



Global Responsible Business

- Socio-Economic ICT Impact -

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The Fujitsu Group will create social value and contribute to the achievement of the UN Sustainable Development Goals and, in doing so, enhance our reputation as a globally trusted organization.

SDG-related Activities in Fujitsu

Goal

Long-term Goal to be achieved by FY2030

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SDG-related Activities in Fujitsu

The Sustainable Development Goals (SDGs) adopted by the United Nations in 2015 are a set of common goals to be achieved worldwide, including by developed countries, by 2030. Achieving these goals places considerable demand on private-sector enterprises to play an active and useful role through their technology and capacity for innovation.

The Fujitsu Group has worked for many years to utilize technology and create new innovations with the aim of achieving a “human centric intelligent society”. That is, a society which uses co-creation to generate outcomes that have a lasting impact on the community. These activities are recognized as being aligned with efforts by the international community toward achieving the SDGs.

In this sense, the SDGs are one element in an ecosystem aimed at achieving the Fujitsu growth strategy of “connected services”, pointing the way to new business opportunities through ventures that work to resolve social issues. The Fujitsu Group views the SDGs as a global common language and undertakes SDG-related activities as an opportunity for wide-ranging collaboration with other organizations, including international agencies and governments, private companies and non-governmental organizations (NGOs). By embracing a multifaceted approach through cooperation with many partners, we can create and maximize social value on an even larger scale.

Adopting an approach that overlays the role Fujitsu must play onto common international social goals therefore allows us to flexibly transform our management and business in ways that are not bound by existing approaches and methodologies. Through this process, we will re-examine ourselves in light of society’s expectations and demands and will actively use the SDGs as a tool in our management strategy for achieving sustainable growth.

As a first step, we are focusing on the six areas shown below as the fields in which we can deliver the greatest value by deploying the digital technologies at the core of the Fujitsu Group’s operations.



Fujitsu's Initiatives for the SDGs

SDG2	Sustainable food and agriculture
SDG3	Well-being in an aging society and eradication of difficult diseases
SDG8	Promotion of innovation and human-centric way of work
SDG9	Intelligent industrialization by shaping ecosystems
SDG11	Realization of better urban mobility and resilient cities
SDG13	Achievement of zero CO ₂ emissions and contribution to a de-carbonized society

Promotion Systems

Because the creation of value on a larger scale by addressing the SDGs is inextricably tied to innovating its own business, Fujitsu is promoting a company-wide project that cuts across all levels. This is focused on staff members and includes executives in the Corporate, Sales and Business divisions, but also involves related divisions such as Fujitsu Laboratories and the Fujitsu Research Institute. The perspectives of the various divisions differ, with the Corporate Division focused primarily on sustainability and social responsibility, the Sales Division on business development, and the Business Division on solutions. However, they all collaborate in the verification and promotion of businesses that have a focus on solving social challenges, thereby forging ties in a new way through the co-creation of both social and economic value.



Overview of promotion systems

Specific Activities

Support for Sustainable Fisheries

While the aquaculture and fishing industries in Indonesia are seen as promoting the development of fishing communities and creating employment opportunities, there are also issues related to human resource development and setting up production technology aimed at maintaining a sustainable level of marine resources.

At Fujitsu, we have been participating in the SATREPS joint research project*1, working primarily with Future University Hakodate on ways to apply information and communications technology (ICT) to achieve sustainable fisheries. As part of this initiative, Fujitsu is using its Fisdom internet-based digital learning platform to assist with the training of aquaculture farmers. The project researchers have become teachers and are leveraging Fisdom to deliver video lectures on aquaculture technologies and on the use of specialized equipment. Fisdom is deployed as a tool that allows the aquaculture farmers scattered across Indonesia's island archipelago to acquire the specialist knowledge that is essential to their success. Through its ICT expertise and support, Fujitsu is contributing to sustainable development by supporting human resource development in aquaculture and helping to ensure a stable supply of marine resources.



Online e-learning platform seminar in Indonesia

*1 The Science and Technology Research Partnership for Sustainable Development (SATREPS) is a joint research project structured as a collaboration between the Japan Science and Technology Agency (JST) and the Japan International Cooperation Agency (JICA). Participating organizations: Future University Hakodate, Tokyo University of Agriculture, National Institute of Technology - Hachinohe College, Toyohashi University of Technology, Upside LLC, New Media Development Association, Fujitsu Limited

"Kanagawa SDGs Partner" Certification

The Kanagawa SDGs Partner scheme, operated by Kanagawa Prefecture, is a system that registers companies engaged in businesses that assist in the promotion of the SDGs. As well as publicizing the activities of registered companies, the Prefecture collaborates with the companies in activities to raise public awareness of the SDGs. In this way, the system aims to broaden the impact of SDG initiatives by companies operating in Kanagawa. (Note: Kanagawa Prefecture borders Tokyo and includes the major cities of Yokohama and Kawasaki.)

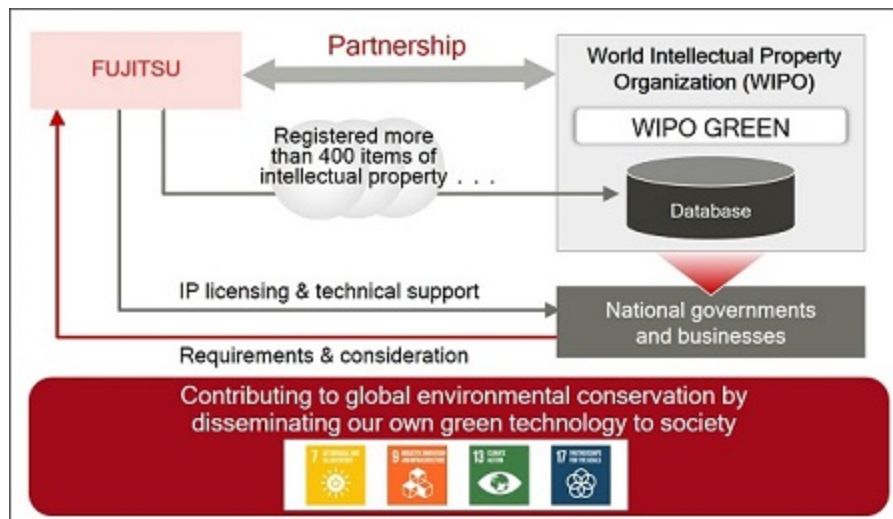
At Fujitsu, we are working to strengthen our collaboration with Kanagawa Prefecture and with the various registered companies as we promote the adoption of the SDGs in Kanagawa, while also making efforts to raise the profile of the SDGs both in Japan and elsewhere in the world.



Certification registration ceremony

Participation in WIPO GREEN

Fujitsu aims to contribute to global environmental conservation by making its environment-related technologies more broadly available throughout society. As part of this effort, we have been participating since September 2017 as a partner in the WIPO GREEN framework run by the World Intellectual Property Organization (WIPO), a specialized agency of the United Nations. This framework acts as a network for the matching and exchange of environmental technologies and services. More than 400 items of Fujitsu intellectual property are already registered in the WIPO GREEN database and we are in the process of granting technology licenses.



Participation in WIPO GREEN

Fujitsu environmental technologies registered in the WIPO GREEN database include one that highlights regional characteristics and another that identifies species and predicts habitation suitability. In September 2018, we concluded IP licensing agreements for these two technologies with Kyushu University and the University of the Ryukyus.

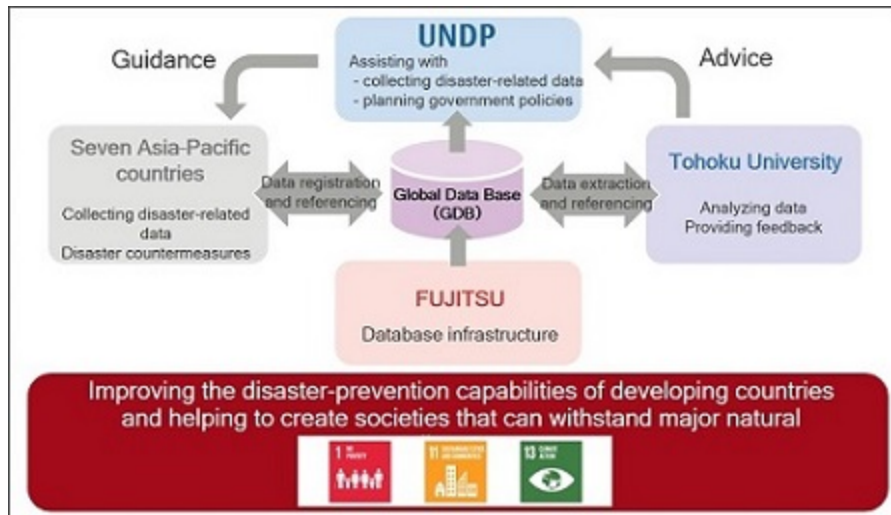
In the future, Fujitsu will contribute further to the attainment of the SDGs by continuing to promote the principle of open innovation through the dissemination of its environmental technologies and via technology transfers.

Collaboration with the United Nations Development Programme and Tohoku University

In March 2017, Fujitsu entered into a partnership to build and operate a global database at the Global Centre for Disaster Statistics (GCDS), established by Tohoku University's International Research Institute of Disaster Science and the United Nations Development Programme (UNDP).

Fujitsu offers its design and build services free of charge relating to the Global Database (GDB), which serves as a platform for storing disaster statistics, and also provides donations that support the utilization of the GDB. In FY2018, we built a prototype in Indonesia and, alongside government agencies and other global companies, took part in events such as workshops hosted by the UNDP where we shared information on the role that ICT companies can play in disaster management.

Through activities such as these, Fujitsu is helping to enhance the disaster management capabilities of developing countries and to build communities that are better prepared for large-scale natural disasters.



Entities helping to build a global database of disaster statistics

Case Studies of Contributions to the SDGs

In FY2018, Fujitsu began a series of initiatives aimed at helping its employees understand the links between the SDGs and the various services and solutions offered by Fujitsu. This encourages staff to incorporate an awareness of the SDGs into their work and into the proposals and solutions they develop.

As the SDGs become more widely adopted in society, we have been developing a system of selling points for our services and solutions. Drawing on the "SDG Compass"*2 and "Measuring Socio-Economic Impact: A guide for business"*3, which provide SDG guidelines for corporate activities, we are replacing descriptions of our business activities with economic, environmental and social impacts and expressing them as links in the results chain.

We have summarized the outcomes of some of these activities in the form of case studies that contribute to the SDGs.

- Please see our home page for details.

<https://www.fujitsu.com/global/about/csr/sdgs>

*2 SDG Compass: Created jointly by the Global Reporting Initiative (GRI), the United Nations Global Compact and the World Business Council for Sustainable Development (WBCSD).

<https://sdgcompass.org/>

*3 Measuring Socio-Economic Impact: A guide for business: Drafted by the World Business Council for Sustainable Development (WBCSD).

<https://www.wbcsd.org/Programs/Redefining-Value/External-Disclosure/Reporting-matters/Resources/Measuring-Socio-Economic-Impact-A-guide-for-business>