

CSR Activity Targets and Achievements

Basic CSR Management

Targets and Achievements

Category	Medium-Term Targets (FY 2020)	FY 2011 Results	FY 2012 Targets
Promoting CSR Activities Across the Group	<ul style="list-style-type: none"> We have CSR management processes in place across the Group and implement CSR initiatives in line with global standards, including those for value chains. 	<ul style="list-style-type: none"> Verified progress on seven core issues under ISO 26000. At a workshop, created a 252-item checklist and confirmed that Fujitsu has already completed 178 items. 	<ul style="list-style-type: none"> Explore measures for completing remaining items and ranking their priority. Expand items covered by the checklist for Group companies, including those overseas.
Implementing the PDCA Cycle Based on Our Vision	<ul style="list-style-type: none"> We work continuously to bring our CSR efforts to the next level by setting shared short and medium-term targets for the entire Group and utilizing the PDCA (plan, do, check, act) cycle. 	<ul style="list-style-type: none"> Set medium-term and 2012 targets based on CSR Policy. Clarified issues that we should address and goals heading toward 2020 through dialogue with outside experts. Set requirements for consideration of social and environmental factors when formulating organizational targets. 	<ul style="list-style-type: none"> Establish medium-term CSR targets and single fiscal year targets for PDCA processes. Announce detailed plans for issues we should tackle heading toward 2020. Begin work on strengthening processes and setting specific goals when formulating organizational targets.
CSR Penetration and Execution	<ul style="list-style-type: none"> Fujitsu Group employees take it upon themselves to promote CSR with a comprehensive view to economic, environmental, and social dimensions. 	<ul style="list-style-type: none"> Built frameworks for spreading the CSR Policy within the Company. <ul style="list-style-type: none"> Started delivering CSR messages directly from top management. Implemented in-house CSR study sessions (412 total participants). 	<ul style="list-style-type: none"> Renovate tools for infusing the CSR Policy throughout the organization, including Internet-based frameworks, in-house publications, and events. Enhance systems encouraging employees to voluntarily take part in linking the CSR Policy to their work. <ul style="list-style-type: none"> Expand the CSR Promotion Task Force's scope to more departments. Enhance employee education through questionnaires, e-learning, round-table discussions for employees, and the like. Introduce an award program.

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<p>Providing New Values Through ICT</p>	<ul style="list-style-type: none"> We are using global cutting-edge computing to generate simulations of the future, and employing them to help solve an array of tough problems like climate change, resource shortages, and disaster damage. In addition, we are globally deploying ICT-enabled solutions for various issues affecting cities, food, medicine, education, and more. 	<ul style="list-style-type: none"> The supercomputer "K computer" took first place in world for processing speed. Deployed secured cloud platform to six global sites with world-leading reliability realizing an operating rate of 99.9%. Held study sessions on resolving social issues through our business operations (roughly 100 participants). Co-hosted developing country business seminars and conducted partner seminars with NGOs. 	<ul style="list-style-type: none"> Expand programs utilizing sophisticated computing to address social issues. Generate multiple examples of viable businesses in the form of ICT-enabled solutions for social issues in areas like medicine, education, and food. Examine introducing an evaluation system for projects designed to solve social issues.
<p>Increasing ICT Accessibility</p>	<ul style="list-style-type: none"> So that as many people as possible in the world can leverage ICT to pursue their potential, we are opening doors to cyber society, providing devices and interfaces that are easy to use for all, and offering systems supporting ICT deployment to developing countries. 	<ul style="list-style-type: none"> Provided interfaces with an eye to global deployment, including in emerging markets. Promoted universal design activities that bring opportunities to many people, with an understanding of actual conditions in developing countries (invested around ¥0.3 billion in activities). Brought the accessibility of the corporate website up to JIS "Level AA" (partial compliance). Held a global device design contest to give shape to Fujitsu's vision for the future. Over 1,000 entries received. 	<ul style="list-style-type: none"> Incorporate diverse stakeholders' opinions and conduct field tests to further the development of products that deliver great ICT experiences to more people. Conduct surveys to ascertain the issues and identify areas where ICT should make a difference (e.g., estimate benefits, establish processes), with a view to creating more solution businesses in developing countries.
<p>Reliability and Security through ICT</p>	<ul style="list-style-type: none"> We deliver reliability and security through the stable operation of ICT systems, the infrastructure underpinning economic and social activity. Further, we provide ICT solutions to realize highly secure environments where personal and proprietary information is protected. 	<ul style="list-style-type: none"> Conducted quality checks for all Internet connection systems delivered to customers in Japan in line with mandated security audits. Held information security workshops for employees and around 18,700 people from roughly 1,160 partner firms. Acquired an information security rating of A or better for data centers in Japan (four rated were "AAA") from the external rating agency I.S. Rating Co., Ltd. A total of 277 employees received JASA auditor or other certifications (Fujitsu has the most JASA auditors in Japan). 	<ul style="list-style-type: none"> Maintain and reinforce the measures to the left. Strengthen responsiveness to government policies for enhancing IT security. Advance and promote global communications platforms.

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Benefitting Customers and Society	<ul style="list-style-type: none"> By providing technologies and solutions, we are moving closer to our target of reducing CO₂ emissions by 30 million tons a year in Japan by 2020, and helping to cut greenhouse gas emissions worldwide. 	<ul style="list-style-type: none"> Provided green ICT that will reduce cumulative CO₂ emissions worldwide by 9.98 million tons for the FY 2009-11 period. 	<ul style="list-style-type: none"> Provide green ICT that will reduce cumulative CO₂ emissions worldwide by 15 million tons or more over the FY 2009-12 period.
Pursuing Internal Reforms	<ul style="list-style-type: none"> The Fujitsu Group boasts world-leading overall energy efficiency in each of its business fields, including software services, hardware products, and electronic devices. 	<ul style="list-style-type: none"> Reduced greenhouse gas emissions associated with manufacturing globally to 18.2% below FY 1990 levels by end of FY 2011. 	<ul style="list-style-type: none"> Reduce greenhouse gas emissions associated with manufacturing globally to 6% below FY 1990 levels by the end of FY 2012. (CO₂: 5% reduction, other greenhouse gases: 20% reduction)
Preserving Biodiversity	<ul style="list-style-type: none"> We are advancing and taking concrete measures regarding all of the items outlined in the "Business and Biodiversity Initiative" leadership declaration. 	<ul style="list-style-type: none"> Achieved a 4.6% reduction in level of impact (in main business areas) compared to FY 2009 as evaluated by BD integration index-numerical indicators developed to measure impact of operations on biodiversity as part of a system to expand contribution of ICT to reducing that impact. 	<ul style="list-style-type: none"> Achieve a 3% reduction in the level of impact (in main business areas) compared to FY 2009 as evaluated by BD integration index-numerical indicators developed to measure the impact of operations on biodiversity as part of a system to expand contribution of ICT to reducing that impact.

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<p>Corporate Culture Reform</p>	<ul style="list-style-type: none"> We offer a good working environment for everyone, thanks in part to measures to further human rights promotion and diversity. Our corporate culture fosters ongoing creation of new knowledge and technologies inside and outside the organization through open and free discussion from a wealth of perspectives. 	<ul style="list-style-type: none"> Fujitsu's Human Rights Promotion Committee is charged with promoting organization-wide human rights awareness, and led training and other initiatives to this end at workplaces, including plants, branches, and offices. To advance diversity at all Fujitsu workplaces and domestic Group companies, we held study sessions for promotion managers representing workplaces and Group companies. Fujitsu conducted a diversity awareness survey and internally announced the results for each applicable attribute. 	<ul style="list-style-type: none"> Further advance the training and enlightenment activities to the left and their diffusion throughout domestic Group companies. Enhance individual support and other steps to further develop the diversity promotion measures to the left. Work to increase the rate of positive responses to working environment-related items on the diversity awareness survey to the left by looking closely at the issues.
<p>Helping Individuals Flourish</p>	<ul style="list-style-type: none"> Fujitsu is creating workplaces in which employees recognize each other, and can exhibit the full added value they possess to contribute to the organization. 	<ul style="list-style-type: none"> Positive actions taken by Fujitsu: <ul style="list-style-type: none"> Implemented a Women's Leadership Development Program (69 participants). Established diversity mentors for female employees. Provided leadership workshops for female managers (31 participants). Held workshops to support employee activities, information exchanges, and other networking events for members of domestic Group companies who are in the minority—namely women, foreign nationals, and employees who are raising children. At Fujitsu, women accounted for 3.7% of management and disabled individuals accounted for 2.05% of employees. 	<ul style="list-style-type: none"> Expand positive action as shown to the left (e.g., utilization of diversity mentors for female employees). More effectively augment the networking events to the left. Work to increase the rate of positive responses to individual awareness-related items on the diversity awareness survey by looking closely at the issues.

<p>Promoting a Work/Life Balance</p>	<ul style="list-style-type: none"> • We are helping every employee to achieve a work/life balance and maintain a mutually beneficial relationship with society. 	<ul style="list-style-type: none"> • Use of programs offered by Fujitsu: <ul style="list-style-type: none"> ◦ Childcare leave: 118 employees, paternity leave: 507 employees ◦ Volunteer leave: 87 employees • Held a work-life balance-related forum at Fujitsu based on the theme "work style innovation" for employees, including those from domestic Group companies (78 participants). 	<ul style="list-style-type: none"> • Raise the rate of positive responses to work-life balance-related items on Fujitsu's diversity awareness survey.
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Priority 4 Developing Human Resources for Their Contribution to Society and the Planet

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<p>Working to Develop Employees Who Can Support a Truly Global ICT Company</p>	<ul style="list-style-type: none"> • We are contributing to the advancement of society by fostering business leaders that can balance the pursuit of business strategies with the creation of social value. • Every employee grasps and acts in accordance with our corporate philosophy to create new value for society. 	<ul style="list-style-type: none"> • Cultivated global business leaders: <ul style="list-style-type: none"> ◦ Established a next-generation business leader development program (91 participants). ◦ Established a leadership development program for overseas offices (62 participants). ◦ Established a global competency development program for young employees in Japan (97 participants). • Established the Research Center for Practical Wisdom to realize business activities grounded in the common good. 	<ul style="list-style-type: none"> • Foster global business leaders. <ul style="list-style-type: none"> ◦ Promote diversity among the next generation of business leaders by strengthening ties with overseas business bases. ◦ Enhance the quality and scope of business leaders through continued training. • Shore up the baseline. <ul style="list-style-type: none"> ◦ Reinforce baseline training to ensure that every employee understands and acts in accordance with our corporate philosophy. ◦ Offer more opportunities for training on generating business from social and market changes.

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Stakeholder Communications	<ul style="list-style-type: none"> We have forged relationships built on trust with diverse stakeholders by maintaining mutual lines of communication. 	<ul style="list-style-type: none"> Held five sessions of dialogue with experts (creating social value through our core operations and universal design). Conducted a questionnaire both internally and externally to improve our sustainability report. It was completed by around 3,600 people. Published a booklet compiling our support initiatives in the aftermath of the Great East Japan Earthquake. 	<ul style="list-style-type: none"> Reflect the opinions of a wide range of stakeholders regarding our CSR initiatives and sustainability report in our actual corporate activities. Engage in periodic dialogue with residents to promote development in neighboring communities.
Collaboration with Stakeholders	<ul style="list-style-type: none"> Fujitsu Group employees practice optimal collaboration with stakeholders in delivering value which meets society's needs. 	<ul style="list-style-type: none"> Worked on activities with over 1,500 partners, including industrial associations, research societies, NGOs, and NPOs. Teamed up with multiple NPOs on restoration and recovery from the Great East Japan Earthquake. 	<ul style="list-style-type: none"> Build relationships with NGOs, NPOs, international organizations, and other diverse stakeholders, and resolve social issues through our business operations. Create forums conducive to innovation creation through dialogue with diverse stakeholders.
Harmony with Society	<ul style="list-style-type: none"> Most employees take part in social contribution activities that leverage their strengths. 	<ul style="list-style-type: none"> Built an in-house database for social contribution activities linking communities, elucidating a track record topping 1,000 projects. Dispatched around 360 employees in total to volunteer in disaster-stricken areas. Donated some 1,000 PCs, mainly to municipalities in regions affected by the earthquake and tsunami, in collaboration with telecommunications firms and local governments. 	<ul style="list-style-type: none"> Examine introducing an evaluation system for programs promoting co-existence with society. Enhance social contribution programs capitalizing on the Fujitsu Group's expertise.