

Fujitsu on: Responsible Business

Overview

- Since its inception, Responsible Business has been an integral part of [the Fujitsu Way](#), its corporate philosophy. Fujitsu believes that, when implemented correctly and genuinely, responsible and ethical behaviors create shared value.
- As a global technology organization, Fujitsu strives to positively impact the society in which it operates through a commitment to the [UN Sustainable Development Goals \(SDGs\)](#).
- In its efforts to help achieve the SDGs, Fujitsu is transforming to a sustainable management model via its [Global Responsible Business](#) (GRB) framework and is also working to resolve societal challenges through its business operations.
- Fujitsu's practices have been recognized and applauded externally in many benchmarks and indices, but there's always more that can be done.

Trends in brief

- The world is facing many complex challenges and huge threats, such as climate change, aging population and of course pandemics. It is essential to create a new way of doing business that aligns business and societal goals to make the world's economy more sustainable.
- Previously, organizations focused primarily on the efficiency of operations through maximizing output while minimizing cost. However, now society needs to put more weight on resilience and regeneration than efficiency. The challenge of climate change is threatening the sustainability of the planet. Creating an equal society where no one is left behind has become an urgent imperative that businesses can no longer ignore.
- The SDGs adopted by the United Nations in 2015 are a set of common goals to help achieve these goals worldwide by 2030. The goals place responsibility on private sector enterprises to play an active and valuable role through their technology and capacity for innovation.
- Digital technology has played a significant role in responding to the pandemic crisis, enabling working from home and online commerce, plus telemedicine and remote education. This has shown how digitalization has the power to help solve many of the world's most complex challenges, but only if leveraged in an ethos that prioritizes responsibility to the planet, to business partners, to customers, and to each other.

Fujitsu and Responsible Business

- The Fujitsu [Purpose](#), announced in 2020, focuses resources on making the world more sustainable by building trust in society through innovation. Through this purpose, Fujitsu aims to connect people, communities, organizations, things, and data within its business activities, sustainably and responsibly.
- Fujitsu sees the SDGs as a global common language within which it can achieve its Purpose more effectively and rapidly. It undertakes SDG-related activities as an opportunity for wide-ranging collaboration with other organizations, including international agencies and governments, private companies and non-governmental organizations (NGOs). By adopting a

multifaceted approach through cooperation with many partners, the company believes it can create and grow social value on an even larger scale.

- Fujitsu sets out its key sustainability management agenda as [Global Responsible Business \(GRB\)](#). Fujitsu has created clear visions for each of the seven GRB agenda items, including annual KPIs for 2022. The seven pillars are the foundation for country-level strategies while defining common themes across Fujitsu. They are:
 - Human Rights, Diversity and Inclusion
 - Wellbeing
 - Environment
 - Compliance
 - Supply Chain
 - Occupational Health and Safety
 - Community
- Responsible practices are driven across the entire company, from protecting intellectual property rights and enforcing Fujitsu's human rights policy to encouraging all employees to participate in community action projects.

Fujitsu quote on the topic

- Takahito Tokita, CEO and CDO, Fujitsu Limited comments: "Undertaking actions based on our Purpose equates to meaningful contributions to the UN's Sustainable Development Goals (SDGs). The challenges addressed by the SDGs are complex connected chains that comprise many elements. To solve these problems, we need digital transformation on a scale that encompasses all aspects of society. At Fujitsu, we have vast global experience across a range of industries and business areas, and we aim to play a leading role in the creation of digital ecosystems that transcend traditional sector boundaries."

"With this objective in mind, we will transform our mindset and corporate culture. We have formulated new non-financial indicators to evaluate activities that impact the interests of our many stakeholders, including the community, our customers and our employees. In terms of the priority non-financial areas, we created a unified Global Responsible Business (GRB) framework that covers such issues as enhancing human rights, diversity and inclusion; the environment; and responsible procurement in the supply chain. Fujitsu aims to make stable, long-term contributions to all its stakeholders, both in a financial and a non-financial sense. This will create a positive cycle that results in further growth for our company."

Customer examples

- [AB InBev](#): Fujitsu has helped AB-Inbev to build a blockchain solution that links barley farmers to breweries to improve productivity and reduce environmental impact
- [PeptiDream](#) uses Fujitsu Digital Annealer, HPC and other technologies to innovate the process of drug discovery. It also set up a joint venture with Fujitsu and other partners to develop a new drug for Covid-19
- [Proventia](#): The combination of Proventia's retrofit exhaust systems and Fujitsu's IoT platform enables real-time monitoring of exhaust emissions, contributing to lowering CO2 emissions.
- [Tokyo Shinagawa Hospital](#) and Fujitsu have jointly developed an AI technology to support CT-scan lung image diagnosis for Covid-19.

Recognition for Fujitsu's GRB practices

- Dow Jones Sustainability Indices (World, Asia Pacific): Fujitsu has been chosen for inclusion in the Dow Jones Sustainability World Index (DJSI World), the world's leading Socially Responsible Investment index. This is the 21st time for Fujitsu to have been included in this index since its creation in 1999 (November 19, 2020).

- RobecoSAM Sustainability Award: Fujitsu has been received the highest "Bronze Class" award in the industry to which Fujitsu belongs.
- FTSE4Good Index Series: Fujitsu has been listed for eight consecutive years.
- UN Global Compact 100: Fujitsu has been selected for four consecutive years.
- Oekom research: Fujitsu has been given the certification of "Prime" since 2011.
- EcoVadis Platinum rating: Fujitsu achieved the platinum rating with a score of 73/100, being placed as the top 1% of the world's 45,000 best rated companies.
- Ethibel Sustainability Index (ESI) (Excellence Register): Fujitsu has been included since 2013.
- Morningstar Socially Responsible Investment Index: has been included since 2004.
- Nikkei Environmental Management Survey: Ranked 7th in the 20th Nikkei Environmental Management Survey.
- Fujitsu Group has been selected for the CDP's A List for both climate change for the fourth year in a row and water security for the second year in a row, earning the highest rating in the CDP's evaluation of corporate activities in response to climate change and water security (December 09, 2020).
- Fujitsu Named "Competitive IT Strategy Company": Fujitsu was recognized as one of Japan's digital transformation leaders with its selection as a "Noteworthy DX Company 2021" under the Digital Transformation (DX) Stock program jointly managed by Japan's Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (June 07, 2021).

Further reading

- [Sustainability management in the Fujitsu Group](#)
- [Initiatives in the Fujitsu Way, Global Responsible Business and the Environment](#)
- [Fujitsu's Operating Practices](#)
- [Fujitsu goes Global with SDG Communities rollout](#)
- [Creating a better world for future generations through corporate value: Fujitsu's commitment to DX and sustainability](#)

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