

Environmental and Social Contribution Activities

All employees of the Fujitsu Group recognize the importance of the global environment and, to assure that the next generation inherits a beautiful planet-wide environment, they contribute to their local community through activities based on the following three pillars: regional contributions, nature conservation and environmental education.

Regional Contributions

To maintain local environments and to provide pleasing environments for local residents, we implement regional contribution activities, such as cleanup activities and planting activities at our offices, stores, and plants throughout Japan, as well as at our overseas sites. We also participate in everyday social contribution activities, such as collecting used plastic bottle caps, stamps and prepaid cards.

Case Study

Neighborhood Cleanup Activities (Tatebayashi System Center)

Each year as part of its Environment Month events, labor and management at Tatebayashi System Center jointly hold a cleanup of the area around their facility. In FY 2011, a total of 189 employees participated in picking up trash along nearby roads and neighboring parks, weeding roadside plantings, and other activities.

Case Study

Oita Cleanup and Campaign to Recycle Fallen Leaves, and Solar Eco-Lantern Project (Oita Systems Laboratory)

On January 26, 2012, a total of 25 employees participated as the Oita Systems Laboratory held a cleanup day and a class on making eco-friendly solar lanterns, as part of its contribution to the local community.

First, at lunchtime they cleaned up the riverside park, streets, and roadside plantings in the area around the laboratory, picking up fallen leaves and making mulch. After work, they held a class on making eco-friendly solar lanterns, some of which they donated to Oita Prefecture in order to help protect the himeyuri, a variety of lily that has been designated a Class I endangered species in the prefecture.

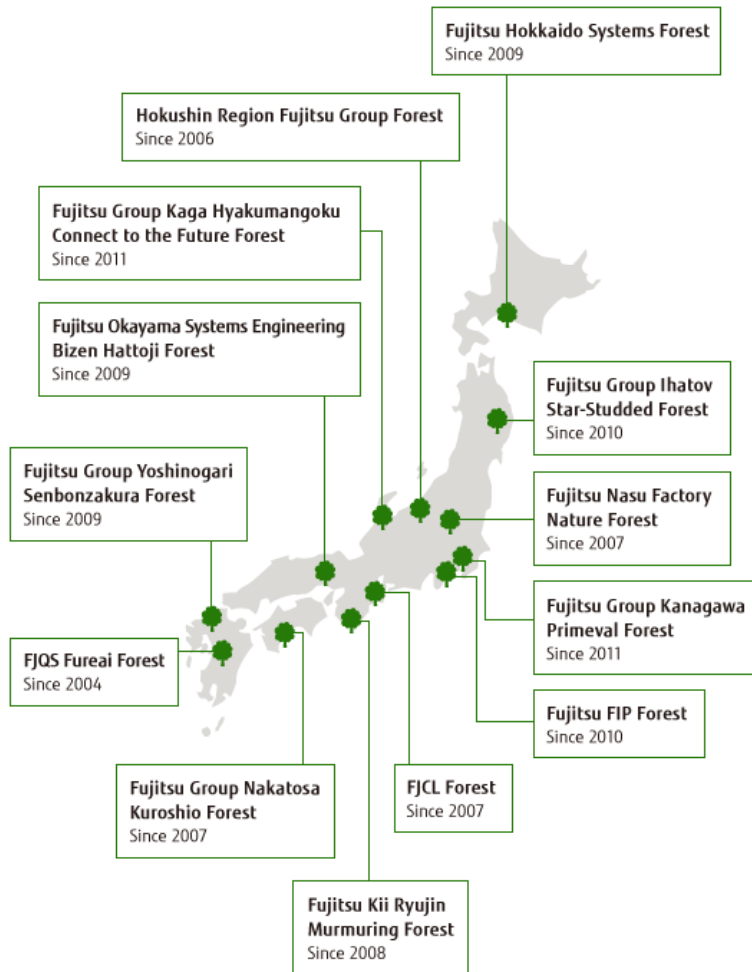
Nature Conservation

The Fujitsu Group is working on forest conservation, urban woodland preservation, seashore cleanup and similar activities to promote the maintenance and recovery of biodiversity and to defend nearby natural environments.

Forest Conservation Activities

The Fujitsu Group carries out forest conservation activities throughout Japan. Among these, 13 locations participate in the "Corporate Forest" program promoted by local governments and implement forest conservation activities as "Fujitsu Group Forest." We also engage in planting activities around the world that help to conserve biodiversity.

Fujitsu Group Forest



Case Study

Clearing Underbrush in the FJQS Fureai Forest

As part of its contribution to the local Kyushu community, in 2004 Fujitsu Kyushu Systems (FJQS) established a 10-year plan to work with Aso Green Stock, a public-interest foundation, to plant, maintain, and preserve forest land. By 2008, the FJQS Fureai Forest was completed, with 15,000 trees planted across 7.8 hectares. Currently, under a plan running through 2012, the project focuses on clearing underbrush as part of the management and preservation phase.



Clearing Underbrush in the FJQS Fureai Forest

Satoyama Preservation

In Japan today, urban woodlands (or Satoyama) are plagued by a variety of problems, such as abandoned farmland and an increase in invasive species, causing the original Satoyama ecosystem to gradually disappear. The Fujitsu Group undertakes a number of activities aimed at protecting urban woodlands in places like natural parks and greenbelt preservation areas.

Case Study

Shishitsuka Satoyama Preservation Program

The Fujitsu Group, with the cooperation of people from The Society of Nature and History of Shishitsuka, participates in programs to preserve Shishitsuka Satoyama in Tsuchiura City, Ibaraki Prefecture. On July 2, 2011, as part of an effort to revive the Satoyama wetlands, a number of giant pussy willows (*salix chaenomeloides*) were cut down, since their fallen vegetation can accumulate and cause the wetlands to shrink. Canada Goldenrod, a non-native grass which grows to about the height of a child, was also uprooted, as it is fast-growing and can eventually fill an entire wetland.



Shishitsuka Satoyama Preservation Program

Case Study

Honey Smile Project

In FY 2011, Fujitsu Coworco Ltd. began its Honey Smile Project, aimed at addressing the falling honeybee population by increasing the number of cultured bee colonies while giving due consideration to biodiversity. This project involves growing milkvetch and other flowers which provide important sources of nectar needed by honeybees for pollination, building and placing hives adjacent to the plantings. Through this effort, honeybees carry the pollen back to the hive, while also helping to pollinate the flowers. The fruits and seeds that result become food for small animals, and their droppings then provide nutrition for a wide variety of plants and animals, creating a cycle of life that repeats and forms an ecosystem. Our abundant lives are made possible by the bounty of nature, and as part of its role as a corporate citizen, Fujitsu will continue to contribute to society through these kinds of activities.



Fujitsu Coworco Ltd. Honey Smile Project

Case Study

Volunteer Efforts to Learn About Regional Environmental Issues

In March 2012, the Sydney office of Fujitsu Australia and New Zealand (FANZ) participated in a volunteer environmental project on Goat Island, near the center of Sydney. Landcare Australia, an NPO, called for participation in this environmental preservation program, which aimed to return Goat Island to its pre-exploration state by restoring the natural landscape and repairing facilities on the island. Participation in the project has led to a greater awareness of environmental issues among FANZ employees. One commented, "I learned a lot about the environmental problems that threaten our world today," while another noted that "By participating in this program in our own community, I learned about the local environment, and it was a great opportunity to deepen my understanding."

Environmental Education and Enlightenment Training Outside the Fujitsu Group

Environmental Education for the Next Generation

The Fujitsu Group visits schools to give lessons, in order to make local adults and children aware of the importance of the environment. In FY 2011, we gave lessons at 49 locations, including elementary schools, junior and senior high schools, and community centers, for 3,143 people. Lessons touched on topics such as the "PC 3R" exercise (in which students learn about 3R while dismantling a PC), the My Earth card game (in which students study global environmental problems), and how electricity is produced and ways to measure when it is being wasted.

Also, to respond to the demand for more of these lessons, we held an instructor development course in FY 2011 in which a further 3 Fujitsu Group employees learned how to deliver the lessons in the Kansai area. As of April 2012, 85 instructors are providing these environmental lessons at locations throughout Japan.

On-Site Environmental Classes in FY 2011

Class Theme	Classes Given	Participants
PC 3R exercise (learning about 3R while dismantling a PC)	41	2,684
My Earth (card game that teaches about global environmental problems)	6	261
How electricity is produced and how to measure when it is wasted	2	198
Total	49	3,143



Tadonaka Elementary School in Kuwana City, Mie Prefecture (PC recycling)



Ochiai Junior High School in Shinjuku-ku, Tokyo (PC dismantling)



Hachioji Miyakami Elementary School in Hachioji City, Tokyo (My Earth)



Kawasaki Science Challenge in Kawasaki City, Kanagawa Prefecture

Case Study

Environmental Summer School (Fujitsu Kasei Limited)

Fujitsu Kasei holds an environmental summer school program focused on the theme of learning the secrets of recycling by disassembling computers.

The aim of the program is to deepen the students' understanding of environmental issues as they disassemble personal computers, and to provide an opportunity for them to think about, and act on, things they can do in their everyday lives to benefit the environment. Since FY 2010, the program has been held for students in elementary school grades four through six in Sagami-hara, Kanagawa Prefecture. The program held on August 11, 2011, saw 26 local children participate.

Fujitsu Receives Certificate of Appreciation from the Forestry Agency for its "Birdie for Green" Project in Support of Reforestation and Recovery from the Great East Japan Earthquake

The "Birdie for Green"*1 program is a reforestation and biodiversity preservation effort promoted through the Fujitsu Ladies golf tournament, part of the Ladies Professional Golf tour.

As part of efforts to support the recovery of regions affected by the Great East Japan Earthquake, the 2011 Fujitsu Ladies golf tournament made a donation to the Great East Japan Earthquake Recovery and Reforestation project of the National Land Afforestation Promotion Organization, a public interest corporation. Fujitsu was presented with a certificate of appreciation from the Director General of the Forestry Agency in recognition of this donation.

At the presentation ceremony, Yoshitsugu Minakawa, Director General of the Forestry Agency, presented the certificate of appreciation to Fujitsu Senior Executive Vice President Masami Fujita, and encouraged further efforts, noting that he expects much of Fujitsu through its reforestation-based environmental preservation activities.



Photo commemorating the certificate



Photo of the certificate

*1 Birdie for Green :

An environmental preservation initiative of the Fujitsu Ladies golf tournament, in which the number of saplings to be donated is calculated based on player performance, with an equivalent amount of money donated for forest restoration and conservation of biodiversity. In 2009 and 2010, reforestation and maintenance work was done in the Fujitsu Ladies' Forest, located on the island of Borneo in Malaysia.