

## An Age of Environmental Innovation

Chairman

*Naoyuki Aikawa*



Protection of the earth's environment is now a pressing worldwide issue. Environmental protection is no longer merely an issue impacting the sustainability of individual corporations, but is now critical to the continued existence of economic society itself. We believe that adequately protecting the earth's environment requires not only improvements that extend earlier efforts, but major innovations as well.

Moreover, we think that the role of information technology in protecting the global environment will become even larger than ever before. First, we must reduce the environmental burden associated with the use of IT. As the utilization of IT expands, reducing power consumption and increasing recycling are, of course, required, but reducing the environmental burden associated with the manufacture of IT equipment is also a major theme. Just as in the past, when the Japanese automobile industry successfully overcame the apparently impossible requirements of the Muskie Law in the US, leading to great advances in fuel efficiency, innovation has the power to transform corporate costs into new corporate value.

Another issue we are addressing is using IT to reduce environmental burden for society at large. While the direct environmental contributions of IT utilization, such as relieving traffic congestion, reducing environmental burden in distribution, and promoting paperless office work, go without saying, we think that the role of IT in such things as sensor systems for environmental monitoring and the construction of corporate environmental management systems will be extremely large.

The Fujitsu Group is committed to increasing the role of IT in protecting the global environment with the explicit goals of reducing IT's burden on the environment and using IT to reduce other environmental burdens.

### Initiating Efforts for New Environmental Activities

Based on this awareness, starting in fiscal 2007, we have established the Stage V Fujitsu Group Environmental Protection Program as an action plan for implementing the Fujitsu Group Environmental Policy, and we have initiated new efforts to achieve even higher targets.

One major theme is reducing the environmental burden of our products. We will address this by expanding our line of innovative Super Green Products, which aim to be class leaders in environmental friendliness. In addition, we will enhance our environmental solutions in order to expand the role of IT in reducing customers' environmental burdens. Reducing CO<sub>2</sub> will be a major goal of our environmental protection efforts.

The Fujitsu Group has engaged in environmental efforts since its founding in 1935. In line with our strong orientation towards operating in harmony with the environment, we do not view environmental protection as a cost, but rather see it as a key to long-term corporate value. Based on this stance we have accumulated improvements and innovations while engaging in leading-edge environmental activities. By resolutely facing new issues as they arise, we feel that we have used our leadership in the IT sector to create new value in the environmental field.

We will continue to advance our environmental efforts and strive to ensure that operating in harmony with the environment takes even firmer root in the corporate culture of the Fujitsu Group.

## Fostering People-centered IT Utilization

President

*Hiroyuki Kurokawa*



Progress in IT has made possible the achievement of a wide range of possibilities and, as a result, IT has become an indispensable infrastructure that supports not only our customers' businesses but society in general. To make IT even more useful to corporations, to society, and in individuals' daily lives, we think it is important to take much greater advantage of people's knowledge. Our new proposal for advancing this goal is the concept of "field innovation."

To achieve field innovation, first, we must identify the issues the customer faces and define the particular area, or "field," in which those issues can be resolved. Then, to resolve those issues, we need to make people's roles, business processes, and IT, which are the structural elements in that field, visible. It is not possible to improve things that cannot be seen. If we can make the people, processes, and IT visible, it will become possible to improve them by taking advantage of the knowledge of the people involved. In so doing, if we can rethink the role of IT then we can further increase the value of its utilization. What we are proposing to customers is to work together to create a corporate culture of continuous improvement of business processes and IT, with the focus on people.

Of course, we realize that for the Fujitsu Group to propose field innovations to our customers, we must first continuously carry out field innovation in our own business.

For example, the task of reducing environmental burden can be taken to be a single large field. We will work to make visible the people, processes, and IT involved in environmental burden reduction and, taking advantage of people's knowledge, make improvements. We would like to

contribute to our customers' environmental burden reduction through our own environmental efforts such as these.

Furthermore, so that anyone and everyone can participate in the IT society, we are pursuing user-friendliness as a major field innovation theme in our product development. We believe that the further IT comes to permeate every aspect of society, the greater our role must be in making it possible for even more people to enjoy the conveniences provided by IT. Towards this goal, we are committed to promoting universal design so that IT will become easier to understand, easier to use, more visible, and simpler.

Through field innovation, the Fujitsu Group is striving to enable "people-centered IT utilization" by taking advantage of people's knowledge to continuously improve processes and IT and deliver innovation where corporate, social, and individual activities take place.

These efforts also reflect the shift from our earlier focus on solving IT-centered problems to solving business problems themselves. To achieve this, we must cultivate human resources who have the attainments and skills to implement the field innovation required, as well as instill in our people the sense of responsibility and initiative to play a leading role and the determination to always think and act from the customer's standpoint. Therefore we are committed to putting even more energy into nurturing our human resources.

Through these efforts, we hope to contribute even more to solving our customers' business problems and to grow along with them.