Providing Opportunities and Security through ICT

The Fujitsu Group holds that "realizing the sustainable progress of the human race" is the essence of ICT and believes that it is our corporate responsibility to use ICT to "bring opportunities and security to ever more individuals throughout the world."

In our CSR Medium-term Roadmap formulated in FY 2012 (with targets set for FY 2020), we stipulated "providing opportunities and security through ICT" as our number one priority for solving social challenges through our corporate activities. The Fujitsu Group is setting annual targets and carrying out activity reviews in three areas—providing new values through ICT, increasing ICT accessibility, and reliability and security through ICT—in order to achieve this number one priority.

CSR Activity Targets and Achievements

Level of Performance: ★★★ Achieved plan targets
★★ Not all plan targets were achieved and some issues remain to be addressed
★ Plan targets have not been achieved

	FY 2013 Targets	FY 2013 Performance		FY 2014 Targets
Providing New Values Through ICT	• In Japan and overseas, promote our Smart City business (to address air pollution, energy management, and transportation) that leverages the power of supercomputers. • Expand businesses that resolve social issues. • Create multiple examples of solutions related to core areas like medicine, education, and food.	• In Asia and the Middle East, continued our Smart City business that leverages the power of supercomputers. • Promoted disaster prevention and mitigation systems as well as social infrastructure management systems. • Promoted initiatives in each field, such as establishing Future Medical Care Center and introducing cloud solutions to agricultural industries.	★★★	• Expand examples in leveraging computers for solving social challenges. • Further expand businesses that resolve social issues. • Actively develop examples of solutions related to core areas.
Increasing ICT Accessibility	• Strengthen universal design initiatives. • Strengthen initiatives to commercialize solution businesses in emerging countries (India, Laos, Myanmar, etc.).	• Created development examples incorporating universal design (these included an ambulatory support system using a UWB positioning system for visually impaired people, and a meeting system for supporting communication for hearing impaired people). • Moved projects forward in multiple countries, including Laos (medical related), and Yangon (e-government).	★★★	• Strengthen initiatives for commercializing universal design. • Strengthen solutions-oriented business initiatives in emerging countries.
Reliability and Security through ICT	• Implement security training for all Fujitsu employees, including executives. • Support activities by the World Economic Forum (WEF) to strengthen cyber security. • Standardize communication platforms. • Expand solutions to secure total security and privacy.	• Implemented security training (99.5% participation rate) for all Fujitsu employees, including executives. • Participated in a WEF Workshop related to cyber security. • Completed adoption of communication platforms for all 137 Fujitsu and Fujitsu Group companies (approx. 94,900 employees) in Japan. • Opened a Security Initiative Center to continuously support efforts to strengthen customer security. • Regarding in-house security operations, launched globally standardized security operations.	★★★	• Continue security training. • Strengthen security tie-ups with governments and international institutions. • Promote the adoption of communication platforms at Fujitsu Group companies overseas. • Expand solutions based on in-house adoption.

TOPICS

Launching Sales of the Aizu Wakamatsu Akisai Plant Factory's Low-Potassium Lettuce

In Japan, there are reportedly 13.3 million people with chronic kidney conditions and 300,000 people are receiving dialysis. The amount of potassium that dialysis patients can consume is limited, which puts severe restrictions on their intake of raw vegetables high in potassium.

Fujitsu would like to help patients with kidney disease experience the "joys of raw vegetables," and we would also like to contribute to revitalizing industry in Tohoku with state-of-the-art agriculture using ICT. To this end, the Fujitsu Group is leveraging its "Akisai" food and agriculture cloud technology in the hydroponic cultivation of low-potassium lettuce.

Lettuce cultivated in the Aizu Wakamatsu Akisai Plant Factory

Toward Providing People-Friendly Social Systems

Fujitsu is challenging itself to take on social innovations in a variety of fields in order to realize the safe, prosperous, and sustainable Human-centric Intelligent Society that is its objective. To this end, we are striving to integrate and provide state-of-the-art laboratory technology, such as artificial intelligence and next generation user interfaces, in addition to providing people-friendly social systems, such as systems that give consideration to biodiversity and environmental preservation, or systems with privacy protection for a time when "personal identity number" programs exist.

Hirotaka Hara
Head of Social Innovation Laboratories

Participating in a Meeting of the World Business Council for Sustainable Development (WBCSD)

In support of the World Business Council for Sustainable Development's (WBCSD) belief that the business community can positively impact societal problems and the environment through its activities, Fujitsu joined the WBCSD in November 2013. As part of the Council's activities, Fujitsu and 15 of the world's leading companies in automotive, petroleum, and tire industries are taking part in the Sustainable Mobility Project (SMP) 2.0 to promote the creation of a vision for a sustainable transportation society. The SMP 2.0 aims to carry out field tests in six global cities to examine traffic accidents, environmental impacts, traffic congestion, etc., and then plans to make proposals to the governments et al. of each country in order to help realize a better transportation society in the future.

In addition, Fujitsu is engaged in awareness building activities at the WBCSD, including strategic uses of "socio-economic impact measurement" and "inclusive business," in order to enhance corporate value from a CSR perspective.

Setting Up Social Innovation Laboratories
— Uncovering New ICT Territory —

ICT has moved beyond improving business efficiency and has gained the power to transform society. Fujitsu is challenging itself to bring about social innovation and broaden the application of ICT to tackle problems on a global scale, such as in agriculture, wellness, disaster prevention, etc.

In December 2013, Social Innovation Laboratories unified our existing Environment & Energy Research Center, Life Innovation R&D Advancement Office, Mobility R&D Advancement Office, and Software Technology Laboratories. The Social Innovation Laboratories were established with the goal of bringing each of these specialty fields together to link and leverage heterogeneous data to build a social platform for generating new value and knowledge.

In order to realize social innovation, Fujitsu will assess the current state of societies and the challenges they face by carrying out fieldwork on location and holding workshops with relevant parties, in addition to adopting a vision and concrete ICT measures for solving challenges. This is the philosophy of the "field innovation" that Fujitsu is working on for corporations and organizations, and which we have developed in various areas of society. Its aim is to contribute to the community and generate new business for Fujitsu in social areas that have not had ICT penetration.

In addition, it will be essential to address the legal and other administrative sides of solving social issues, and to design systems that take into account human psychology. To this end, we are engaging in sociological research into institutional designs and social psychology.

Social Platforms that Aim to Generate New Value from Information