

INITIATIVES FOR SDGS

The Sustainable Development Goals (SDGs) can be viewed as a “master plan” for the world until 2030. Given its special qualities, ICT has the potential to make a positive impact on all 17 SDGs. The Fujitsu Group is leveraging the strengths of its unique ICT toward the advancement of initiatives that lead to the achievement of the SDGs, particularly those that relate closely to its businesses.

Aiming to Achieve the SDGs

Understanding and Utilizing the SDGs

The SDGs adopted by the United Nations in 2015 are a set of common goals to be achieved worldwide, including by developed countries, by 2030. Achieving these goals places considerable demand on private-sector enterprises to play an active and useful role through their technology and capacity for innovation.

As a global ICT enterprise, the Fujitsu Group is constantly making efforts toward technological innovation with the aim of bringing happiness to people’s lives. However, in a broader sense, when considering how our technologies can be applied throughout the world, we recognize that the SDGs, which represent a kind of global common language, represent a significant guiding principle.

Accordingly, the Fujitsu Group undertakes SDG-related activities as an opportunity for wide-ranging collaboration with other organizations, including international agencies, governments, private enterprises, and NGOs/NPOs. Fujitsu recognizes SDGs as one of the elements in an ecosystem for achieving its growth strategy of “Connected Services,” seeing new business opportunities through ventures that work to resolve social issues. By adopting a multifaceted approach through cooperation with a large number of partners, we can create and grow social value on an even larger scale.

By simultaneously reflecting on the common goals of international society along with the role that Fujitsu ought to play in their fulfillment, we become able to flexibly transform our management and business in ways that are not bound by existing approaches and methodologies. Through this process, we will reexamine ourselves in light of society’s expectations and demands, while actively using the SDGs as a tool in our management strategy for achieving sustainable growth.

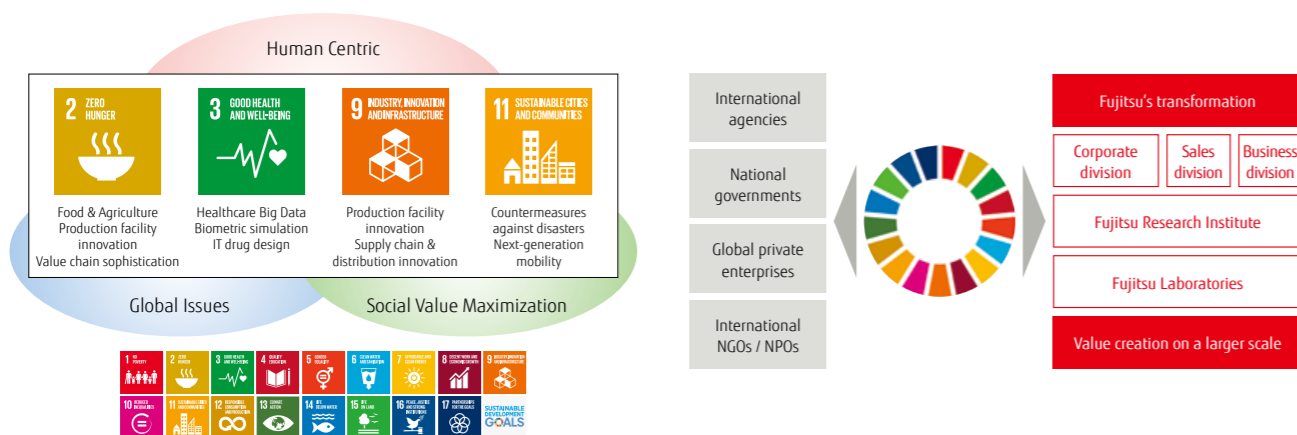
Fujitsu’s business model is embodied in the following words: “Starting with our ICT platforms, we spur innovation for our customers through the provision of a broad range of technologies, and

thereby contribute to the development of society. In addition, with a focus on the growth of our customers and society at large, we create virtuous cycles that allow for the reinvestment of various resources as we work to realize sustainable growth.” The key to making genuine contributions to the realization of the SDGs is determining whether or not the elements of the SDGs can be incorporated into this business model.

As a first step toward achieving this, we have identified some of the SDGs that we need to address strategically, given the nature of our business and the external environment. Leveraging the digital technology that is at the core of our business, the Fujitsu Group is focused on SDGs 2, 3, 9, and 11 as the areas where it can deliver the greatest value and, accordingly, is advancing business initiatives in these areas.

Promotion Structure

To have the SDG-related initiatives of the Fujitsu Group create value on an even greater scale and to definitively connect the SDGs with the transformation of the Group’s business, cross-organizational projects are being promoted. These projects are led primarily by personnel from Fujitsu’s corporate, sales, and business divisions, and will also encompass Group companies including Fujitsu Laboratories and Fujitsu Research Institute. Through these projects, we are conducting collaborative business verification and promotion focused on the resolution of social issues, with personnel from the corporate divisions providing oversight from the perspectives of sustainability and social responsibility, while personnel from sales and business divisions provide oversight from the perspectives of business creation and solution provision, respectively. By further promoting these projects going forward, we will create both social and economic value.



Activities for Raising Awareness of the SDGs

Initiatives with External Organizations

Conference on the SDGs at the Fujitsu Forum

The Fujitsu Forum showcases the latest initiatives and technologies that support our customers and society as a whole and represents the largest event that the Fujitsu Group holds. At Fujitsu Forum 2017, we held a conference on the SDGs, which included discussions with experts on what Japanese companies need to do in order to contribute to achieving the SDGs and realize sustainable growth for themselves as members of global society.

These discussions confirmed that, for each company to leverage its technologies to achieve the SDGs, it needs to respond to groundbreaking innovation in a way that goes beyond existing frameworks such as legal regulations. The discussions also highlighted the need for major partnerships to be pursued between organizations that transcend previous conceptions in order to make a bigger impact in terms of resolving social issues.

Highlights from Fujitsu Forum 2017, including remarks from each expert in attendance, can be viewed at the following URL:
<http://journal.jp.fujitsu.com/en/2017/08/25/01/>



The conference on the SDGs held at Fujitsu Forum 2017

Opinion Exchange with the World Business Council for Sustainable Development

We invited two senior members of the World Business Council for Sustainable Development (WBCSD)—Filippo Veglio, Managing Director of Global & Social Impact,* and James Gomme, Manager of Social Impact*—to attend a discussion that focused on the key issues Fujitsu should address in order to contribute to the SDGs. Mr. Veglio and Mr. Gomme offered a great deal of useful advice, commenting on how Fujitsu can use the SDGs as tools for spurring innovation on its own initiative as well as for creating partnerships with companies from different industries with the aim of achieving the same goals. They also suggested that Fujitsu give consideration to areas that it should focus on and draw out specific activities that it can pursue.

*Position at the time of event



Exchanging opinions at the discussion

Efforts to Raise In-House Awareness

In-House Seminar on the SDGs

Fujitsu held an in-house seminar aimed at having its employees better understand the SDGs and put their concepts into practice. At the seminar, Hiroko Kuniya, a journalist and former news anchor for the Japan Broadcasting Corporation (NHK), gave a presentation entitled “The importance of the SDGs,” and Mariko Kawaguchi, Senior Analyst at the Daiwa Institute of Research Ltd., gave a presentation entitled “Corporate trends related to the SDGs.”

Ms. Kuniya’s presentation provided details on the SDGs and explained the background of their formulation. The presentation also focused on the importance of implementing measures that reconsider issues based on the SDGs. In addition, Ms. Kuniya commented on the effects of food waste regulations in Europe and on how reducing food waste can also lower greenhouse gas emissions. In these ways, she conveyed the interdependence between SDGs.

Ms. Kawaguchi’s presentation stressed the importance of two concepts when it comes to achieving the SDGs: “backcasting,” which involves first deciding on a future vision and then considering what should be done to achieve that vision, and an “outside-in” approach, which involves giving examinations to what can be done from the perspective of outside stakeholders rather than focusing on internal circumstances. Ms. Kawaguchi also stated that enacting an appropriate response to the SDGs will become the key for enhancing corporate competitiveness. Based on these lectures, Fujitsu will examine ways for incorporating the SDGs into its business strategies.

A video introducing Fujitsu’s approach to the SDGs, entitled “Achieving SDGs through ICT,” can be viewed at the following URL:
<https://www.youtube.com/watch?v=5nH8x3b8V5k>



Hiroko Kuniya

Mariko Kawaguchi

Lecture on the SDGs at Training Sessions to Cultivate Global Leaders

Since fiscal 2016, as part of its training to cultivate global leaders, the Fujitsu Group has been inviting internal and external experts to provide lectures that explain the SDGs and address the importance of SDG-related efforts. In addition, these lectures encourage employees to consider contributions to realizing the SDGs as they examine possibilities for new businesses, which is a task they are given as part of their training. As of August 2017, approximately 230 Group employees have attended these lectures.



A lecture held at a training session