

How Fujitsu is embedding the UN SDGs in its working culture

Sarah-Jane Littleford, Head of Responsible Business, Fujitsu Global Delivery

Many global organizations have turned to the United Nations' Sustainable Development Goals as the inspiration for their ESG policies. Sarah-Jane Littleford, Head of Responsible Business, Fujitsu Global Delivery, explains here how Fujitsu is taking this one step further in an initiative that makes the SDGs meaningful and relevant to the daily activities of its people around the globe.

The UN SDGs and Fujitsu's SDG Communities 絆¹

The United Nations' 17 Sustainable Development Goals (SDGs) are a bold set of objectives to address human society's most significant challenges. They set a timetable of 2030 by when we must make substantial changes to the way we live and work. Like many other large global corporations, Fujitsu sees the SDGs as an essential tool to ensure human activity remains in balance with the resources available to us and that everyone has access to their core rights and physical needs.

We accept that statements of the agreement are not enough, however. Action is needed.

For that reason, something over one year ago, Fujitsu announced the rollout of its SDG Communities 絆 project, now available to more than 30,000 employees worldwide. Employees pick one or more SDG they are passionate about, join a virtual global community and start collaborating with colleagues worldwide to contribute to a common cause.

Alignment + engagement

The aim here is to encourage alignment and engagement between Fujitsu's large global workforce and the broad SDG challenge. That's in terms of understanding the issues defined by the UN, helping our employees better understand the nature of Fujitsu's SDG commitments as expressed in our [Purpose](#), and participating in relevant actions that can lead to SDG-aligned outcomes.

With over 12 months behind us, we can now make observations based on data. In terms of engagement, we have reached over 4,500 participants in the program over the past year. Three SDGs are proving particularly popular with our global team. More than 1,200 members in the Community are aligned to SDG #3: Good Health and Wellbeing; just over 1,000 have aligned with SDG #4: Quality Education, and nearly 700 are participating in SDG #13: Climate Action Community.

Thirty-five countries are participating, with Malaysia topping the table in terms of the highest percentage of participants, at 50%. This is followed by India (28%), Portugal (25%), and the Philippines (23%).

The next level is deepening awareness of the SDG challenges. Here we can show high levels of involvement. We have held 40-plus webinars, with 2,690 attendees from all Fujitsu regions. Participation rates on our SDG Communities 絆 Yammer channels — there are separate channels for each SDG Community — and the broader range of public social media indicate that the Communities are more than just a badge to wear. People are talking seriously about the issues and discussing how to make a meaningful impact.

Translating awareness into action

As well as having an impact on attitudes and understanding about the SDGs and Fujitsu's SDG-driven Purpose, we also planned the SDG Communities 絆 program to encourage interaction between our people and SDG-aligned actions.

We are seeing the translation of heightened awareness into changes in how we go about our business in Fujitsu. For example, the Fujitsu Global Pre-Sales and Solutions Portfolio Strategy Unit is working to embed the SDGs in Fujitsu's "Design Thinking" and agile management methods. We are also updating our global portfolio management processes to ensure that all our products and services are aligned with SDGs, helping our customers to understand which products and services are right for them, given their own climate goals.

When it comes to impacting the communities where we operate, we see education as a key lever to pull. It can have a major impact on three SDGs: SDG #4: Quality Education, SDG #8: Decent Work and Economic Growth, and SDG #10: Reduced Inequalities.

SDG17: partnerships for the goals, is also crucial. Fujitsu commits to building long-term partnerships with schools and educational and community institutions that positively impact our communities. Our objective is to share our employees' skills and knowledge with the communities where we live and work to ensure that we can thrive in a digital future.

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Research in the European Union shows that in the future, nine out of ten jobs will require digital skills, and yet almost half of the population between 17-74 do not currently have these skills that could provide entry to decent work. And these figures rise beyond Europe. Gender imbalances in the STEM (Science, Technology, Engineering, and Mathematics) subjects also affect access to jobs that can positively impact inequalities.

In Costa Rica, for example, the Fujitsu GDC (Global Delivery Center) has kicked off a partnership with Voces Vitales Costa Rica to deliver a year-long mentoring program focusing on gender equality in the workplace.

Fujitsu can ensure that communities are ready for a digital future. We do this through our educational outreach program, called Fujitsu Futures. This is a set of lessons focusing on empowering communities with those skills that will help them thrive in our digital environment and future. This means going beyond simply STEM and digital skills because ICT services are increasingly based on good communication, high levels of creativity, and business culture awareness.

Through global discussions in the SDG4 Community: Quality Education, we have been able to edit and improve the Fujitsu Futures offerings. And in a series of webinars, the passion and diversity of the SDG4 Community helped us to develop a better product, which has a global outlook.

Wider and deeper

Communities are about more than community education, of course. We are also facilitating ongoing virtual discussions about health innovations, for example, bringing together employees from across the globe to share what is happening in their regions regarding SDG 3: Good Health and Well-Being.

And the task now is to keep up the momentum: To further broaden the number of our people participating, spread awareness about the SDGs and how the Fujitsu Purpose aligns with them, and deepen the involvement of the Community participants that awareness grows.

The Communities also have a role to play in Fujitsu's new Uvance global business proposition, where we have imagined the world in 2030 (the UN's target year to achieve the SDGs) and developed a transformation portfolio for a sustainable world. The Communities help us in our aim to accelerate alignment of business transformation with sustainable and social impact, leveraging Fujitsu's and partners cutting-edge technologies, expert skills, and industry knowledge to build these new possibilities for customers and society.

Sarah-Jane Littleford, Head of Responsible Business, Fujitsu Global Delivery

Sarah-Jane Littleford is Head of Responsible Business at Fujitsu Global Delivery. In this role, she develops strategies that deliver on the Fujitsu Purpose: to make the world more sustainable by building trust in society through innovation. Sarah-Jane works with teams across eight worldwide locations where Fujitsu Global Delivery operates, covering 15,000 employees.



The focus of the Responsible Business Program is collaborating with local community partners to have a positive impact on the environment and in society. Sarah-Jane has a DPhil in Geography & The Environment from the University of Oxford, where her research was supported by the Rhodes Scholarship.

ⁱ The Japanese Kanji for 'kizuna' translates as a strong bond based on trust, highlighting Fujitsu's aims for this initiative – to bring together people, aspiration, and action