

Management Messages



Aspiring to Remain a Corporation Vital to the 21st Century

Preservation of Earth's environment is among the most pressing issues we all face as members of the human race. Ten years have passed since the Earth Summit in Rio de Janeiro awakened the world at large to the issues involved, during which period various organizations have initiated positive efforts toward environmental improvement. Although long-term countermeasures must be implemented to maintain or recover the earth's environment, I believe society's awareness concerning environmental issues is growing steadily.

The relationship of corporate activities to the environment is also changing, from the conventional "contribution-making" to "actions essential to corporate existence." We of the Fujitsu Group are practicing environmental management in our day-to-day operations based on the recognition that responding to environmental issues is a prerequisite for management. In doing so, we are shifting our focus from environmental countermeasures to environmental strategies.

Further, while reduction of the environmental burden generated in our business activities is, of course, vitally important, we recognize that it is also necessary to contribute to the environment through our products and services themselves, and we are making active efforts to achieve this. We realize, in particular, that IT can play a major role in solving environmental problems.

In the end, however, I firmly believe that the essence of environmental management comes down to actions taken by individual employees based on their own environmental awareness as citizens of Earth. This is why, as one of the five pillars of "The FUJITSU Way" guidelines we formulated this year to acquaint employees with Fujitsu's mission and action principles, we included clearly defined environmental measures and positioned the environment as the source of action for every single Fujitsu employee.

It is also imperative that we report the results of our environmental activities fully, regardless of their success or failure. We intend to reinforce our environmental communication in the future based on a desire to inform to all our stakeholders about our activities.

In accordance with the Fujitsu tradition, we will continue to conduct activities that contribute to the Earth's environment in order to ensure that we remain a corporation from which people expect only the best.



Naoyuki Akikusa
President, Fujitsu Limited



Attuning Our Business Activities, Products and Services to a Sustainable Society

Through the manufacture and sales of telecommunications and information-processing systems and electronic devices and the provision of related services, Fujitsu and Fujitsu Group have adopted "shaping our customers' dreams" as our corporate mission.

As concerns environmental measures, meanwhile, our approach is expressed by "Focused on the Green," which means striving to contribute to the Earth's environment through eco-friendly activities conducted in every aspect of our business operations, products and services. We have recently established the Fujitsu Environmental Protection Program (Stage III) as a major step forward in our environmental activities. We are implementing measures to make every product a Green Product, to purchase eco-friendly parts and materials, to recycle waste products and to reduce resources use, energy consumption and waste generation throughout Fujitsu and the Fujitsu Group.

I believe that the objectives of our next environmental activities will be to offer products characterized by reduced environmental burden and risk and higher added value, which is to say solutions that enhance environmental friendliness, in product services that offer our customers greater convenience and increased efficiency.

These activities will lead, in my opinion, to an "environmental industrial development scenario" involving progress from things to functions and away from materials through advances in such service industries as leasing and rentals and the adoption of IT," which the fiscal 2002 edition of the Environmental White Paper and the Cyclical Society White Paper describe as characterizing the cyclical society toward which we should strive.

We consequently wish to contribute to realization of a cyclical society by formulating an environmental action plan with respect to services within this fiscal year, and by conducting environmental activities in every product and services field throughout the business operations of Fujitsu and the Fujitsu Group.

I ask that you inform us frankly of any opinions you may have concerning our activities, whether introduced in this report or through other means.



Akira Takashima
Executive Vice-President, Fujitsu Limited