



## Community Involvement

The Fujitsu Group promotes diverse social contribution activities to realize a prosperous future where people can pursue their dreams.

## Community Involvement

The Fujitsu Group will create new value and knowledge together with our customers, communities, and people worldwide through ICT, and contribute to sustainable development for the earth and society to achieve a prosperous future where people's dreams are fulfilled.

All Fujitsu employees are actively participating and engaging in social contribution activities together with a wide range of stakeholders and base those activities on four pillars: ICT for Everyone, Support for Challenges, Community Engagement and Environment.

In order to energize our social contribution activities and share best practices, we are building and have made viewable a record of our activities on our internal system. We also carry out an in-house award program using this database.



### Employee Volunteer Activity Support System

The Fujitsu Group has in place a volunteer activity support system to encourage each employee's active contribution to society. Additionally, we have also developed various programs customized to the characteristics of each region in order to support better local communities in each area where we have a business site.

Results of initiatives like these helped support a worldwide total of 145,000 employee volunteer hours\* in FY 2014.

\* Total volunteer hours:

Calculated by "Total Activity Hours = Σparticipants x Activity hours." For an event hosted by the Fujitsu Group, employee families and stakeholders are included as participants. Furthermore, volunteer activities during and outside work hours are included.

#### Volunteer Activity Support System

Fujitsu has established the following programs for supporting volunteer activities undertaken by employees.

- System of leave of absence for participation in Japan Overseas Cooperation Volunteers or Senior Overseas Volunteer: up to three years
- Accumulated leave: Five days paid leave per year, can be accumulated up to twenty days (to be used for specified purposes including volunteer work)

## Promoting Learning & Education, and Cultural and Sponsorship Activities

### Fujitsu-JAIMS Foundation



The Fujitsu-JAIMS Foundation originated from a nonprofit educational institution founded by Fujitsu providing graduate level education. JAIMS was originally founded in 1972 in Hawaii, a place where Eastern and Western cultures meld with one another. The purpose of JAIMS was to foster mutual understanding between Japan and the U.S. and cultivate human resources. Since its founding, JAIMS had more than 23,000 graduates from 55 different countries and received the Foreign Minister's Commendation in 2006. It had become highly regarded for its efforts to promote international exchange.

To strengthen ties with Asia, which has come to play an important role in global business in recent years, the Fujitsu-JAIMS Foundation was established in Japan in July 2012. In April 2013, JAIMS moved its headquarters functions to the Fujitsu-JAIMS Foundation and embarked on a new stage of activity. Under a unique structure, with multiple virtual campuses forming a network, the Fujitsu-JAIMS Foundation works with the Hawaii campus (JAIMS) and its Asian partners to fulfill its mission of contributing to form a new community through human resources development and knowledge co-creation in the Asia-Pacific region, and by promoting knowledge collaboration that is flexible and multi-dimensional.

One of the main programs offered by the Fujitsu-JAIMS Foundation is Global Leaders for Innovation and Knowledge, an international management program developed based on the vision of Dr. Ikujiro Nonaka (Professor Emeritus of Hitotsubashi University), the global authority in knowledge creation theory. The goal of the program is to "nurture innovative leaders armed with a global perspective and local knowledge, so that they can create a virtuous future of their own accord." The participants study for 3.5 months in the Asia-Pacific region (Japan, the U.S. (Hawaii), Singapore, and Thailand) to nurture leadership capabilities, gain insights on how to capture the essence of situations at hand, exercise good judgment, and take action within a changing context. Not only can they refine their global sensitivity and knowledge, but also gain the perspective and ability to overcome obstacles to become leaders at the forefront of global business, through working hard in diverse cultural environment by competing with skilled participants mainly from East and Southeast Asia, as well as discussion with instructors who are preeminent authorities in their respective fields and experts in each country.

Fujitsu has contributed working capital and has an organization within the company that has been supporting Fujitsu-JAIMS' activities. In addition to comprehensive support of the Foundation, Fujitsu has been coordinating with Fujitsu-JAIMS by incorporating its own practical wisdom, ICT, and expertise into the Foundation's activities. Fujitsu has thus been pushing forward with its social contribution activities, furthering promotion of academic and educational fields as well as international exchange.



Participants

- Fujitsu-JAIMS Foundation  
<http://www.jaims.jp/en/index.html>

## Fujitsu Scholarship Program



Fujitsu established the Fujitsu Scholarship Program in 1985 to commemorate the 50th anniversary of its founding. The aim was to foster business leaders who, through their deep understanding of Japan's culture, society, and business methods, will connect Japan with the rest of the world. 478 people have received scholarships as of April 1, 2015. Although this program was started to provide scholarships for studying Japanese-style business management, it now provides opportunities to participate in the Fujitsu-JAIMS Foundation's program for business people in 18 countries and areas in the Asia-Pacific region.



Fujitsu Scholarship Recipients

Every year, Fujitsu receives many applications for its scholarships. Scholarship recipients are selected based on criteria that include English language skills, academic record, and work experience, as well as a desire to make a contribution to their home country. Through efforts that include joint-recruiting programs, Fujitsu is working with Fujitsu Group companies doing business in the Asia-Pacific region to provide scholarships to people considering helping their country or community, and contribute to society by providing education rooted in local communities worldwide, aimed at developing business leaders and promoting cultural exchange and mutual understanding.

- Fujitsu Scholarship  
<http://www.fujitsu.com/global/about/csr/activities/community/scholarship/>

## Support for Mathematical Olympiad and Olympiad in Informatics



Fujitsu supports the Mathematical Olympiad Foundation of Japan and the Japanese Committee for the International Olympiad in Informatics (the latter being a non-profit organization) to help discover and foster valuable human resources who will play leading roles in the future development of society. The Mathematical Olympiad Foundation of Japan was established in 1991 in order to discover gifted mathematicians for selection and entry as national representatives in the International Mathematical Olympiad (IMO) and to further develop their skills. The foundation is also committed to helping improve and promote education in mathematics from an international perspective. Fujitsu provided the basic funds for the establishment of the Foundation along with two other companies and one individual. It provides additional support including offering supplementary prizes to the top performers at the Japan Junior Mathematical Olympiad (JJMO) and the Japan Mathematical Olympiad (MMO), the latter from which national representatives for the IMO are selected.



The 25th Mathematical Olympiad awards ceremony

Meanwhile, the Japanese Committee for the International Olympiad in Informatics was established in 2005 to train human resources in support of Japan's mathematics and information science sector. It provides support for participants of the International Olympiad in Informatics (IOI), a programming contest for junior and senior high school students.

As a supporting member, Fujitsu provides assistance in the committee's operation, and presents supplementary prizes to the top performers at the Japanese Olympiad in Informatics, from which national representatives for the IOI are selected.

## Supporting a Programming Contest for Technical College Students

Through special corporate sponsorship, Fujitsu supports ProCon, the Japan technical college programming contest. We have instituted a Fujitsu Special Prize that provides Fujitsu PCs to one winning team.

Under the 2014 theme of reconstruction support, the National Institute of Technology, Ichinoseki College, which developed a web app for regional "connections" (a map-based communication tool), was awarded the Fujitsu Special Prize.

Fujitsu will continue to support the development of young ICT technicians.



Students from the National Institute of Technology, Ichinoseki College, receive the Fujitsu Special Prize in the 25th Japan technical college programming contest.

## Fujitsu Kids Project: shaping tomorrow with children



As Japanese society remains concerned about children's lack of interest in math and science, the Fujitsu Group has been carrying out the Fujitsu Kids Project since 2007, targeting 5th and 6th grade elementary school students. Based on the idea that one of a company's missions is to foster the next generation of human resources, the project seeks to convey to today's young people the joy of creating products and the wonder of technology.

To expand the project so that it covers the whole of Japan and reaches out into the future, the Group promotes the project primarily through its own website. This dedicated website, named "Fujitsu Kids: shaping tomorrow with children," is designed to make learning fun for children. Its wide variety of contents include answering questions such as "What is a supercomputer?" as a means of communicating information on the latest technology and the joy of making things to children in a way that is easy to understand. Other website content that is linked to the school curriculum includes information on environmental conservation activities, universal design, and how a computer works.

In addition, we hold the Fujitsu Kids Event every summer at our Kawasaki Plant in cooperation with the Japanese Committee for the Olympiad in Informatics. The seventh such event, held in FY 2014, was attended by around 70 children who were selected at random from a large pool of applicants. Participants enjoyed learning how a computer works through games and other fun activities.

The children also had a chance to see how first-generation computers worked and listen to stories from supercomputer engineers. After their observation and learning experience on the power of ICT, the children used tablets to express their dreams for the future.



Group photo from the Fujitsu Kids Event 2014

- Fujitsu Kids Event (FujitsuBrandChannel on youtube)  
<https://www.youtube.com/watch?v=7k5r00mF9Ew>

## Cultural and Sponsorship Activities



### Community Engagement

#### Japan Science & Engineering Challenge

Fujitsu is a special sponsor of the Japan Science & Engineering Challenge (JSEC), a research competition open to high school students and technical college students from throughout the country. As the competition aims to develop young people who contribute to the nation through science and technology, Fujitsu endorses it and provides its support as an ICT company.

The annual challenge, which is supported by the Cabinet Office and MEXT, is highly regarded among industry circles. The winner of the Japan Challenge takes part in the International Science and Engineering Fair, the biggest event of its kind in the world, held every May in the United States. Some 1,500 students from more than 50 countries take part in the fair. In the 12th challenge, held in FY2014, the greatest number yet of 221 research projects were gathered from 216 schools around the country. For the overall judging held in December 2014, 30 parties (10 individuals, and 20 teams) attended.



#### Work Experience Theme Park "Kandu"

At the Work Experience Theme Park "Kandu" (Chiba Prefecture), Fujitsu staged an ICT-themed attraction, the "Fujitsu Tech Lab."

As a brand partner of Kandu, which seeks to "strengthen the identity and independence of the children who will carry the future," Fujitsu considers its duty as a manufacturing company to convey to children the power and appeal of ICT, and to help make their dreams a reality.

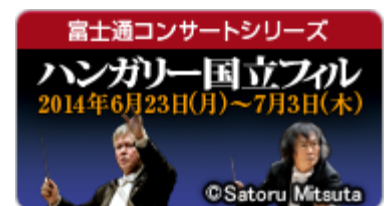


### ICT for Everyone



#### Fujitsu Concert Series

Since 1987, Fujitsu has sponsored the annual Fujitsu Concert Series, which invites the world's top conductors and orchestras to perform in Japan. These foreign musicians and stunning soloists captivate the hearts of the Japanese audience. The Fujitsu Concert Series is held in line with our policy of providing ongoing sponsorship for popular first-rate orchestras from overseas. In FY 2014, four performances were staged around the country by the Hungarian National Philharmonic Orchestra under the direction of the conductor lauded as the pride of Hungary, Zoltán Kocsis, and the "Burning Maestro" Ken-Ichiro Kobayashi.



#### The Fujitsu Cup Japanese Chess Masters Tournament

Since 1993, Fujitsu has been sponsoring the Fujitsu Cup Japanese Chess (shogi) Masters Tournament, for players 40 years old and over, and the only senior-level shogi competition of its kind. The players selected to play in the tournament include previous titleholders through to older players who still play competitive chess. They compete with one another in the knockout-style tournament to become champion. All matches are streamed live on the Internet. The championship match is held at the Asahi Yurakucho Hall, in front of an audience. The 22nd tournament saw matches played from June to September, 2014, with Toshiyuki Moriuchi (former Ryuoh) defeating Michio Takahashi (9th Dan) in his first championship victory.

Fujitsu's sponsorship of the event ended in FY2014.



## Contributing to Society through Sports

The Fujitsu Group promotes sports as a building block of a sound society. Company sports encompass the track and field team, the Frontiers American football team, and the RedWave women's basketball team. These organizations strive daily to improve their skills, embodying Fujitsu's proactive spirit.

### Track and Field Team



Challenges



Community Engagement



Established in 1990 with the slogan "fostering athletes that can compete globally," the Fujitsu Track and Field Team has been a leader in Japanese track and field ever since, awarded the Best Team Prize for the Top Athlete Support Award at the JOC Sports Awards in 2008. The team has produced Japanese representatives for six straight Olympics—from the 1992 games in Barcelona to the 2012 games in London. The top athletes who belong to the team actively participate in track and field clinics throughout Japan, helping to raise the level of track and field in Japan as well as fostering sports development in general.

In FY 2014, five Japanese representatives participated in the Asian Games. With further achievements that include participating for 25 consecutive years in the New Year Ekiden, and Yusuke Suzuki setting a new world record for the Men's 20 km Racewalking, the team is a leader in the world of Japanese track and field.



The Track and Field class held in November 2014 in Chiba Prefecture.  
© FUJITSU SPORTS

### Frontiers American Football Team



Challenges



Community Engagement



Established in 1985, Fujitsu's American football team named itself the "Frontiers" in recognition of its pledge to be a pioneer in the field of American football in Japan under the slogan "to be the best in Japan's amateur league, and at work."

The team has won the Bowl three times, including its first victory in 2003 at the Pearl Bowl, a tournament for East Japan Division teams of the Shakaijin (working adults) league. In 2014, the team won the Japan X Bowl, the championship game to decide the best team in Japan, as well as competing in and winning the Rice Bowl, the Japanese Championship title for the first time. The team also emerged as the top team in the X League.

Moreover, the Frontiers have been recognized as a Hometown Sports Partner by Kawasaki City where they are based, for community contributions. Since FY 2010, the team has been teaching in school physical education classes in Kawasaki City and engaging in other activities, as well, to popularize flag football, which is safe and easy to play.



Workshop "Friendship Classroom" held in July 2014 at an elementary school in Kawasaki City.  
©NANO Association

## RedWave Women's Basketball Team



Following its establishment in 1985, Fujitsu named its women's basketball team "RedWave" with the goal of becoming like a red wave that poses a threat to even the most formidable of opponents. The team took its first victory at the 72nd All Japan Basketball Tournament (Empress Cup) in 2006, holding on to the top spot for the three straight years through 2008.

RedWave fulfilled a long-held ambition in FY 2007 when it won its first Women's Japan Basketball League (W League) title (2007-2008 (ninth) season). The team has made it to the playoffs for 10 consecutive years since 2005, as well as making it to the finals during the 2014-15 season, which is the first time in 7 years. It won second place and is now a highly-competitive force in the W League.

As part of Fujitsu's social contribution activities and to encourage sports in the local community while building up the foundation of Japan's basketball world, the team has been recognized as a Hometown Sports Partner by Kawasaki City where the team is based, and it provides coaching in basketball workshops it conducts for elementary school students in Kawasaki City during PE classes. The team has conducted these workshops for 11 consecutive years since 2004, with 10 workshops conducted in FY 2014.



Challenges



Community Engagement



Workshop "Friendship Classroom" held in July 2014 at an elementary school in Kawasaki City.

©NANO Association

## Support for Kawasaki Frontale



Community Engagement

A Japan Professional Football League (J-League) member since 1999, the Kawasaki Frontale soccer team has Fujitsu as its official sponsor and is based in the city of Kawasaki. The team works to further the development of professional soccer, young local athletes, and sports culture.

The team set up the "Mind-1 Nippon" project soon after the Great East Japan Earthquake in 2011, and has been continuously engaged in supporting mid- to long-term recovery efforts in the affected areas.



Soccer class held in December 2014 in Rikuzentakata City, Iwate Prefecture, as part of the reconstruction support activities.

© KAWASAKI FRONTALE



## Sponsorship Activities



### Fujitsu Ladies Golf Tournament

We have sponsored the Fujitsu Ladies Golf Tournament for professionals and amateurs since its inception in 1980. Held every October since 1983, it is a well-established LPGA tour tournament in Japan. The 31st Fujitsu Ladies Golf Tournament, held October 17-19, 2014, attracted participation from 95 players.



### Izumo All Japan University Ekiden (Road Relay)

Since 1989, 21 teams have battled it out each year in the Izumo All Japan University Ekiden, one of the big three collegiate road relay races in Japan. By supporting this competition, Fujitsu is helping to promote university students' sports activities.



## International Support and Disaster-Relief Activities

### Supporting Tropical Rainforest Restoration Activities through Beverage Sales



#### Community Engagement

As part of the Fujitsu Group's social contribution and environmental activities, Fujitsu sells its own private brand beverages to employees, a portion of the proceeds of which are directed to tropical rainforest restoration activities underway at the Fujitsu Group Malaysia Eco Forest Park. As of the end of FY 2014, a total of around 2.3 million beverages had been sold since the start of this initiative in 2009, which has helped contribute to promoting activities.

### Activities that Contribute to Society by Group Employees



#### Community Engagement

Employees of Fujitsu Group companies voluntarily participate in everyday social contribution activities, such as collecting used plastic bottle caps, stamps and prepaid cards and donating the proceeds to polio vaccine or seedling planting projects.

Employees participate in the "sutenai seikatsu", or waste free lifestyle, activities. "Sutenai seikatsu" activities are intended to support Shapla Neer (Citizen's Committee in Japan for Overseas Support), an international NGO engaged in volunteer activities, by donating the sales of used books and DVDs collected from employees.

### Support for Damage from Natural Disasters



#### Community Engagement

The Fujitsu Group is carrying out donation and contribution campaigns in order to assist with efforts to recover from the damage caused by natural disasters.

The Fujitsu Group has made donations through embassies and international humanitarian aid organizations to assist in recovery efforts for the earthquake in Yunnan, China, and the Hiroshima landslides, which occurred in August of FY 2014.

## Example Activities in FY 2014

### ICT Manufacturing Experience "Family Robot Class"



Utilizing its skills and experiences as a company that specializes in embedded systems development, Fujitsu Computer Technologies Limited hosts Family Robot Classes. Technicians support children in constructing robots on their own, and with the help of computers, they help the children program the robots to walk.

This program started in December 2011 as the Earthquake Reconstruction Assistance Family Robot Class. It stems from the idea to provide an opportunity to children affected by the disaster, to experience the joys of building something to raise their hopes and dreams. With volunteer support from the Iwate Prefectural Office, local universities, and the teachers and students of National Colleges of Technology, 33 classes have been held to date, with 685 participating families.

In FY2014, Fujitsu Computer Technologies has also expanded this program into areas that were not affected by the disaster. In the future, it will continue to provide opportunities for children with their whole future ahead of them to experience the appeal of building things in a fun way, in collaboration with government agencies, community organizations, and schools.



Excitedly programming a robot with one hand

### Aiming for Safe and Secure Internet Use by Children



The use of information terminal equipment and the Internet is increasingly popular among younger children. Ownership rate of mobile phones and smartphones by elementary school children in Japan has reached 50% (50.4%)<sup>\*1</sup>, and approximately 63%<sup>\*2</sup> of elementary school children have used the Internet.

With such changes in our social environment, there are new benefits, such as expanded opportunities for children to co-create and increase their knowledge base. However at the same time, there is also an increased risk of them being victims or perpetrators of online crimes, which increases the necessity for children to acquire a sense of morality and use the internet safely and securely.

Internet service provider Nifty Corporation and Fujitsu have introduced precedents of online bullying and false claims to raise knowledge and awareness on the safe use of the Internet. They are also providing on-site classes on measures against such incidents and the correct behavior to adopt.

In FY2014, we have conducted classes in 73 schools, primarily focusing on elementary schools in the Tokyo Metropolitan area.

In the future, the Fujitsu Group will continue to provide educational support so that future generations can use the Internet properly, live safely in this information society.



On-site class

#### Data Sources

- Cabinet Office "Research Study on Youth" top page <http://www8.cao.go.jp/youth/youth-harm/chousa/h26/net-jittai/pdf-index.html> (This site is in Japanese only.)
- \*1 Elementary School Children Ownership Rate of Mobile Phones and Smartphones
  - Cabinet Office (March 2015) P.16 <http://www8.cao.go.jp/youth/youth-harm/chousa/h26/net-jittai/pdf/s2-1-1-1.pdf> (This site is in Japanese only.)
  - Cabinet Office (2010) 20.9% Slide 3 <http://www8.cao.go.jp/youth/youth-harm/chousa/h22/net-jittai/pdf/kekka.pdf> (This site is in Japanese only.)
- \*2 Internet Usage Rate

- Cabinet Office (March 2015) P.19 <http://www8.cao.go.jp/youth/youth-harm/chousa/h26/net-jittai/pdf/s2-1-1-1.pdf> (This site is in Japanese only.)
- Cabinet Office (2010) 17.9% Slide 3 <http://www8.cao.go.jp/youth/youth-harm/chousa/h22/net-jittai/pdf/kekka.pdf> (This site is in Japanese only.)

## Aiming to Invigorate Society through the Success of Women



ICT for Everyone



Challenges



Community Engagement

In Japan, with the decline in labor force brought on by the lower birthrates and aging population, there is a greater need for women to be successful. In particular, women consist of merely 14.6%<sup>\*3</sup> of the total number of researchers and the lack of women seeking careers in science is becoming an issue.

In January 2015, Fujitsu and Kawasaki City co-hosted a symposium for female junior and high school students to support women advancing into the field of science.

For the keynote lecture, weather forecaster, Hiroko Ida was invited, and she spoke about the appeal of learning and working in science and how wonderful it is to work hard towards her dreams and aspirations.

In the panel discussion, female senior employees from Fujitsu's space-related businesses also participated, so that the female students could feel a sense of familiarity towards their female seniors working in the sciences, and to increase their interest in science as well. The speakers gave advice in response to questions from the students such as how to maintain a balance between their family and work.

Fujitsu will continue to convey the appeal of science, and support the success of women in scientific fields.



Keynote lecture

### Data Source

- Ministry of Internal Affairs and Communications "2014 Summary of Results of the Survey of Research and Development" <http://www.stat.go.jp/english/data/kagaku/1541.htm> (Top Page) <http://www.stat.go.jp/english/data/kagaku/index.htm>

## Support Employment Capability Development in the UK



Challenges



Community Engagement

In the UK, there are approximately 1 million youths who do not have regular jobs, constituting a major problem.

To contribute to the resolution of this issue, Fujitsu UK and Ireland are cooperating with BITC (Business in The Community)<sup>\*4</sup> and participating in the program "Business Class Initiative," which provides science and mathematics classes to instill a better understanding of life skills and business. As part of the program, Fujitsu UK and Ireland have established a partnership with The Vyne School in Basingstoke, Hampshire, and are taking part in educating local students.

Fujitsu employees also took part in mock interviews to support employment, and as a result, student employability (the ability and possibility of being employed) has increased by 40%, and the partnership has been recognized by several awards.

In the future, Fujitsu will continue to support young people and help rejuvenate local communities.



Fujitsu UK and Ireland Head (as of 2014) and students from The Vyne School

\*4 BITC (Business in The Community)

A business-driven charity organization with Prince Charles as the leader, with the goal of resolving social issues and changing local communities.