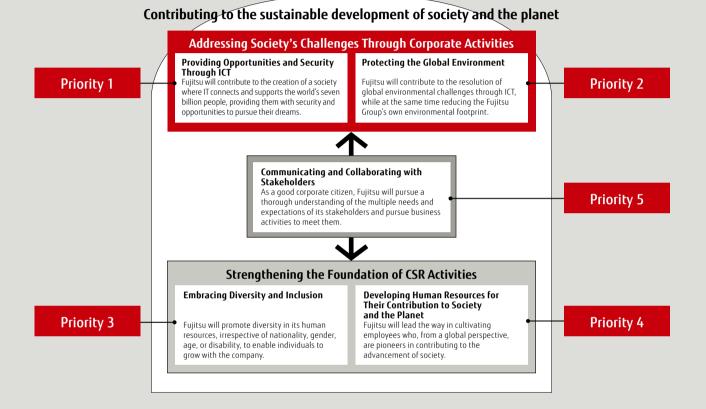
# Fujitsu Group CSR Policy

CSR at Fujitsu is practiced by implementing the Fujitsu Way. In all its business activities, by implementing the Fujitsu Way in light of the expectations and needs of multiple stakeholders, the Fujitsu Group contributes to the sustainable development of society and the planet. Fujitsu will focus on the following five priority issues in implementing its CSR practices. By pursuing these issues, Fujitsu will promote responsible management as a global ICT company.



# CSR Activity Targets and Achievements

Fujitsu has defined medium-term targets for fiscal 2020. It also sets goals for individual fiscal years along the way, and publicizes its level of achievement. Please refer to Fujitsu's "Sustainability Report 2013" on pages 011-014 for more details on responsible management as a global ICT company.

# CSR Activities Utilizing ISO 26000

The Fujitsu Group joined the United Nations (UN) Global Compact in December 2009, and has been enhancing its CSR activities from a global perspective ever since.

Since fiscal 2011, Fujitsu utilized the ISO 26000 social responsibility standard (issued November 2010) to create a survey, which it uses to ascertain the status of CSR activities at 117 affiliates (80 in Japan, 37 overseas; with 104 of these being more than 50% owned by Fujitsu Limited), and in tandem with this started working to make improvements based on the results.

Fujitsu will continue to strengthen Group management through these activities, and to develop globally oriented CSR activities that are fully integrated with management.

# Priority 1 Providing Opportunities and Security through ICT



## Akisai Supports High-Quality, Exceptionally Productive Greenhouse Horticulture

Only around 2% of Japan's population engages in agriculture, and with the average age of agricultural workers exceeding 65, it is vital to strengthen the sector by boosting productivity.

In Yamamoto-cho, a town in Miyagi Prefecture where tomatoes and strawberries are commonly cultivated in greenhouses, agricultural corporations have to meticulously control such growth factors as temperature, humidity, and solar insolation to ensure stable, efficient harvests.

In October 2012, Fujitsu launched its "Akisai" food and agriculture <u>cloud</u> service for greenhouse farmers. With accumulated measurement data taken from within greenhouses and then stored in the cloud, it has become possible to control internal greenhouse environments.

This system employs the Ubiquitous Environment Control System (UECS)\*, a new computerized technology standard for greenhouse crop cultivation in Japan. It enables remote control of instruments, notably for measuring, heating, and lighting, through <u>smart-</u> <u>phones</u> or other devices. This system supports stable crop production through lower power-con-



A greenhouse in Yamamoto-cho, Miyagi Prefecture

sumption, and a high-quality yet low-cost service. Going forward, Fujitsu will contribute to a future of abun-

dant food supplies by applying the power of ICT.

\* UECS : This is the primary communication standard for greenhouse horticulture in Japan. It is superior to conventional centrally controlled systems in terms of deployment costs, installation ease, and maintenance.

## Supporting Senior Health through the Raku-Raku Smartphone

While the continuous increase of information on a global scale is creating value on various fronts, a digital divide has emerged as a new societal issue that spans geography, income, and age inequality. To resolve the age-based gap in information access, Fujitsu leverages its expertise in the super-aged society of Japan to develop products and services for senior citizens around the world.

The Raku-Raku Smartphone, which we introduced in Japan in August 2012, builds on the user-friendly features of the Raku-Raku Phone series for senior citizens. The smartphone features the Karada Life health management application\*, which features a pedometer and records blood pressure and other data. It offers an array of capabilities to support enriched, healthy lifestyles for senior individuals. Fujitsu has launched the STYLISTIC S01 smartphone for senior users in France as part of its global business development. By providing this model, we aim to offer seniors both communication support and services.

Looking ahead, Fujitsu will draw on its track record with users to continue providing value to society.

\* Karada Life: This health management service is also available on other Fujitsu smartphone models, but currently only in Japan.

The STYLISTIC S01 smartphone for senior citizens



## Helping to Optimize Turkey's National Health System through Palm Vein Authentication

Because it has some of the most advanced modern medical services close to the Arab world, Turkey receives numerous patients from neighboring countries. A key challenge for Turkey, however, has been to eradicate the approximately one in five medical insurance claims that are fraudulent.

The Fujitsu Group developed a patient authentication system using Fujitsu PalmSecure, a biometric authentication device employing palm vein authentication technology. When the system demonstration trials commenced at two hospitals, it enhanced hospital reception efficiency and contributed greatly to preventing false claims. Based on the results of this trial, the Social Security Institution of Turkey now plans to deploy the system at hospitals and pharmacies nationwide.

Through Fujitsu PalmSecure, the Fujitsu Group will continue helping to make lives safer and more secure throughout the world.



Demonstration trial of the Palm Vein Authentication system in Turkey

## Priority 2 Protecting the Global Environment

The Fujitsu Group will strive to contribute broadly to solving societal issues, such as the global environment. We can contribute through our business activities, by promoting ICT uptake throughout all of society, and creating innovative technologies.

## Using ICT to Pursue Growth While Contributing to Solutions for Societal and Environmental Problems

Ever since its founding in 1935, the Fujitsu Group has been guided by the concept of "operating in harmony with nature." We have always taken a long-term perspective in promoting environmental awareness. This stance is hard-wired into the Group's corporate philosophy, the Fujitsu Way, which states that "in all our actions, we protect the environment and contribute to society." In other words, helping to make a sustainable world is one of the Group's social responsibilities, and part of the reason for its existence.

ICT enables more efficient use of resources and energy, and it also has the potential to play an important role in solving complex societal and environmental issues. The Fujitsu Group will continue to create innovations and solutions for our customers' issues through ICT, and to expand our business. In doing so, we can also contribute to the creation of a sustainable, affluent society.

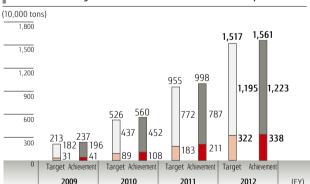
It is also important that the Fujitsu Group itself continues to reduce its impact on the environment. Our efforts to use less energy and resources in the life cycles of our products and services hone our own competitive edge, and a thorough approach to saving energy in our business operations reduces costs. These perspectives are essential to achieve excellence in business.

Guided by this thinking, the Fujitsu Group will promote the use of ICT throughout society to make an even greater contribution to solving environmental issues alongside our customers and society. At the same time, we will reduce the environmental impact of our business activities in every way, aiming to achieve the specific targets we have set out in the Fujitsu Group Environmental Protection Program.

# Principle Environmental Performance Data for Fiscal 2012

## Reducing CO<sub>2</sub> Emissions through Green ICT

The Fujitsu Group is promoting an environmental burden reduction project through Green ICT, known as Green Policy Innovation. Under the project, the Group set a global target of helping to cut CO<sub>2</sub> emissions by more than 15 million tons in total from fiscal 2009 to 2012. By fiscal 2012, we had achieved our target, contributing to an approximate 15.6 million ton reduction in CO<sub>2</sub>. The reduction comprised approximately 3.4 million tons from providing ICT infrastructure, and 12.2 million tons from providing ICT solutions.



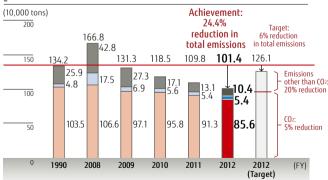
CO2 Reduction Targets and Achievements under Green Policy Innovation

■ ICT infrastructure ■ ICT solutions (Note) Cumulative from fiscal 2009

## **Reducing Greenhouse Gas Emissions**

The Fujitsu Group is working to reduce emissions of greenhouse gases associated with Group business activities. Accordingly, we set "reducing our total greenhouse gas emissions by 6% by the end of fiscal 2012 compared with fiscal 1990" as a goal of the Fujitsu Group Environmental Protection Program (Stage VI). We achieved our goal with actual total emissions in fiscal 2012 of approximately 1.0 million tons, a reduction of 24.4% compared with fiscal 1990.

### Change in Total Greenhouse Gas Emissions



CO<sub>2</sub> emissions in Japan (Note 1) CO<sub>2</sub> emissions outside Japan (Note 1)

Emissions other than CO<sub>2</sub> (Note 2)

- (Note 1) CO<sub>2</sub> emissions in/outside Japan: Purchased electric power based on performance reports under the Fujitsu Group's Environmental Protection Program. CO<sub>2</sub> conversion coefficient calculations performed with a fixed value of 0.407 ton of CO<sub>2</sub> per MWh since fiscal 2002.
- (Note 2) Greenhouse gases other than CO<sub>2</sub>: Converted to equivalent amounts of CO<sub>2</sub> using the global warming potential (GWP) of each gas. Our fiscal 1995 performance is taken to be the emissions in fiscal 1990.



## Principal Environmental Activities in Fiscal 2012

## Contributing to Environmentally Considerate Industrial Estates through Environmental Management Systems (Saudi Arabia and Thailand)

Saudi Arabia boasts the world's largest crude oil reserves. Recently, the government has positioned industrialization as one of its national strategies. The nation is now working to diversify its industries and to develop industrial complexes. However, the country's water treatment capacity has been outpaced by the speed of industry growth, and concern is growing over the worsening environmental problems of water and air pollution.

Fujitsu and the Saudi Industrial Property Authority (MODON) signed a contract for the development and operation of an environmental management system to improve the environment in Saudi Arabia's industrial complexes. The system will be installed in Dammam 2nd Industrial City in the Eastern Province, along with two other industrial cities, where it will comprehensively measure air and water data from fixed and mobile sensor stations. Fujitsu will then analyze the collected data to specify pollution sources and provide consulting on approaches for improvement.

Thailand is also taking steps to avoid and minimize environmental risks in light of recent environmental issues. Fujitsu has been assisting research into atmospheric pollution monitoring and dispersal simulations and transferring environ-



An onsite inspection in Saudi Arabia

mental monitoring technologies at Map Ta Phut industrial estate, a flag bearer for Thai industrialization.

Fujitsu will contribute to improve air and water conditions at industrial estates by providing ICT solutions that make environmental pollution visible, and Japanese expertise in overcoming the effects of pollution.

## Recovering High Concentrations of Copper from Wastewater to Contribute to Resource Recycling and Cost Cutting

Recently there has been increasing concern over the growing environmental impact of copper. As copper mines become deeper, copper production is producing more waste product, and refining is using more energy. Given this situation, resource recycling now has a more important role to play than ever before.

Fujitsu set out to recover copper from the large volumes of sludge\* generated by the wastewater treatment process at its plant in Nagano. One challenge to overcome was how to recover high concentrations, because the chemicals used in the treatment process adhered to the copper, making it impure.

To solve the problem, Fujitsu revamped the coagulation and sedimentation process where the chemicals were used, and in June 2012 introduced a wastewater treatment system that used functional particles to achieve high filtration efficiency.

As a result, it became possible to recover small-diameter copper particulates in high concentrations, dramatically improving the sludge copper content from around 15% to 90-95%. The method also reduced the volume of sludge to a seventh of what it had been (5 tons per month), cutting the cost of treatment chemicals by ¥5.5 million per month.

Currently the system is operating on approximately 10% of the total wastewater emitted from the plant, and Fujitsu plans to increase the scope of application in stages. Fujitsu will continue to actively promote resource recycling and waste reduction going forward.

\* Sludge: Residual solid matter left after filtering wastewater. Sludge contains heavy metals and water.

## Providing Cloud Services to Support Biodiversity Conservation Groups

Under the "Aichi Target" for halting the loss of biodiversity that was adopted under COP 10\*, governments at the national and regional levels, NPOs, and various other parties have agreed to take "effective and urgent action."

In order to implement PDCA (Plan, Do, Check, and Act) cycles for formulating strategies and conducting conservation activities, parties need to comprehend the current status of ecosystems. The problem is that there are limited resources for this task, including competent surveyors and the areas that can be covered. Moreover, organizing the collected information also requires a lot of time and labor.

Fujitsu decided to see if it could use ICT to assist the effort to conserve biodiversity. From fiscal 2013 we have been providing a mobile photograph system and cloud service free of charge to 10 organizations selected through a public call for applicants. The system allows anyone to participate in surveying, from any location, simply by using a mobile phone or smartphone to capture and send photographs of animals. This allows for an expanded survey area. The collected data is

accumulated in a cloud system, where it can be viewed. This makes it easy for each organization to check on the status of their environmental protection activities, and should help conservation activities to advance even further.

The Fujitsu Group will continue to use ICT on the front lines of activities for conserving biodiversity.

\* COP 10: Tenth meeting of the Conference of the Parties to the Convention on Biological Diversity.

**Overview of Mobile Phone System Cloud Service** 

#### Anyone can easily take a photograph Members of the public Volunteers Researchers Cloud Platform (Fujitsu T Educational Local governments NPOs \*\*\*\*\* Analysis and use of data



## Priority 3 Embracing Diversity and Inclusion

Fujitsu is promoting diversity in its human resources so that its employees and organizations can grow together. By having employees mutually respect what each has to offer and capitalize on their own value, the goal is to generate new knowledge and technology through free and open debate from diverse viewpoints.

# Supporting a Balance between Work and Nursing Care

In June 2012, we conducted a survey to assess employee nursing care service usage and needs to better motivate such people by helping them balance work and nursing needs. The survey targeted employees older than 40. We have posted the survey results on our intranet.

In light of the survey, we conducted forums in September and December 2012 to provide employees with much needed information about public nursing care services and in-house nursing care, along with an opportunity to consider ways to balance work and nursing care commitments.

### Stakeholder's Message

Opinion from an Employee with a Disability

ATSUSHI MORIYAMA Manager, Legal Division, Business Affairs Legal Unit

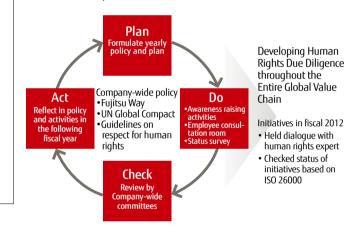
As an in-house attorney at Fujitsu, I handle business law tasks to support departmental operations. I review contracts, respond to legal problems, and look after litigation. I frequently travel on business around Japan and attend customer meetings. Initially, I had concerns, but I came to realize that if you dare to tackle challenges then many doors will open to you.

I feel most worthwhile in this job when concluding win-win contracts, with customers accepting terms that I have explained carefully while overlooking the entire business deal. The best part of my job is the feeling of working right at the forefront of Fujitsu's dynamically changing ICT business.

# Fostering Respect for Human Rights in Corporate Culture and Activities

The Fujitsu Group uses a PDCA cycle to identify and tackle human rights issues, guided by the Fujitsu Way and the Human Rights Enlightenment Committee. In fiscal 2012, we began creating a Human Rights Due Diligence structure encompassing our entire global value chain.

We invited experts to attend a stakeholder dialogue to promote understanding of the UN guidelines on business and human rights among relevant members of the Group, and to share recognition of human rights issues within Fujitsu's businesses. We also surveyed 117 Group companies in Japan and overseas based on ISO 26000 to ascertain what measures are being taken to ensure respect for human rights throughout the Group.



# Priority 4 Developing Human Resources for Their Contribution to Society and the Environment

Fujitsu will contribute to social development through business activities by fostering global business leaders capable of executing business strategies and creating social value.

## GKI / Development Course (GKI/D)

The Global Knowledge Institute/Development Course (GKI/D) is a program that selects young, management-track employees and develops them into leaders to drive new business creation and business model innovation. In fiscal 2012, part of the program involved giving participants a front line, or customer-based perspective by immersing them in front line work experiences without preparation, in fields that differ from ICT, such as agriculture or food services. The participants then used what they had learned later in an "action learning" component of the program.



Earthquake recovery project experience at an oyster farm (Minami Sanriku-cho, Miyagi Prefecture)

## Priority 5 Communicating and Collaborating with Stakeholders



When considering the needs of customers, the Fujitsu Group always takes into consideration the broader implications in terms of the sustainability of society and the global environment. The Fujitsu Group is committed to listening closely to feedback from various stakeholders, including customers, shareholders and other investors, business partners, and local communities, and to answering their expectations. Through this process, we seek to continuously improve our corporate value.

## **Dialogue Sessions with Guest Experts**

We invited various experts to come and share their opinions on issues relating to "global" people.

need for innovation.

FIRST SESSION: Diversity and Human Resource Development SECOND SESSION: Understanding Diversity and Human Rights \_\_\_\_\_\_

Participants discussed diversity management and the role of accepting diversity in contributing to business.

Please see our corporate website for more details about each dialogue http://www.fujitsu.com/global/about/responsibility/society/dialog/

Participants discussed the importance of senior franagement, methods of working and the france of senior fra

THIRD SESSION: What Does "Person" Mean for a Global ICT Company?

Participants discussed the fusion of human rights and human resource management in a global, digital society.

# **Three Powers of ICT**

The Fujitsu Group will harness three powers of ICT to contribute to the realization of a sustainable earth and society.

## 1 The Power to Shape the Future

Solving difficult global challenges and social issues through computing
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## 2 The Power to Provide Equal Opportunity to All People

Develop user-friendly terminals and interfaces, along with frameworks for promoting ICT implementation in developing countries

## 3 The Power to Support Safe and Secure Living

Ensure stable operation of social ICT infrastructure and cyber security

- Demonstrate world-class technology leadership to step as far as possible into the future

   Expand the provision of solutions designed to address priorities (food, healthcare, education, etc.)
   Achieve our environmental vision—a low-carbon, prosperous society

  Develop terminals and devices targeting the rapidly expanding population of Internet users

   Execute businesses that provide opportunities on a global basis
   Conduct field surveys in developing countries, and develop partnerships

  Help to build a value-creation platform, eyeing an era when virtually everything is connected to the Internet
  Achieve stable operation of world-class IT systems
  - Achieve stable operation of wond-class it system
    Develop and strengthen cyber security solutions

## Socially Responsible Investment (SRI)

Fujitsu has been incorporated into the SRI stock indexes and SRI funds listed below.

Name of Index	Rating Company		
Dow Jones Sustainability Indexes (World, Asia Pacific)	Dow Jones Indexes (U.S.), SAM Group (Switzerland)	-	S(
FTSE4Good Index Series	FTSE International, Ltd. (UK)	-	N (F
oekom research	oekom research AG (Germany)	-	N D
Morningstar Socially Responsible Investment Index	Morningstar Japan K.K.		Si (/

Name of Fund	Operating Company
Sompo Japan Green Open ( <i>Buna no Mori</i> )	Sompo Japan Nipponkoa Asset Management Co., Ltd. (As of April 2013)
Mitsubishi UFJ SRI Fund (Family Friendly Fund)	Mitsubishi UFJ Asset Management Co., Ltd. (As of February 2013)
Nikko Eco Fund	Nikko Asset Management Co., Ltd. (As of May 2013)
Daiwa SRI Fund	Daiwa Asset Management Co. Ltd. (As of February 2013)
Sompo Japan SRI Open ( <i>Mirai No Chikara</i> )	Sompo Japan Nipponkoa Asset Management Co., Ltd. (As of March 2013)