

# Our Approach to CSR

For the Fujitsu Group, Corporate Social Responsibility (CSR) means putting the Fujitsu Way into practice to address a variety of social issues and contribute to a sustainable, networked society. Through close communications with its various stakeholders, Fujitsu works to remain highly sensitive to social issues, and to conduct responsible corporate activities.



## Our Approach to CSR

### Responding by putting the Fujitsu Way, our corporate philosophy, into practice

Since its establishment in 1935, Fujitsu has contributed to the development of public infrastructure through innovative information and communications technologies. The ideas and spirit of successive leaders who paved the way for the Fujitsu Group's success are condensed and codified in the Fujitsu Way, which forms the core of our management practices.

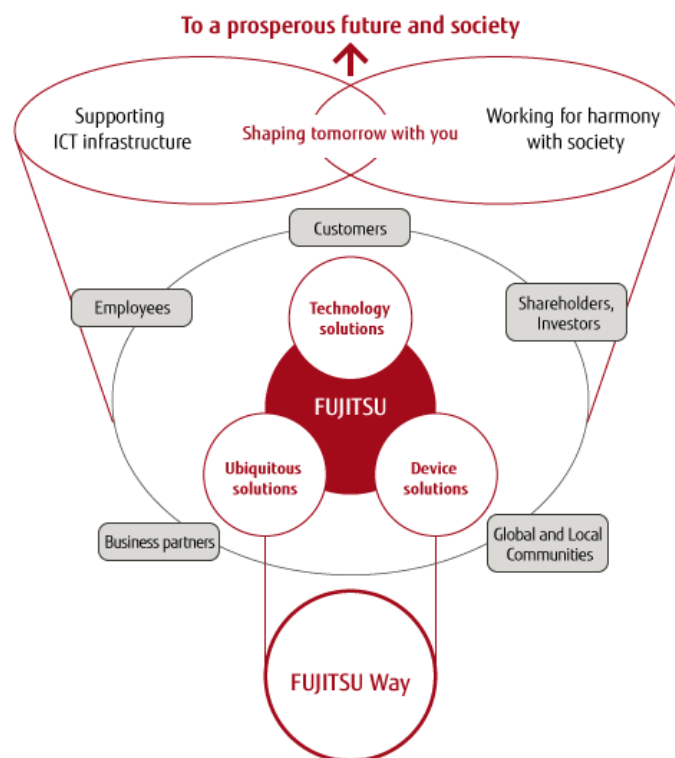
For the Fujitsu Group, Corporate Social Responsibility (CSR) means putting the Fujitsu Way into practice to address a variety of social issues and contribute to a sustainable, networked society. This requires management to focus not only on financial results, but also on operational excellence through sound corporate governance, and the integrity of the ethical, social, and environmental aspects of business.

With this in mind, the Group promotes a global management style based on the Fujitsu Way, maintaining close communications with all of its various stakeholders. We work to remain highly sensitive to social issues, and to take responsible corporate action.

\*1 The Fujitsu Group's Stakeholders:

The Group sees its customers, employees, business partners, shareholders and investors, and global and local communities as its stakeholders. Government authorities, NPOs, and NGOs are particularly important stakeholders in these global and local communities.

- [FUJITSU Way](#)



# Our Corporate Philosophy "FUJITSU Way"

The Fujitsu Way embodies the philosophy of the Fujitsu Group, our reason for existence, values and the principles that we follow in our daily activities.

## Introduction

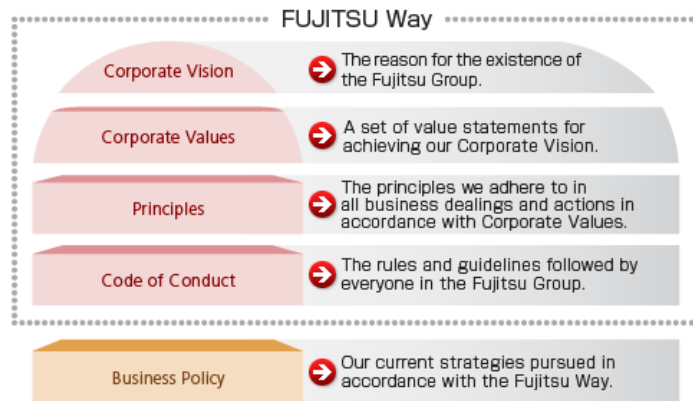
On April 1, 2008, Fujitsu announced a fully revised Fujitsu Way.

The Fujitsu Way will facilitate management innovation and promote a unified direction for the Fujitsu Group as we expand our global business activities, bringing innovative technology and solutions to every corner of the globe.

The Fujitsu Way provides a common direction for all employees of the Fujitsu Group. By adhering to its principles and values, employees enhance corporate value and their contributions to global and local societies.

## The Elements of FUJITSU Way

Fujitsu Way comprises four core elements:



**→ Corporate Vision**

Through our constant pursuit of innovation, the Fujitsu Group aims to contribute to the creation of a networked society that is rewarding and secure, bringing about a prosperous future that fulfills the dreams of people throughout the world.

[Corporate Vision >>](#)

**→ Corporate Values**

**What we strive for:**

- Society and Environment** In all our actions, we protect the environment and contribute to society.
- Profit and Growth** We strive to meet the expectations of customers, employees and shareholders.
- Shareholders and Investors** We seek to continuously increase our corporate value.
- Global Perspective** We think and act from a global perspective.

**What we value:**

- Employees** We respect diversity and support individual growth.
- Customers** We seek to be their valued and trusted partner.
- Business Partners** We build mutually beneficial relationships.
- Technology** We seek to create new value through innovation.
- Quality** We enhance the reputation of our customers and the reliability of social infrastructure.

[Corporate Values >>](#)

## Principles

Global Citizenship	We act as good global citizens, attuned to the needs of society and the environment.
Customer-Centric Perspective	We think from the customer's perspective and act with sincerity.
Firsthand Understanding	We act based on a firsthand understanding of the actual situation.
Spirit of Challenge	We strive to achieve our highest goals.
Speed and Agility	We act flexibly and promptly to achieve our objectives.
Teamwork	We share common objectives across organizations, work as a team and act as responsible members of the team.

[Principles >>](#)

## Code of Conduct

- We respect human rights.
- We comply with all laws and regulations.
- We act with fairness in our business dealings.
- We protect and respect intellectual property.
- We maintain confidentiality.
- We do not use our position in our organization for personal gain.

[Code of Conduct >>](#)

## Business Policy

- We use Field Innovation to find new approaches and the inspiration to improve ourselves, while delivering added value to our customers.
- We provide global environmental solutions in all our business areas.
- Fujitsu Group companies work together to accelerate our global business expansion.

[Business Policy >>](#)

## Activities to Disseminate the Fujitsu Way

### Promoting Group-wide dissemination

In the Fujitsu Group, all companies around the world adopt the Fujitsu Way and reflect it in their activities, creating a unified direction for the enhancement of corporate governance. Fujitsu Way leaders are selected from each Group company or business unit to work with management in referencing the Fujitsu Way in their messages to employees, and to disseminate it in ways appropriate to their organizations, in an effort to promote responsible corporate activities.

### Working with Fujitsu Way leaders

To ensure deeper dissemination of the Fujitsu Way within the Fujitsu Group, training sessions and annual joint conferences to reconfirm the activity policy for the year are held on an ongoing basis.

In fiscal 2009, a training session was held for 250 Fujitsu Way leaders from Group companies in Japan, followed in fiscal 2010 by a joint conference to reconfirm the activity policy for the year. At the conference, participants from each organization shared information on best practices in promoting dissemination, obstacles encountered during the course of activities, and proposed solutions.



Training for Fujitsu Way leaders in FY 2011

From October 2011 to February 2012, training primarily for newly appointed Fujitsu Way leaders was held. Some 110 people took part in the training, which included lectures on the intent underlying the Fujitsu Way, and debates of how best to take advantage of dissemination activities at today's worksites as part of steps to share knowhow. The training also included letting participants get a feel for the starting point for the Fujitsu Way embodied in historic Fujitsu products on display at the Fujitsu DNA exhibition hall, an employee training center at the Numazu Plant.

### Implementation of e-Learning

An e-Learning program designed to boost understanding of the Fujitsu Way was implemented for Fujitsu Group employees worldwide. The program aims to help employees hone their approach to putting the Fujitsu Way into practice and to raise awareness among those who take part.

The e-Learning program was uniformly instituted in Japan in the first half of 2009, with the Group's roughly 100,000 domestic employees deciphering the words of senior management over the years to reconfirm the origins of the Fujitsu Way. Outside of Japan, we began offering the e-Learning program in 16 languages from FY 2011. To date, some 35,000 employees overseas have taken part in the program, for a cumulative total of 61,700 hours spent on employee training worldwide as of May 31, 2012. Plans call for adding more languages to allow a greater number of employees to take part in e-Learning in their native language.

A survey of program participants indicates that 89% have resolved to put the Fujitsu Way into practice.

### Providing more Fujitsu Way tools

Wallet-sized cards and booklets explaining the Fujitsu Way are distributed to Group employees around the world, with posters also posted at workplaces. In addition, a video of President Masami Yamamoto discussing the underlying meaning of the Fujitsu Way following his appointment in April 2010 is available on the corporate intranet.

### Division Activities to Disseminate the Fujitsu Way

Fujitsu Way leaders, in cooperation with managers, spearhead efforts to advance activities for disseminating the Fujitsu Way among employees. In conducting activities, leaders and managers seek ways to clarify connections between each division's own policies and objectives and the Fujitsu Way. They strive to encourage dialogue and other ways to raise awareness and a desire to take part among employees. These activities have produced clear improvements on several employee satisfaction survey items, such as "Good teamwork is evident in achieving targets and objectives" and "Policies in the organization I belong to are clearly defined."

## Examples of Dissemination Activities

### FUJITSU UNIVERSITY, Ltd.

We instituted a "Fujitsu Way Discussion Meeting" in FY 2009. As a follow-up, in FY 2010 we convened a "Fujitsu Way Reflection Meeting." The purpose of the meeting is to cultivate a sense of unity in-house in the wake of the "Fujitsu Way Discussion Meeting" through shared awareness of both individual and team actions and efforts to create organizational culture across Fujitsu, coupled with open dialogue superseding organizational barriers and hierarchy. The meeting was open to all employees, including temp workers and executives, and yielded the results highlighted below.

- The dialogue enabled employees to gain a clear picture of how to put the Fujitsu Way into practice in their own tasks, which further raised the level of understanding and awareness of the Fujitsu Way.
- Each employee now had time to firmly reflect on their own tasks, and was able to clearly reconfirm the individual actions they should be taking.
- Dialogue open to everyone from executives to temp employees heightened the sense of unity and camaraderie across Fujitsu.

#### Comments from Fujitsu Way leaders (Secretariat)

Many participants have commented that the rich debate has deepened their own understanding of the Fujitsu Way. With that said, we continue working to resolve issues that have been pointed out. Along with regularly offering opportunities like this, we are considering developing them as a package for further disseminating the Fujitsu Way within the Fujitsu Group.



Members introducing themselves using Lego® blocks



Presenting practical examples as a story

### Fujitsu Limited SBG Voluntary Improvement Promotion Office

Fujitsu has advanced voluntary improvement activities since FY 2007. In order to support the development of employees capable of taking proactive steps to achieve organizational objectives, in FY 2011 we carried out a review of these activities anchored based on the Fujitsu Way Code of Conduct. These activities were then promoted by each group responsible for offering the solutions businesses (social infrastructure, finance, public and regional, business support). Through the cooperation of Fujitsu Way leaders and managers at each worksite, improvement activities onsite are being revitalized, with younger employees also being drawn in to the effort.

Lectures for managers and personnel in charge of promoting activities at each worksite teach the meaning behind the words in the Fujitsu Way through the sayings and speeches of past members of senior management. Participants then consider how best to take advantage of improvement activities at their own worksites to put the Fujitsu Way into practice. By reestablishing links between the existing activities organizations usually perform and the values outlined in the Fujitsu Way, we are cultivating a culture at worksites that will enable employees to aim for higher targets in a more dynamic way.

## CSR Policy

### Contributing to the sustainable development of society and the planet

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.

### Corporate Social Responsibility Policy and Five Priority Issues

In December 2010, the Fujitsu Group established a corporate social responsibility (CSR) policy and determined five priority issues around which it will focus its CSR practices.

Based on this CSR policy, the Group will focus on five priorities in a more forceful response to the multiple needs and expectations of stakeholders so as to contribute to the sustainable development of society and the planet, discharging its responsibilities as a truly global ICT company.

In addressing the priority issues, Fujitsu will set short- and medium-term objectives and follow the PDCA cycle in making actual progress. This progress will be disclosed within and outside the company and shared while CSR activities are being made an integral part of management.

### Ongoing Dialogue with Outside Experts

In setting priorities, the [CSR Promotion Task Force](#), which has representatives from all concerned departments of the Company, formed a basic strategy working group that considered the Global Reporting Initiative guidelines and other internationally recognized CSR norms, identified global social problems, and held repeated discussions to decide those which Fujitsu should address as priorities.

Two dialogue sessions were also held with stakeholders, in which they were represented by outside experts, deepening our understanding of their needs and expectations.

### Five Priority Issues

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. The five priority issues that the Fujitsu Group will focus on fall into three categories.

#### Addressing Society's Challenges through Corporate Activities

The Fujitsu Group will contribute to the sustainable development of society and the planet by addressing a variety of society's challenges through its corporate activities.

- **Priority 1: Providing Opportunities and Security Through ICT**

Fujitsu will contribute to the creation of a society where ICT connects and supports the world's 7 billion people, providing them with security and opportunities to pursue their dreams.

- **Priority 2: Protecting the Global Environment**

Fujitsu will contribute to the resolution of global environmental challenges through ICT, while at the same time reducing the Fujitsu Group's own environmental footprint.

#### Strengthening the Foundation of CSR Activities

To contribute to the sustainable development of society, Fujitsu will strengthen the foundation of its CSR activities to foster an environment in which employees develop a global perspective and actively participate in the Company's CSR activities.

- **Priority 3: Embracing Diversity and Inclusion**

Fujitsu will promote diversity in its human resources, irrespective of nationality, gender, age, disability, or values to enable individuals to grow with the company.

- **Priority 4: Developing Human Resources for Their Contribution to Society and the Planet**

Fujitsu will lead the way in cultivating employees who, from a global perspective, are pioneers in contributing to the advancement of society.

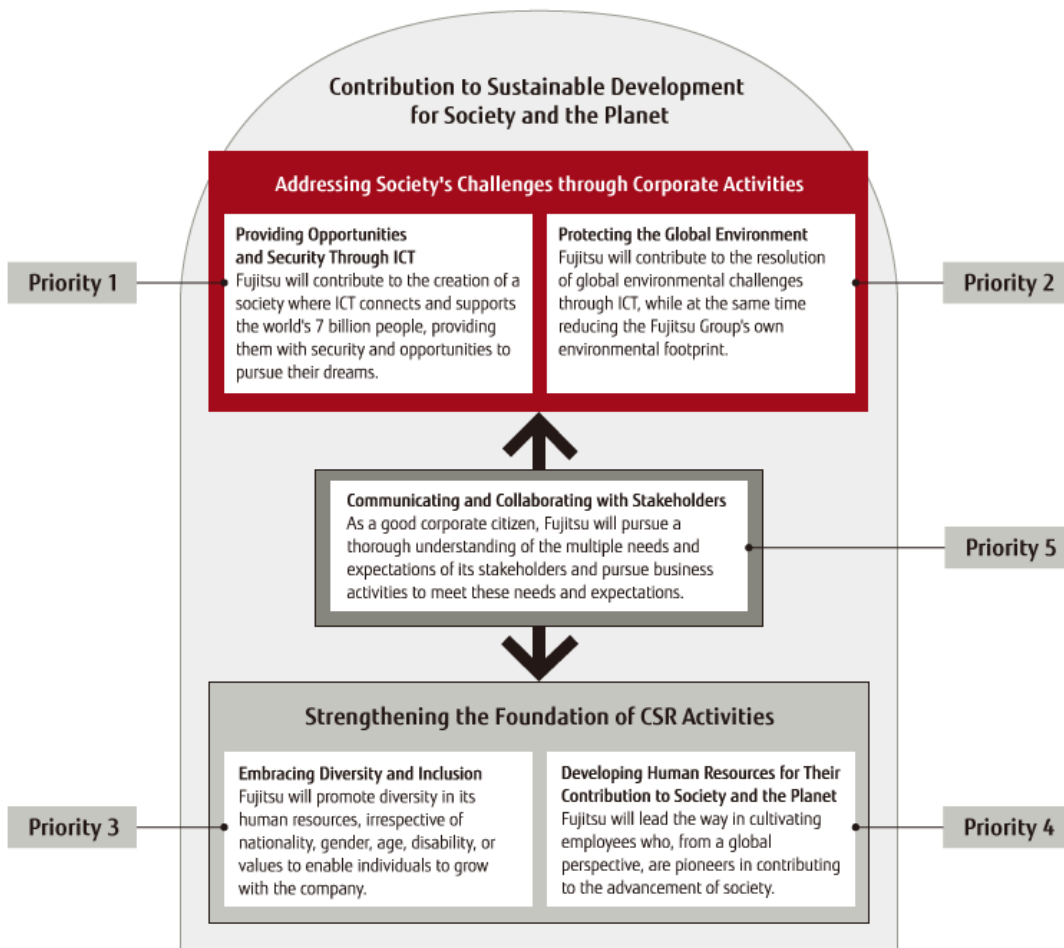
## Communicating and Collaborating with Stakeholders

In order to promote the initiatives outlined above from multiple perspectives, Fujitsu will build relationships with a broad base of stakeholders, going beyond the boundaries of the Company's existing business.

- **Priority 5: Communicating and Collaborating with Stakeholders**

As a good corporate citizen, Fujitsu will pursue a thorough understanding of the multiple needs and expectations of its stakeholders and pursue business activities to meet these needs and expectations.

Specific initiatives:



## Organization Promoting CSR

### Company-wide Committees

Four committees have been set up as the organization charged with the propagation and firmer establishment of CSR activities in accordance with the Fujitsu Way. Reporting directly to the Management Council, they are the Fujitsu Way Promotion Council, Risk Management Committee, Compliance Committee, and the Environmental Committee.





## CSR Promotion Task Force

Comprised of members from the business units highlighted below, the CSR Promotion Force sets up key performance indicators (KPIs), distributes information, and investigates new examples of benefits to society and businesses that will promote sustainability.



## CSR Activities Utilizing ISO 26000

In FY2011, the Fujitsu Group began utilizing the ISO 26000 standard (published November 2010), which provides guidance for social responsibility, in an effort to deepen the scope of its CSR activities.

### Preparing a checklist

In September of 2011, the team drawn from across Fujitsu compiled a checklist based on the seven core subjects of the ISO 26000 standard with the support of outside experts. Participants deepened their own understanding of the ISO 26000 guidance, putting the dense language of the original document into a more approachable format for employees less familiar with CSR. This resulted in a 252-item questionnaire.



The ISO 26000 workshop

ISO 26000 Project organization chart (Project office: CSR Department and Fujitsu Way Unit)

ISO 26000 (The seven core subjects)	Department(s) in charge
Organizational Governance	FUJITSU Way Unit
Human rights	Human Resources Management & Employee Relations Div.
Labor practices	Employee Relations Dept.
The Environment	Corporate Environmental Strategy Unit
Fair Operating Practices	Legal Unit, Purchasing Unit
Consumer Issues	Quality Assurance Unit
Community Involvement and Development	CSR Dept.

## Confirming the implementation

In November 2011, the project team categorized the survey results from the checklist into one of four levels - Complied, Partially Complied, Confirmation Required, or Not Complied - and confirmed the status of implementation as of FY 2011. As a result, it was found that Fujitsu Limited alone is compliant with 178 out of the 252 items, while 74 items fall into Partially Complied, Not Complied, or Confirmation Required. The Company's initiatives demonstrated a high level of practice overall, particularly in such areas as human rights, labor practices and the environment, but at the same time, the assessment revealed that a better understanding is needed of CSR practices at its affiliates, including those overseas.

## Future plan

From April 2012, the project management office implemented a detailed analysis of the 74 items for Fujitsu Limited alone noted as Partially Complied, Confirmation Required or Not Complied.

The office will establish a checklist for affiliate companies and conduct a survey of actual CSR practices at those affiliates.

### VOICE: Feedback from Experts

In FY 2011, we worked with the Fujitsu Group in preparing a checklist and conducting an internal assessment to better understand the state of CSR activities within the Fujitsu Group in light of ISO 26000.

As a result, we were able to verify that, building on the Fujitsu Way, Fujitsu Limited itself maintains high standards for its CSR activities.

At the same time, we think Fujitsu needs to take measures to accurately understand CSR activities at its affiliates, including those overseas. In addition, we look forward to seeing the Fujitsu Group engage even more proactively in efforts to solve social issues through its use of ICT.



Craig  
Consulting  
President  
Mitsuo Ogawa

## United Nations Global Compact

Fujitsu announced its support of the United Nations Global Compact in December 2009. The Fujitsu Group is committed to global CSR activities that uphold the 10 principles of the Global Compact. Through this commitment, we will meet the demands of various stakeholders in international society, and uphold responsible management as a true global ICT company contributing to the creation of a sustainable society.



### What is the Global Compact?

The UN Global Compact consists of 10 principles in the four areas of human rights, labor standards, the environment, and anti-corruption with which companies should rigorously comply.

#### Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

#### Labor

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labor;

Principle 5: the effective abolition of child labor; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

#### Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

#### Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.





As of July 31, 2012

Please refer to [the GRI Guideline Comparison Table](#) which shows the relationship between the United Nations Global Compact and our CSR activities contained in the Fujitsu Group Sustainability Report 2012 (Detailed Version).

## Socially Responsible Investment (SRI)

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

### Status of Inclusion in SRI-related Stock Indexes

Name of Index	Rating Company
Dow Jones Sustainability Indexes (Asia Pacific) 	Dow Jones Indexes (U.S.), SAM Group (Switzerland)
<a href="#">FTSE4Good Index Series</a>  FTSE4Good	FTSE International, Ltd. (UK)
oekom research 	oekom research AG(Germany)
Morningstar Socially Responsible Investment Index 	Morningstar Japan K.K.

### Status of Inclusion in Major SRI Funds (Japan)

Name of Fund	Operating Company
Sumishin SRI Japan Open (Good Company)	Sumishin Asset Management Co., Ltd. (As of April 2012)
Sompo Japan Green Open (Buna no Mori)	Sompo Japan Nipponkoa Asset Management Co., Ltd. (As of April 2012)
Mitsubishi UFJ SRI fund (Family Friendly)	Mitsubishi UFJ Asset Management Co., Ltd. (As of February 2012)
Nikko Eco Fund	Nikko Asset Management Co., Ltd. (As of May 2012)
Japan Equity SRI Fund	Sumitomo Mitsui Trust Asset Management Co., Ltd. (As of April 2012)