The Fujitsu Group "Green IT" Program Contributes to Creating a Prosperous, Low-Carbon Society.



Green IT Supplied by the Fujitsu Group

Green Policy Products (IT Infrastructure)

The Fujitsu Group provides Green Products, which clear Fujitsu's strict environmental evaluation standards, Super Green Products, which in addition to being Green Products also have eco-friendly aspects of the highest level, such as reduced energy consumption or more compact sizes, and data centers that strive to save energy from every possible standpoint.

Evaluation Framework for Green Products and Super Green Products



Green Policy Solutions

The Fujitsu Group provides Environmental Contribution Solutions, which reduce the customer's environmental burden when adopted; Environmental Management Solutions, which evaluate the customer's environmental activities and support continuously increasing the level of those activities; and Environmental Business Solutions, which support the customers environmental business.

Environmentally Conscious Solutions



Seven factors that affect the environment

the environment
Amount of materials and objects consumed
Amount of travel by personnel
Amount of transport of materials and objects
Office space
warenouse space
Amount of power consumed by IT and network equipment
Amount of data transmitted over networks

Products that achieve over a certain level based on a quantitative evaluation by Fujitsu of seven environmental influence factors for the amounts of CO₂ emissions before and after the adoption of an IT solution product. The Fujitsu Group "Green IT" Program Contributes to Creating a Prosperous, Low-Carbon Society.

We will provide Green IT to support our customers in reducing their environmental burden through Green Policy Innovation.

In December 2007, the Fujitsu Group announced its Green Policy Innovation project to support customers in reducing their environmental burden. This project uses the environmental technology and know-how possessed by the Group to provide Green IT that reduces the environmental burden imposed by customers and society.

Under Green Policy Innovation, we supply Green IT from two aspects: Green Policy Products, which are eco-friendly IT infrastructure products, and Green Policy Solutions, which are IT solutions that contribute to reducing environmental burdens through their introduction. The Fujitsu Group contributes to reducing our customers' environmental burden by, at the same time as working for saving space and energy in IT equipment and data centers, providing solutions that take advantage of the environmental know-how accumulated within the Fujitsu Group.

We are aiming at a contribution to CO₂ emissions reduction of over seven million tons total over a four-year period (FY 2007 to FY 2010).

For the FY 2007 through FY 2008 period, we are expecting a total CO₂ emissions reduction contribution of about 2.23 million tons, which consists of about 290,000 tons due to provision of IT infrastructure and about 1.94 million tones due to the provision of IT solutions. Thus we are well ahead of our targets as we move forward.

* Estimated CO₂ emission reductions in Japan possible through application of proprietary methods from Fujitsu based on projected future sales levels of major platform products and specified Fujitsu products developed as environmentally friendly solutions.

Targets and Achievements in Reducing CO₂ Emissions by Green Policy Innovation



Green Policy Innovation

About the Green Policy Innovation Logo

This mark identifies Fujitsu Group Green IT products and activities related to Green IT.

With a motif in the form of a sphere to indicate the Earth, it expresses the idea of contributing to reducing environmental burdens on a global scale. A single leaf is held within a shining crystal sphere to represent our commitment to eco-friendliness and uncompromising policies.



Envisioning a New Era - Fujitsu Group Vision and Strategy

Doing Our Part as a Global IT Company to Realize a Low-Carbon Society

Approaching the Environment from a Management Perspective

2008 was a year of lively discussion on environmental protection for the international community. As well as marking the start of the first commitment period for the Kyoto Protocol, it was a time for examining the next set of reduction targets for the successor to the Kyoto framework from a medium- to long-term perspective. At the Toyako Summit, a G8 meeting held in July 2008 in Hokkaido, Japan, the world's leaders declared their commitment to a shared target of cutting greenhouse gas emissions worldwide to half their current levels by 2050. However, the global economy is now enduring what some are calling a once-in-a-century crisis. While there are concerns that this situation could cause delays in implementing environmental measures, many countries have announced so-called "Green New Deal" programs designed to shore up their economies by encouraging aggressive investment in environmental protection.

For companies operating in this climate it is more important than ever to meet the challenges of both economics and the environment. This will require companies to adopt a strong environmental management perspective and tackle the issues strategically.

Taking Action from a Global Environmental Standpoint

The Fujitsu Group is determined to be a "valued and trusted partner" in the growth of our customers and society, and we are pushing ahead with three transformations* to this end. One of these transformations is making global environmental contributions for sustainability.

At Fujitsu, we view environmental problems not only as management risks, but also in terms of their value for our growth. Effective IT utilization has the potential to spur innovation in industrial societies, and thereby reduce their environmental burden by a significant margin. The Fujitsu Group offers IT solutions on a global scale in a host of business areas. As such, we recognize that Fujitsu has an

President, Corporate Environmental Affairs Unit Atsuhisa Takahashi important role and responsibility not only in reducing the environmental burden posed by our own business activities, but in contributing to lower environmental impact of our customers and society as a whole, on a global scale.

Our initiative for lowering the environmental burden, Green Policy Innovation, is one concrete step in this direction. Here, we are promoting green IT in a variety of fields including through new environmental management solutions to support ongoing sophistication in environmental management. From fiscal 2007 through fiscal 2008, our efforts have helped reduce CO₂ emissions by a cumulative total of approximately 2.23 million tons. Furthermore, in September 2008 we established a Low Carbon Committee, and are boldly promoting a lower carbon footprint in our business activities.

Fujitsu is making an extensive drive to reduce its own environmental burden, and is using expertise and technologies amassed in the process for the global development and provision of green IT.

* Under the company's current management direction, Fujitsu is pursuing three areas of transformation: a focus on the customer's customer, global expansion based on the "Think Global, Act Local" approach, and global environmental contributions for sustainability.

Striving for the Creation of a Prosperous, Low-Carbon Society

Realizing a sustainable society requires a common global vision that individuals, companies, countries, and regions everywhere can work collectively to achieve.

The Fujitsu Group has drafted Green Policy 2020 as a medium-term environmental vision with a milestone year of 2020, and has initiated efforts for making this vision a reality. Going forward, we intend to develop our environmental management further to achieve our goal of realizing a prosperous, low-carbon society.

Special Feature

The Fujitsu Group "Green IT" Program Contributes to Creating a Prosperous, Low-Carbon Society.



of fields, The Fujitsu Group is also working to improve environmental performance, for example by reducing power consumption in IT equipment.

These Green IT efforts by the Fujitsu Group are contributing to reducing the environmental burden in all areas of society.



Special Feature

The Fujitsu Group "Green IT" Program Contributes to Creating a Prosperous, Low-Carbon Society.



useful in providing environmental and safety instructions to drivers.

Note that this solution received the special jury award at the Green IT Awards 2008.









The SPARC Enterprise M3000 is the latest Unix server and features superb processing capabilities and reliability. It uses the latest leading-edge semiconductor technology and energy-saving components, and through the use of cooling and other technologies, reduces power consumption by up to 58%*1, and in conjunction with its improved processing capabilities, achieves a CO2 emissions reduction of about 65%*1. In addition, it achieves a space savings of about 50%*1. It also uses acoustic design to hold the noise level to 47 dB*2, allowing it to achieve a quiet server environment. In addition to reducing our customers' IT system operating costs, it contributes to reducing their environmental burden.



*1 Compared to the PRIMEPOWER 450 (4U)

*2 At an environmental temperature of 25°C. This value may differ depending on the installation environment and temperature





Green IT Example **Promoting Energy Savings from Diverse Standpoints**

Eco-Friendly Data Center

The Fujitsu Group constructs eco-friendly data centers that strive for energy savings through efficient operation of air conditioning, power supplies, and illumination, careful consideration for cooling equipment and structures, and proactive use of green energy such as solar generation. We make the energy usage conditions visible by taking maximum advantage of our unique design technologies and promote ever further energy savings by optimal operation management. At our new center which is currently under construction, we have reduced facility power consumption by about 40% (compared to our current center).





2009 FUJITSU GROUP SUSTAINABILITY REPORT

The Fujitsu Group "Green IT" Program Contributes to Creating a Prosperous, Low-Carbon Society.



Fujitsu's environmental management solutions aim not only at reducing environmental burdens but also at improving economic values and corporate values at the same time. We evaluate the customer's environmental activities from a management standpoint with about 100 items, determine the issues, and propose solutions that resolve those issues. We support continuous improvement of environmental management by iterating the evaluation, issue extraction, and improvement cycle (See pages 57 and 58).





Structure of an Environmental Management Solution
Environmental management solution
Environmental
management
Evaluation and
improvement
Consulting
Evaluation and
improvement
Consulting
Evaluation and
Environmental
Evaluation and
Environmental
Evaluation and
Eva