry of the Environment	Modal shift based transportation CO <sub>2</sub> emissions reduction activities/ Significant reduction of energy usage in ICT equipment by building private clouds at leading-edge universities
Low CO <sub>2</sub> Kawasaki Pilot Brand '10	February 2011	Kawasaki City	SPARC Enterprise M Series/Facility Cube