

Fujitsu Group's Environmental Activities Are Contributing to Society

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Recently, there has been a growing demand for corporate contributions to society. In the environmental field, the Fujitsu Group positively promotes global environmental conservation as a good corporate citizen and community member. These environmental social contribution activities are underway with a focus on the efforts of employees, who play a central part in local communities and bases, as well as activities that originate in the Head-Office Promotional division. The contribution activities centered on every employee include environmental leader training and voluntary activities in bases, sites, and Group companies. The contribution activities at the company level include various projects such as Thailand tree-planting activities planned by bases, sites, and Group companies and educational activities such as the Environmental Contest planned by the Promotion divisions. This paper reports on the status of these activities.

1. Introduction

Corporate scandals that have recently happened in succession are raising awareness of corporate social responsibility and sustainable management. While, in addition to conventional corporate management focused on the economic field, responses to the environmental and social fields have become valued, and the demand for corporate social contribution (philanthropy) continues to increase.

In the environmental field, it is also essential for corporate activities to widely contribute to society and also reduce the environmental burden. The Fujitsu Group implements various measures to positively promote environmental social contribution activities centered on employees.

This paper introduces the Fujitsu Group's concepts of environmental social contribution activities, some concrete examples of these activities, the system for promoting employee activities,

and award programs.¹⁾⁻⁴⁾

2. Concepts of environmental social contribution activities

The Fujitsu Group views global environmental issues as problems that everybody in the world is responsible for and should address for resolution. Thus, we place a priority on the necessity for companies and individuals to implement measures to improve the global environment while observing all environmental regulations.

The environmental social contribution activities of the Fujitsu Group focuses on the efforts of the individual employees, who play a central part in local communities and bases, as well as the efforts of the Head-Office Promotion division on the theme of corporate activities. This is because the bases must conduct activities that meet the needs of their local communities so that companies maintain ties with them. This is also because individual employees are encouraged to have a

strong social awareness and use it as motivation to create a new value in corporate activities instead of making the employees in charge responsible for the activities.

The next section explains the system for training the environmental leaders who take the initiative to conduct environmental contribution activities in local communities.

3. Training environmental leaders

One of our targets is to contribute to local communities through Environmental Management System (EMS) activities in Japan so that individual employees become aware of the global environment and take the initiative in conducting environment-friendly activities. Each site plans the themes of activities according to the needs of their local community, and the leaders in charge of setting and planning the themes and conducting the activities play an important role.

To train these environmental leaders, we are conducting education programs that cover the processes from identification of community needs to confirmation of usable corporate resources to planning and programming of environmental social contribution activities. We are doing this through the experience we have gained by getting close to the surrounding natural environment in cooperation with the Wild Bird Society of Japan, which is the largest NPO in Japan.

This training is held several times a year, with representatives gathering from many parts of Japan, and has a system for continually helping the site leaders in their duties through follow-up meetings.

4. Volunteer activities in sites and Group companies

Led by the environmental leaders described above and the Environmental Management System manager, environmental volunteer activities in conjunction with local communities and local administrations are promoted in Fujitsu sites and

in Group companies inside and outside of Japan. Employees actively participate in these activities.

Some examples of these activities are introduced below.

4.1 Tree-planting and reforestation in local communities

Fujitsu Computer Products Corporation of the Philippines (FCPP) cooperated with the ABS CBN Bantay Kalikasan Foundation, a nature conservation arm of the ABS-CBN Broadcasting Network, in donating 100 trees in August 2003 to be planted in the area around Lake Mesa in Quezon City. The FCPP employees are participating in the planting (**Figure 1**).

Also, Fujitsu Hong Kong (FHK) has been involved in reforestation activities sponsored by OISCA-International on a five-year project since 2001. Fifty or more FHK employees participate in these activities every year.



Figure 1
FCPP employees planting trees.

4.2 Supporting local education

Fujitsu Network Communications (FNC) has supported clean-up activities and non-environmental education in partnership with an elementary school in Texas since 1994.

4.3 Supporting park improvement

In Japan, as a corporate citizen, Fujitsu Support and Service (Fsas) participated in a Yumemigasaki Park Improvement activity conducted by residents of Kawasaki's Saiwai Ward. Twenty participants tended the flower garden bordering paths in the park.

4.4 Dispatch of instructors to regional organizations

Yamagata Fujitsu (YFL) holds lectures for local governmental bodies and companies on the subjects of zero emission activities and environmental conservation measures for implementation at plants.

In addition, many other Fujitsu Group branches and offices participate in clean-ups in their local communities.

5. Volunteer activities conducted by individual employees

Individual employees conduct a wide variety of voluntary activities.

5.1 Environmental study and planning/ conduct of coordinator training course

We use the Citizens' Forest for Health to hold nature gatherings and parent-child camping for families in the local community and plan and conduct environmental study coordinator training courses.

5.2 Endangered species preservation and survey activities

We participate in researcher-conducted field surveys supported by the Earth Watch international NGO and help preserve the black rhinoceros, which is an endangered species in

Kenya, South Africa, and the Republic of Namibia.

5.3 Supporting creation of basic environmental program

We participate in the Basic Environmental Program Workshop sponsored by the local government of Tsuyazaki-cho in Fukuoka to support the creation of environmental administration guidelines for the town and preserve the egg-laying areas of sea turtles (**Figure 2**).

5.4 Greenery preservation through disclosure of information

We join a civic organization aimed at greenery preservation in the local community to help run events planned by the organization, create activity records, and design and operate the organization's homepage.

6. FUJITSU Eco Club

We operate the FUJITSU Eco Club, which is an information exchange site on our intranet that supports employees' environmental volunteer efforts by encouraging them to volunteer and think about and participate in environmental activities.

The basic principle of the FUJITSU Eco Club is that it is a site of employees, by employees, and



Figure 2
Sea turtle that landed for egg laying.

for employees. This site provides information about employees' voluntary activities, recruits volunteers, and uses the bulletin board for opinion exchange.

In 2004, the site gathered information about various employees' activities under the name of Eco Relay Talk and has provided a summary of firsthand reports of employees. Unlike the awareness-raising section created by the Management division, messages from employees may make their activities more familiar to other employees, thereby enhancing environmental awareness.

7. Environmental social contribution activities planned by Promotional divisions

In addition to the previously described activities in bases and sites, various other activities are planned at the corporate level.

Under the reforestation project in Southeast Asia, which started in 1997, contributions from Fujitsu Group employees have been used as project funding, and employees have visited the site to participate in tree-planting work in cooperation with the Fujitsu Labor Union and local Group companies.

7.1 Thailand reforestation project

Fujitsu launched its reforestation activity in Thailand in 1998 under the 10th anniversary project of Fujitsu Thailand's foundation. This activity was a cooperation in a tropical rainforest restoration project that was led by the Thai Royal family and helped prevent global warming. Initially, we planted 50 000 trees (eucalyptus, acacia, and three other types) over about 50 hectares. Then, we planted 80 000 trees over about 80 hectares in 2000 and planted the same number again in 2002 and 2004. We were awarded a prize for our activities in 1998 and 2000 at the 2nd and 4th Reforestation Contest in Commemoration of the Thailand Royal Golden Jubilee.

7.2 Fujitsu and Vietnam Forest for Friendship project

We conducted reforestation activities in the Fujitsu and Vietnam Forest for Friendship project in Nhon Trach district, Dong Nai Province, Vietnam from 1999 to 2002. In these activities, we planted 700 000 mangroves over about 75 hectares. Reforestation in Vietnam has been conducted through contributions from Fujitsu employees in commemoration of the business operations of Fujitsu Computer Products of Vietnam, Inc. (FCV), which is a Group company, and employee volunteers participate in the activities.

7.3 Fujitsu Group Malaysia Eco-Forest Park

In a reforestation activity we conducted in Malaysia, we changed the aim from tropical rainforest restoration to creating an eco-forest park that can be used for nature education. Like reforestation in Vietnam, the reforestation activity has been conducted with invited forestation volunteers and through contributions from Fujitsu Group employees. After the reforestation, administration of the park will be transferred to the Sabah Forestry Development Authority for use in environmental studies and eco-tourism. The third reforestation activity, which was launched as a three-year project from 2002, involved the planting of 17 500 dipterocarpaceas and fruit trees over about 80 hectares. The fourth reforestation activity started in January 2005 and will plant the same number of trees by 2007 (**Figure 3**).

7.4 Using IT to support reforestation activities

We also have a project that draws on our strengths as an IT corporation. Since March 2003, we have provided a service that donates part of the charges for an Internet game⁵⁾ to a reforestation project in cooperation with Nifty Corporation and Photon, Inc. to support the Children's Forest Program led by OISCA-International. Because



Figure 3
Reforestation in Malaysia 2005.

the support destination is a reforestation project, the game has an image of reforestation where a session with sound content is held together to enrich a virtual world with flowers and greenery. Game participants will also support forestation in virtual and real worlds (**Figure 4**).

In addition, we make active efforts to provide environmental education for colleges, elementary, junior, and high schools; accept interns to the Environmental division; and give a tour of the environmental conservation facility.

8. Holding environmental contest

The Fujitsu Group has held its Environmental Contest since 1995 to raise employees' environmental awareness by evaluating environmental conservation activities (**Figure 5**).

This contest commends employees for a wide variety of corporate activities other than environmental activities. These activities are divided into categories that are different from the activities judged by the Environmental Contribution Awards that are held concurrently with this contest. This contest has included the Environmental Photo contest since its first year and the Environmental Volunteer Contest since 2002; these two contests have evaluated the activities of individual employees as well as activities of organizations



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Figure 4
Reforestation scene in Rhythm Forest.



Figure 5
Environmental Photo contest: Most Excellent award.
"Look! It's the egg of a swallowtail!"

such as bases and sites.

In addition to holding the commendation ceremony and activity report meeting, to stimulate the Fujitsu Group's overall efforts, we endeavor to widely introduce award-winning themes at various exhibitions such as Environmental-Month events in June and the Environmental Forum.

9. Conclusion

Since the 1990s, the need to tackle global environmental issues has been increasing and social contribution activities in the environmental field have moved into high gear. Unlike conventional support of arts and culture, new non-fund support (providing people, services, and locations), which can be regarded as a responsi-

bility of corporate citizenship and community membership, has been widely provided.

There is also a move afoot to change the status of corporate social contributions (philanthropy) from conventional charity work to strategic investments for enhancing the value of contributing companies.

The Fujitsu Group's challenges based on these trends will include strengthening the system that supports voluntary activities conducted by each employee as a corporate citizen; constructing a contribution activity evaluation program that measures, evaluates, and improves the organizational activity results; and expanding communication inside and outside of Fujitsu to report and disclose activity results.

The Fujitsu Group will strive to continue its environmental social contribution activities by

drawing on its technology and creativity as an IT corporation and the sociality of individual employees.

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Jun Takaki joined Fujitsu Ltd., Kawasaki, Japan in 1978, where he mainly worked in the Design and Advertisement departments. In 2003, he moved to the Environment Division and worked on environmental communication and EMS construction. He is currently engaged in management work, environmental social-contribution projects, and environmental education in the Fujitsu Group.



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