



Environmental Education & Awareness Activities

Giving every Fujitsu Group employee a “leading role” in environmental activities.

Ongoing and repeated education is essential to enhance employee awareness of the roles individuals play in Fujitsu’s environmental protection activities. We are conducting a wide variety of environmental education and awareness activities aimed at all our employees.

Environmental Education Activities

Sales Departments

We conducted environmental education for our sales personnel in May 2001 in response to activation of an eco-friendly green purchasing movement in the public sector. The 32 participants engaged in animated question-and-answer exchanges.



A sales department education session (Fujitsu headquarters)

Web-based educational activities

Employees in the Fujitsu Kawasaki area and at the Fujitsu Mie Plant can use local intranets to educate themselves concerning environmental issues. We plan to make this type of facility available throughout the Group in fiscal 2002.



The system in use in the Kawasaki area

Groupwide System

Management Training

We also conduct environmental education courses for management personnel, including plant managers, responsible for environmental control. In 2001, eight new managers attended a series of lectures on the topics of environmental management, Green Products and environmental activities at manufacturing sites.

Environmental Lectures

• Fujitsu Laboratories

Fujitsu Laboratories invited an external lecturer to discuss the ideal makeup of tomorrow’s cyclical society and conduct opinion exchanges with employees.



An Environmental Lecture (Fujitsu Laboratories)

• Fujitsu Telecommunications Europe

All 170 employees attended an environmental lecture aimed at raising consciousness and improving future efforts to deal with environmental issues.



Lecture Materials (Fujitsu Telecommunications Europe)

Environmental Awareness Activities

Environment Month Events

The Ministry of the Environment has designated June as Environment Month in Japan. The month has become the focus of many environment-related events in Fujitsu and the Fujitsu Group companies.

Environmental Lectures/Seminars

We conducted 36 lectures, involving speakers from both inside and outside the company, with a total attendance of 1,844 in fiscal 2001. A lecture concerning measures for green purchasing and Green Products was conducted at FDK, and the Fujitsu Kawasaki Plant hosted panel discussions involving Green Product developers from other companies in the same industry as panelists. The lively discussions at these and other events led to widespread appreciation of these opportunities to benefit from frank and fascinating exchanges of opinion.



Panel discussion
(Fujitsu Kawasaki Plant)



An Environmental Lecture
(FDK)

Recycling Center Experience Tour

Employees were invited for the first time in fiscal 2001 to tour Fujitsu Metropolitan Area Recycle Center. The 18 participants received a guided tour of the facility, where they experienced equipment disassembly.

The participants took notes enthusiastically and asked detailed questions, exhibiting a renewed commitment to recycling.



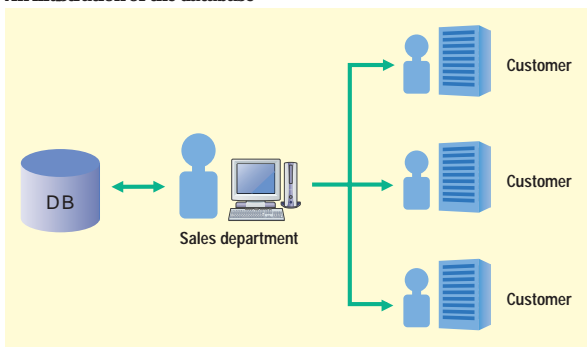
Recycling Center Experience Tour
(Fujitsu Metropolitan Area Recycle Center)

Online Magazines for Customers

Our sales departments have begun tapping into the growing eco-consciousness among consumers by sending targeted information bulletins to Fujitsu customers, principally by

e-mail. A special homepage for sales departments serves as a source of environment-related information for these e-magazines.

An illustration of the database



An online magazine targeting customers