



Environmental Education & Awareness Activities

Green Management

Educating employees to encourage active participation in environmental activities

Ongoing education is essential to continually enhance employees' awareness of their individual roles in Fujitsu's environmental protection activities. We conduct a wide variety of environmental education and training programs involving every employee to ensure this growing awareness.

Environmental Education

Fujitsu offers various technical and general education programs based on environmental education criteria that are standardized companywide. A new lecture on environmental business for sales representatives and sales department staff was added to the curriculum during fiscal 2000. The aim of this course is to raise awareness of the importance of global environmental issues. With customers growing increasingly concerned about the environment as well, the course also treats environmental awareness as a potentially vital source of new business. Establishing this course extended educational coverage from the design divisions to the sales divisions.



An environmental business lecture

Technical Education

Common Courses

	Lectures	Attendees
Environmentally sensitive product design	3	76
Environmental business	1	25

Divisional Courses (Environmental Control Division)

	Lectures	Attendees
Course for newly assigned plant managers and Environmental Control Division senior managers	2	12
Course for new personnel	1	11
Course for staff	1	12

General Education

Basic Training Programs

	Lectures	Attendees
Program for senior managers	1	200
Program for middle managers and other staff	1	133
Programs for new employees	12	610

Awareness Activities

Fujitsu's activities aimed at promoting greater knowledge and awareness of environmental issues include staging events and publishing regular bulletins.

Events for Environment Month

During June 2000, designated "Environment Month" by the Environment Agency, Fujitsu organized several events at the company and its domestic affiliates. An open-air seminar on wild birds, an environmental photograph exhibition and public tours of environmental facilities were among the highlights.

Main events

- Environmental lectures30 lectures, 1,540 attendees
- Video presentations on environmental topics
.....16 presentations, 1,969 attendees
- Environmental puzzle853 entries



A wild bird seminar, Kawasaki Plant

An environmental lecture, Kumagaya Plant

Environmental Contribution Awards

Since fiscal 1995, Fujitsu has presented awards to recognize outstanding environmental protection activities by plants, divisions and individuals. These awards cover all Fujitsu operations, including its domestic and overseas affiliates. In fiscal 2000, 73 entries were submitted for awards (69 domestic, 4 overseas). Five entrants, one of which was singled out as exceptional, were selected for Environmental Contribution Awards, and ten others received Environmental Contribution Incentive Awards. All the awards were presented by the President of the Corporate Environmental Affairs Group.



Presentation of Environmental Contribution Awards

Environmental Contribution Awards: Fiscal 2000

- Achievement of Zero-emission (Numazu Plant)
- Development of the most energy-efficient room air-conditioning unit in its category (Fujitsu General)
- Reforestation in Thailand (Fujitsu Thailand)
- Elimination of water leaks as part of zero water waste program (Nagano Plant)
- Development of printer toner ideal for used paper recycling (Fujitsu Laboratories)

Eco-Plaza Environmental Bulletin

First published in 1994, *Eco-Plaza* is an in-house quarterly bulletin focusing on the Group's various environmental activities and highlighting environmental issues. In fiscal 2000, the publication began a new series informing employees about afforestation and greenification programs undertaken by Fujitsu's domestic and overseas affiliates on the intranet.



Eco-Plaza on the intranet

Environmental Photo Contest

Since fiscal 1995, Fujitsu has conducted an annual photo contest open to all employees of Fujitsu and its domestic and overseas affiliates and their families. The contest themes in fiscal 2000 were "Coexistence of Humankind and Nature," "The Environment in Our Daily Lives," and "Global Environmental Protection." The contest attracted a total of 427 entries (122 domestic, 305 overseas), and one first prize, two second prizes, one special prize, five third prizes and eight honorable mentions were presented to winning entries by the President of the Corporate Environmental Affairs Group. The overall winner, "Aurora," was a magnificent portrayal of a human living environment set against the backdrop of the Aurora Borealis, one of nature's most spectacular atmospheric phenomena.



Environmental Photo Contest
1st prize-winning photo "Aurora"