

# Environmental Communications

Green Management

Fujitsu actively discloses information on its environmental activities. The company publishes environmental reports, and seeks the opinions and ideas of a wide range of people. Moreover, Fujitsu makes extensive use of the Internet as a communication medium to disseminate environmental information. The company is also an active participant in a number of environment-related exhibitions.

## Publication of 1999 Environmental Activity Report

The environmental activity report for fiscal 1998, which was published during fiscal 1999, included details on the results achieved in the company's various environmental programs, together with a wide range of data. It also contained several new sections on environmental accounting, soil and ground water contamination countermeasures, and other topics. Printed copies of this report (11,000 copies of the Japanese version and 1,100 copies of the English version) were distributed both in Japan and overseas to customers, central and local government organizations, environmental protection groups, and investors. Both editions were also made available in the Environment section of the Fujitsu home page. The company received 45 opinions through the fax questionnaire contained at the back of that report. Fujitsu published its first environmental activity report in fiscal 1996.

### Principal opinions expressed on fax questionnaire

- Evidence of third-party certification should be included in the report.
- While remaining simple and easy-to-read, the report should explain the relationship between environmental activities and the company's business and management strategy.
- Public relations channels other than the Internet would be good for keeping the public informed of Fujitsu's environmental activities.

Such concerns have been reflected in future activities and reports.

### Internet home page

In 1997, Fujitsu added an environmental section to its home page. This section explained in detail all of Fujitsu's environmental activities, and provided the public with information on the company's eco-friendly products. Since fiscal 1999, this section has also contained links to new information on environmental products and technologies, as well as links to the environmental home pages of Group companies. A total of 29 press releases were issued through this page, and the company received 423 inquiries from customers via this channel (19 of these from overseas). After receiving any inquiries, Fujitsu always attempts to provide answers as quickly as possible.

### Customer inquiries

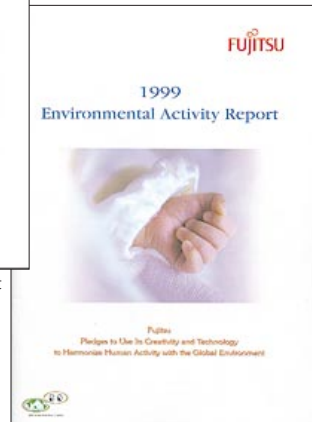
- Environmental Activity Report request .....251
- Environmental Accounting .....56
- Product recycling .....47
- Miscellaneous .....69

Environmental home page:

[http://www.fujitsu.co.jp/hypertext/About\\_fujitsu/environment/Index-e.html](http://www.fujitsu.co.jp/hypertext/About_fujitsu/environment/Index-e.html)



1999 Environmental Activity Report  
(Japanese version)



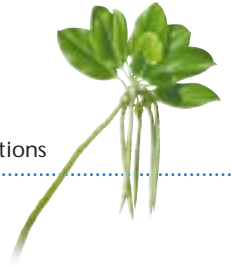
(English version)



Home Page  
"Environmental  
Information"  
(Japanese version)



(English version)



## Participation in exhibitions

Fujitsu actively participates in a number of environment-related exhibitions around Japan sponsored by local governments and other organizations (A total of 25 for fiscal 1999).

Name of exhibition	Exhibition sponsor
● Environment Fair '99	Edogawa Ward, Environmental Department
● The 55th National Convention of the Japan UNESCO Movement in Okayama	National Federation of UNESCO Association in Japan Japan UNESCO Young People Liaison Council Okayama Prefecture UNESCO Liaison Council Okayama UNESCO Association
● Yosakoi Eco-Festa	Yosakoi Eco-Festa Action Committee
● Tottori Young Science Festival	Tottori Young Science Festival '99 Action Committee Science and Technology Agency Japan Science Foundation, Science Museum Tokyo
● Cool Earth Fair Ishikawa	Ishikawa Environment Partnership Prefectural-Public Conference
● '99 Environment Festival & Citizens' Life Exhibition	Aizuwakamatsu City Aizuwakamatsu City Environment Festival Action Committee Citizens' Life Exhibition Action Committee
● New Earth '99	Osaka International Trade Fair Commission The Japan Society of Industrial Machinery Manufacturers Research Institute of Innovative Technology for the Earth
● Kumagaya Hometown Festival & Environment Fair	Kumagaya City
● Eco-Fiesta Wakayama 21	Wakayama Prefecture Wakayama Environment Fair Action Committee
● Wastec '99	Wastec Action Committee
● '99 The Tottori Industrial Technology Fair	Tottori Prefecture Tottori City Tottori Prefecture Industrial Technology Promotion Association
● '99 Kyoto Environment Festival	Kyoto Environment Festival Action Committee Kyoto Prefecture
● Eco-Products 1999	Japan Environmental Management Association for Industry Nihon Keizai Shimbun

etc.



The 55th National Convention of the Japan UNESCO Movement in Okayama



Eco-Products 1999