

Extensive sharing of information concerning environmental activities with society through interactive communications making optimum use of available media

The Fujitsu Group promotes environmental activities in every field of business aimed at realizing a sustainable society. We make positive use of many avenues to disseminate information concerning these activities as widely as possible, including information disclosure through environmental management reports and the Internet, production of newspaper advertisements and commercials, and participation in exhibitions. We also strive to communicate interactively by establishing reception windows for the opinions and ideas of people in widely varied segments of society.

Environmental report publication

2002 Fujitsu Group Environmental Report presents details concerning the results achieved by the company in environmental protection programs conducted in fiscal 2001. It introduces and reports on the activities of the whole Group in a positive

effort to disclose information concerning our work to preserve the environment, thereby increasing the transparency of our corporate operations. We have issued environmental reports annually since 1995. The Fujitsu Group continues to pursue its

positive disclosure of information by posting it on the Internet as well as by issuing the Environmental Report every year.

Subsidiaries and affiliates: Fujitsu Access, Fujitsu Support and Services, Fujitsu VLSI, PFU, Shinko Electric Industries, Fujitsu Ten, FDK
Fujitsu: Kumagaya Plant, Nasu Plant

Environmental reports published by the Fujitsu Group and its subsidiaries and affiliates/sites



Issuing the environmental brochure "Focused on the Green"

We issued "Focused on the Green," an environmental brochure containing a clear description of the Fujitsu Group's environmental measures, as a new environmental tool in fiscal 2002. Designed to gain the understanding of consumers and others concerning our environmental measures, this brochure presents clear descriptions supported by numerous photos and charts of measures taken in accordance with our "Green Life 21" concept for environmental activities. "Focused on the Green" is distributed by Fujitsu Group plants and sites in response to recipients' requirements. We also distribute it to

customers and others in the course of our daily sales activities as well as to user groups for distribution to their member companies.



The "Focused on the Green" environmental brochure (A4 color, 14 pages)

Environmental print advertising

We place environmental advertising in newspapers and magazines as well as on homepages to publicize our environmental activities. We also air environmental TV

commercials. We have received high accolades for creating a large number of ads to inform the public of our daily activities focused on the environment and the new

technologies that have been born to protect the environment in a clear manner from a familiar perspective.



A PC made from corn can be returned to the soil.



We design products to know how much CO₂ they will produce throughout their life cycle.



We have a network that re-creates resources from products.



Dow Jones Sustainability Indexes: Fujitsu top in environmental category 4 years running.

Participation in environmental exhibitions

Exhibitions offer ideal venues for introducing our measures in response to environmental issues and our ability to offer environmental solutions and products to customers in an easily understandable way. Again in fiscal 2002, we participated in exhibitions

throughout Japan to publicize our environmental operations and to promote environmental business. Some of these activities are described here. (40 exhibitions total in fiscal 2002)

| Name | Sponsor |
|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Environmental Solution Forum | Corporate Environmental Affairs Group, Fujitsu Limited |
| Shinshu Environment Fair 2002 | Shinshu Environment Fair Organizing Committee |
| CEATEC JAPAN | Communications and Information Network Association of Japan, Japan Electronics and Information Technology Industries Association, Japan Personal Computer Software Association |
| CEPSI 2002 FUKUOKA (The 14th Conference of the Electric Power Supply Industry) | The Association of the Electricity Supply Industry of East Asia and the Western Pacific (AESIEAP) / Kyushu Electric Power Co., Inc. / CEPSI Fukuoka Organizing Committee |
| WASTEC2002 | WASTEC Organizing Committee |
| Eco-style fair for the Earth and ourselves Eco-Products 2002 | Japan Environmental Management Association for Industry (JEMAI), Nihon Keizai Shimbun, Inc. |
| Biwako Water Fair | The 3rd World Water Forum, Shiga Committee Secretariat, Executive Committee for Otsu City 21st-Century Commemoration Project |
| Junior Eco Club National Festival in Sasebo | Ministry of the Environment, Nagasaki Prefecture, Sasebo City, Japan Environment Association |

“Environment Pocketbook”

We created a booklet called the “Environment Pocketbook” in fiscal 2002 for staff of our business divisions to use when they talk about environmental issues with customers. The staff also use it in study meetings held by their divisions in connection with environmental issues.



Community opinions and questions

Feedback from the community concerning our environmental practices included responses to our questionnaire and opinions and questions received by phone, e-mail and fax. The following are representative examples and responses:

Q “Since biodegradable plastic is decomposed in nature, we could just bury it in the ground instead of disposing of it as unburnable trash. If biodegradable plastic products came with easy instructions to consumers for disassembling and processing them, the volume of unburnable trash might be reduced.”

A We treat biodegradable plastic as a recyclable material and are making positive efforts to collect products made from it, rather than encouraging processing by consumers. Since the material decomposes into water and CO₂, however, the environmental burden is reduced, even if it is inadvertently disposed of as trash.

Q “I’m looking for an easily understandable booklet to use in explaining the importance of environmental preservation to children.”

A Besides our environmental reports, we publish “Focused on the Green,” an easily understandable brochure on environmental topics. We will send you a copy upon request.

Q “There’s a strange sound coming from near the back gate of your plant. If it’s caused by mechanical problems, please inform me when the repairs have been made.”

A We investigated and found that the sound was caused by a skid on a leftover food-processing machine in the cafeteria, which staff had forgotten to turn off. We stopped the operation, reported the situation to the neighbor concerned and received a grateful response.