

Top Message	Interview to Head of Corporate Environmental Strategy Unit	Special Feature: Human Centric Intelligent Society	Fujitsu Group Environmental Action Plan Stage VII	Chapter I Contribution to Society	Chapter II Reducing Our Environmental Burden	Environmental Management	Data Overview
Environmental Management		Green Procurement		Initiatives to Minimize Environmental Risk		In-House Environmental Educational and Enlightenment Activities	
						Communication with Society	

Communication with Society

The Fujitsu Group works to communicate with our customers, employees, business partners, shareholders, investors, local and international communities, and all of our diverse stakeholders.

Environmental Dialogues with Experts

In order to boost environmental management that reflects the changes and needs of society, the Fujitsu Group believes that it is important to have many occasions for dialogue with a wide range of stakeholders and to build relationships of assured trust.

The Fujitsu Group began environmental dialogues from FY 2011, holding a total of 20 gatherings as of the end of FY 2014. Over 40 experts have been invited in far ranging fields, including journalists and representatives of NPOs, universities, and corporations, to engage in dialogues on diverse themes centered on the environment. These dialogues allow us to understand the expectations and demands placed on Fujitsu, and lead to improvements and reinforcement of our environmental management.

Discussing the Contribution of ICT to Community Creation

A lack of employment that drives young people to the cities, as well as decline in the birth rate, means communities have fewer children and face a shrinking and aging population. At the same time, urban areas experience the problems of air pollution and heat island effects caused by population concentration. Many of these issues are dependent upon regional characteristics such as population, industrial structure, and site location. In our fifth environmental dialogue, we exchanged ideas with experts and local

FY 2014 Themes

- 1st dialogue The possibilities of ICT in aiding food issues in developing countries
- 2nd dialogue The materiality of Fujitsu
- 3rd dialogue Interacting with the media
- 4th dialogue Effective reuse of, and contributions to, water resources
- 5th dialogue Social design
- 6th dialogue Responding to climate change (agricultural sector)

government representatives on the potential of ICT and its contribution in effecting regional revitalization.

The Fujitsu Group has developed the EvaCva evaluation tool, which we offer as open data. This tool assesses the characteristics of regions in the categories of environment, economy, and society, and comprehensively enables the visualization of values. From that topic, the environmental dialogue discussion widened to the assessment and optimal usage of local resources, and the creation of new value in regions.

This discussion generated a variety of opinions, including "Making regional resources visible and identifying issues allows the creation of fitting countermeasures," "Releasing good information by itself does little if more people don't make use of it; using information and making it known are separate issues," and "We need to devise ways to make data visible and generate a response from people." As we enhance the precision of the system using such opinions as reference, we have reaffirmed the importance of working to resolve social issues through the power of ICT.



The EvaCva website
<http://evacva.net/>

From Dialogues to the Field

An exchange of ideas on measures to deal with global warming, held during the environmental dialogue in FY 2013, resulted in a new collaboration.

Fujitsu sponsored and cooperated in planning the "World Wonder Museum: The Power of ICT to Visualize the Living World," a summer vacation event produced by Shinichi Takemura, a participant in the dialogue and Professor at the Kyoto University of Art and Design. A workshop and talk event held from July to August 2014 in Otemachi, Tokyo attracted over 1,000 visitors.

Using the workshop to show children the reality of the global environment, the event provided a major opportunity to let people learn about initiatives and possibilities for resolving global environmental issues through ICT.



A scene from the workshop

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Comments from One of the Facilitators

I commend Fujitsu for once again raising a number of themes and solidly advancing dialogues with society this year. These substantive, ongoing dialogues are not merely a show of activity, but are a valuable asset for both Fujitsu and society.

Such dialogues have directly revealed the gaze of society and what it deems important, and have been worked into the PDCA cycle to effect improvement. They have yielded positive results, with experts awarding high praise to Fujitsu's environmental management system and its performance.

Another merit of the dialogues has been the deepening of awareness and of the dialogues themselves, advancing from good ideas and easily taken initiatives, to things that are difficult to quickly address but are important.

In the dialogues so far, relationships with diverse experts have deepened and there have been several examples of concrete collaboration. I hope that the dialogues will take further steps for the resolution of societal issues together, and hope that the dialogues will also engage with residents and young people. I have high expectations for the further evolution and deepening of the dialogues.



Junko Edahiro
President, Institute for Studies in Happiness, Economy and Society

Tie-ups with External Organizations in order to Spread Green ICT and a Sustainable Society

By actively participating in external organizations inside and outside Japan, the Fujitsu Group is endeavoring to promote and spread green ICT solutions for realizing a sustainable society.

Major Participating Organizations

World Business Council for Sustainable Development (WBCSD): reviewing assessment indices in traffic and transportation fields, and promoting concrete solutions in various categories
Global e-Sustainability Initiative (GeSI) : contributing to SMARTer2030, a report comprehensively analyzing the potential of ICT to bring about sustainability
The ITU-T's ICT and Climate Change Group (SG5 WP3): spreading and expanding green ICT
ISO TC286 SC1 (Smart Urban Infrastructure Metrics): building infrastructure assessment methods and promoting efforts to clarify the role of ICT in smart communities
The Steering Committee for the ICT Sector Guidance to the GHG Protocol Product Life Cycle Accounting and Reporting Standard: assessing ICT life cycle environmental effects
Global Taskforce on Harmonizing Global Metrics for Data Center Energy Efficiency: promoting environmental consciousness of datacenters
Uptime Institute Network: taking part in surveys and meetings for improving data center performance and efficiency
JEITA Green IT Committee: contributing to the establishment of a method for evaluating the contributions of products and services

TOPICS Contributing as a Gold Sponsor to the Publication of GeSI's SMARTer2030 Report

In June 2015, the Global e-Sustainability Initiative (GeSI) issued "SMARTer2030 Report: ICT Solutions for 21st Century Challenges." The report contained many actual case studies of the potential for ICT in contributing to sustainability, including estimates of an economic effect of 11 trillion USD and a 20% reduction in greenhouse gas emissions worldwide by 2030. It also introduces examples of Fujitsu's solutions in the areas of energy, agriculture, and manufacturing.

Fujitsu is proud to have contributed to the Report as a Gold Sponsor, and will continue to play our full part in providing and promoting the solutions described in the report to ensure that potential is realized.



An event in Bonn, Germany, attended by Fujitsu employees (center), to announce publication of the report

Communication through Exhibitions and Events

The Fujitsu Group provides information on our initiatives toward solving global environmental issues by using exhibitions and events inside and outside Japan as a means for communicating with customers and residents of regional communities.

Main Exhibitions and Events Attended in FY 2014

- ITU Green Standard Week/Beijing, China/September 2014
- Eco-Products 2014/Tokyo, Japan/December 2014
- Kawasaki International Eco-Tech Fair/Kanagawa, Japan/February 2015



The Fujitsu Group booth at Eco-Products 2014