

# INITIATIVES FOR THE SDGs

The Sustainable Development Goals (SDGs) can be viewed as a “master plan” for the world until 2030. ICT, given its special qualities, 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 Fujitsu Group is aiming to help achieve a sustainable society through co-creation. We see these activities as consistent with the efforts of the international community to attain the SDGs.

Fujitsu recognizes the SDGs as one of the elements in an ecosystem for achieving its growth strategy of “Connected Services,” exploring new business opportunities by working to resolve social issues drawn from the SDGs. The Fujitsu Group undertakes activities related to the SDGs, which represent a kind of global common language, as an opportunity for wide-ranging collaboration with other organizations, including international agencies, governments, private enterprises, and NGOs. By adopting a multifaceted approach through cooperation with a large number of partners, we aim to create and nurture 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 can 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.

### Promotion Structure

To actively address SDG initiatives, Fujitsu Group has been promoting the SDGs Contribution Project since 2017. This project includes personnel from Fujitsu’s corporate, sales, and business divisions, and also from Group companies including Fujitsu Laboratories and Fujitsu Research Institute, linking together business groups and units. It guides management across the Company while identifying priority issues, planning and proposing communication strategies, and undertaking human resource development.

## Activities for Raising Awareness of the SDGs

### Initiatives with External Organizations

#### Introduction to the SDGs at Fujitsu Forum

The Fujitsu Forum is the Company’s largest annual event showcasing its latest initiatives and technologies supporting customers and society. At Fujitsu Forum 2018, we invited Helen Elizabeth Clark, former prime minister of New Zealand and former administrator of the United Nations Development Programme (UNDP), to speak at a session entitled “Fujitsu and SDGs: An Eye toward Achieving Global Goals.”

On the role of private-sector businesses in combating threats to sustainability, Ms. Clark emphasized the need for private-sector companies to grasp the SDGs as business opportunities. She stated that there are great expectations for various new technologies to help achieve the SDGs, and stressed the importance of building partnerships with many companies and organizations.

Also at the Forum, a special booth presented Fujitsu’s efforts toward the SDGs in such areas as agriculture,

healthcare, workstyle transformation, and urban development. For customers to gain a greater understanding of the SDGs, presenters explained the roles of ICT in achieving the SDGs while referring to Fujitsu’s contributions.



For more discussions on the SDGs at Fujitsu Forum 2018, please visit the following website:

<https://journal.jp.fujitsu.com/en/2018/08/01/01/>

### Promoting Communication

To actively communicate Fujitsu’s efforts toward the SDGs, we have established a new portal site for SDG initiatives and started demonstrations for customers at our showroom “net-Community.” In addition, we are facilitating the creation of new businesses derived from the SDGs by highlighting them in lectures and discussions with executives of our customers and in co-creation workshops.

### Efforts to Raise In-House Awareness

At Fujitsu, we are undertaking various initiatives in order to raise awareness about the SDGs inside the Company. These include the following:

- Holding dialogues about the SDGs between external experts and senior management;
- Inviting external lecturers to speak in SDG seminars for employees;
- Holding SDG sessions in training programs such as for new graduates, next-generation leader candidate selections, and leadership in the Asian region.

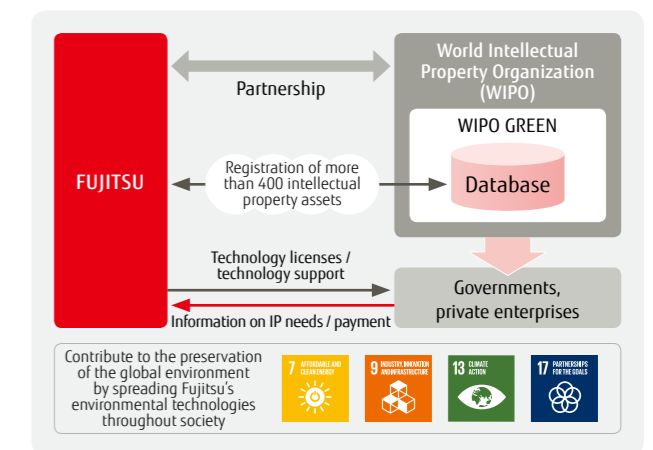
### Fujitsu’s Initiatives to Achieve the SDGs through Co-Creation

#### Transfer of Environmental Technology in Partnership with WIPO GREEN

Fujitsu has joined WIPO GREEN as a partner, aiming to contribute to the preservation of the global environment by

spreading its environmental technologies throughout society. Operated by the World Intellectual Property Organization (WIPO), WIPO GREEN is a marketplace for connecting environmental technology and service providers with those seeking innovative solutions. Fujitsu has already registered over 400 intellectual property assets related to environmental technology in the database operated by WIPO GREEN, while providing technology licenses.

Fujitsu seeks to contribute to the creation of a post-carbon society and respond to climate change by accelerating open innovation globally through the adoption of its environmental technology and technology transfer via this international marketplace.



### Examples of Fujitsu’s Efforts to Contribute to Achieving the SDGs

Impact on Society	Fujitsu’s Initiatives (Examples)
<p><b>2 ZERO HUNGER</b> Sustainable Agriculture and Food Security Raise food productivity and establish more resilient farming systems</p>	<ul style="list-style-type: none"> <li>• More than 400 business operators in Japan have adopted “Akisai” food and agriculture cloud service, raising productivity. This service is also being rolled out in Vietnam and elsewhere overseas.</li> <li>• Plant factory operation and practice of smart agriculture with partners in various industries.</li> </ul>
<p><b>3 GOOD HEALTH AND WELL-BEING</b> Healthy Lives and Well-Being for People of All Ages Realize high-quality lives for all people in an aging society Eradicate intractable diseases by innovating medical care</p>	<ul style="list-style-type: none"> <li>• Support for enhanced health and welfare of every individual by linking more than 7,000 hospitals, clinics, long-term care facilities, and pharmacies via a nationwide network in Japan.</li> <li>• Co-created sensor-based patient and elderly people monitoring services for hospitals in the Netherlands and Singapore.</li> <li>• Providing high performance computing (HPC), AI, and other leading-edge technologies, and co-creating with various academic institutions in the fields of gene therapy and drug creation.</li> </ul>
<p><b>8 DECENT WORK AND ECONOMIC GROWTH</b> Sustainable Economic Growth and Decent and Rewarding Work Promote innovation, realizing human centric workstyles</p>	<ul style="list-style-type: none"> <li>• Promoting workstyle transformation so that people can work more creatively, with an emphasis on their humanity, by using human centric AI and other digital technologies.</li> <li>• Using voice recognition and AI-based automated translation covering 19 languages, supporting diversity and communication, including for those with hearing difficulties.</li> <li>• Promoting open innovation with start-ups and other companies.</li> </ul>
<p><b>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</b> Sustainable Industrialization Promote innovation to realize intelligent industrialization</p>	<ul style="list-style-type: none"> <li>• Providing a platform to promote the digitization of manufacturing, realizing intelligent industrialization through co-creation.</li> <li>• Smart manufacturing in China and Singapore and in digital transformation in France.</li> <li>• Advancing the training of human resources to carry forward digital transformation, including the operation of a digital business college.</li> </ul>
<p><b>11 SUSTAINABLE CITIES AND COMMUNITIES</b> Sustainable Cities and Communities Realize intelligent mobility Realize safe and secure cities resilient to natural disasters</p>	<ul style="list-style-type: none"> <li>• Using Fujitsu’s location information cloud service “SPATIOWL” as the foundation of mobility services, collaborating with various companies in Japan and overseas to develop innovative services.</li> <li>• Undertaking the joint development of solutions to solve Singapore’s urban problems.</li> <li>• Utilizing HPC, offering disaster forecasting and solutions for earthquakes, tsunamis, floods, etc., on a global scale.</li> <li>• Together with the UNDP and Tohoku University, building a global disaster statistics database.</li> </ul>