



# Environmental Communications

## Sharing information on our environmental activities with society through various media.

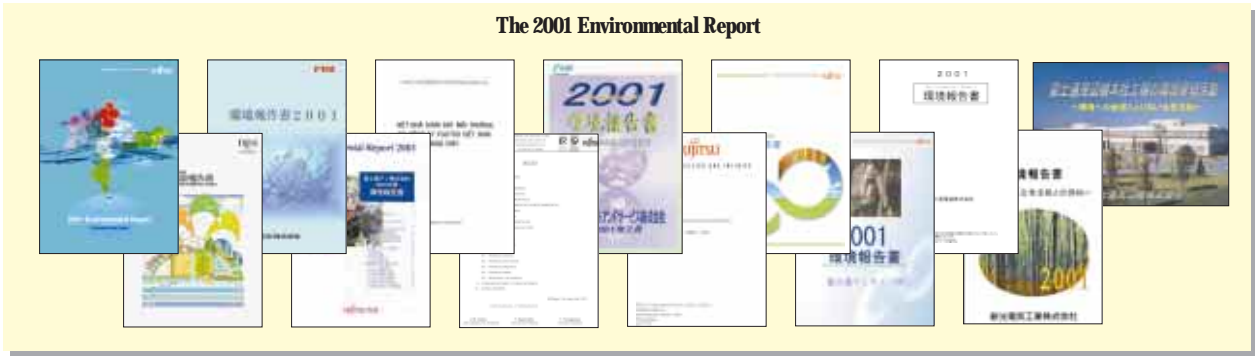
We publicize the Fujitsu Group's environmental activities extensively by publishing annual environmental reports, using the Internet to disseminate environmental information and participating actively in a variety of environmental exhibitions. We seek the opinions and ideas of a wide range of people by providing them with windows for quick responses.

### Issuing of the Environmental Report

The 2001 Environmental Report detailed the results achieved by the company's various environmental protection programs conducted in fiscal 2000 (Japanese print run 20,000; English print run 5,000). Additional environmental reports have been published by our subsidiaries and affiliates and by local plants.

Subsidiaries and affiliates: Fujitsu Denso., Shinko Electric Industries., FDK, PFU, Fujitsu Ten, Fujitsu VLSI, Fujitsu Peripherals, Fujitsu Support & Service, Fujitsu Computer Products of Vietnam, Fujitsu ICL Espana, Fujitsu Telecommunications Europe.  
Fujitsu: Mie Plant

 [eco.fujitsu.com/en/info/eco20001023b.html](http://eco.fujitsu.com/en/info/eco20001023b.html)



Main Responses to Fax/Web Questionnaire (We received a total of 53 completed questionnaires. Some of the responses are introduced here.)

PC model changes tend to be quarterly — Fujitsu and the rest of the industry should reduce this to perhaps twice a year.

We conduct design with long-term use taken into consideration, and we also offer exchange services for CPUs and HDDs.

The distinction between "essential" and "common" criteria in the Green Product Evaluation Standard is confusing.

More details are provided in the data appendix to the 2002 report.

Concerns such as these will be reflected in our future activities. Thank you.

### Participation in Exhibitions

Fujitsu participates actively in environmental exhibitions throughout Japan. We took part in a total of 29 exhibitions in fiscal 2001.

Exhibition name	Sponsor
Utsukushima Future Expo	Utsukushima Future Expo Association
Shinano Environmental Fair 2001	Shinano Environmental Fair 2001 Organizing Committee
Nagoya Eco-Campus	Environmental Partnership Club, Meijo University
2001 Environment Festival & Citizens' Life Exhibition	Aizuwakamatsu City
Iwate Environment Festival 21	Iwate Environment Festival 21 Organizing Committee
Fukuoka Citizens' Exhibition on Global Warming Prevention	Fukuoka Citizens' Association on Global Warming Prevention
Eco-Products 2001	Japan Environmental Management Association for Industry

Others

## Environmental Press Advertisements

Fujitsu places environmental advertisements in newspapers and magazines and on homepages. The advertisements convey down-to-earth messages concerning the environment, focusing on daily environmental activities that strike a chord with everyone.

This series of press advertisements appeared in the *Nihon Keizai Shimbun* newspaper between May 2001 and March 2002.



*Nikkan Kogyo Shimbun* newspaper in August 28, 2001.



This ad appeared in *Nikkei Ecology* in June 2001.



### Exchange with educational institutions or NGOs

We dispatch lecturers to environmental lectures hosted by NGOs and educational institutions, including universities, and accept people for comprehensive education, school excursions and corporate training. We also participated in a lecture

organized by the Nippon Association of Consumer Specialists and environmental lectures at the Makuhari System Laboratory in the Dome Theatre.

### Responses to opinions/questions

The Fujitsu Group as a whole received a total of 2,583 questionnaires, opinions and inquiries by e-mail and telephone. Some of them are introduced here.

Why were the trees on a construction site cut down? It shows a lack of consideration.

There were some places in which tree cutting was necessary to reduce the impact on the environment of construction machinery to the greatest extent possible. We held several explanation meetings before the construction to acquire the neighborhood residents' understanding. We plan to reforest the site after the completion of construction.

Waste bearing the Fujitsu logo was disposed of illegally.

We collected the waste and treated it appropriately. We subsequently conducted an investigation and discovered that we were not involved in the illegal disposal. We provided our business partners with guidance concerning disposal.

Concerns such as these will be reflected in our future activities. Thank you.