

Highlights in 2008

Highlights of Social and Environmental Activities in FY 2008

In FY 2008, we implemented a variety of efforts in the social and environmental dimensions based on the Fujitsu Way, the corporate philosophy of the Fujitsu Group. In this section, we present a selection of those efforts.

Social Dimension

Field Innovation

→ P.30

Fujitsu intends to understand our customers' customers, and proposes Field Innovation. The activity together with the customer will improve the business foundation which consists of People, Processes, and IT.

Efforts at Promoting Diversity

→ Pp.31-32

In FY 2008, we implemented efforts around the theme of "Fostering and Strengthening Awareness in Diversity." These efforts included distributing messages from top management, carrying out surveys of employee awareness, and holding forums.

Overseas Group Company Efforts

→ Pp.24, 29, 33-34, 42

We created a Global Activity column and introduced, for example, the fact that Fujitsu Services Ltd., which handles the core of our IT services business in Europe, issued a corporate responsibility report.



Personnel training program common to the Group in China

Social Contribution Activities as an IT Corporation (Information Ethics Class, PC Assembly Workshops)

→ Pp.39-42

In this section we present the social contribution activities that the Fujitsu Group is working on. These include education and international exchange programs for the youth that will inherit the future.



Teaching Information Ethics at an elementary school in Shinagawa Ward in Tokyo (NIFTY Corp.).

Environmental Dimension

The Fujitsu Group's Green IT

→ Pp.10-17

We are promoting our Green Policy Innovation project, which was started in December 2007 and aims to reduce environmental burdens by providing green IT. We have a special section in which we introduce our latest efforts and results.

Green Policy Innovation

Strengthened Efforts on Global Warming Countermeasures

→ Pp.46, 61-62

Since efforts to prevent global warming are becoming an even more critical management issue, we are strengthening our efforts in this area even further, including, for example, newly establishing a Low-Carbon Committee as a company-wide organization.



Eco-friendly data center that promotes energy savings from diverse viewpoints.

Promotion of Efforts in the Supply Chain

→ Pp.67-68

In our efforts at the distribution stage, we moved forward with our modal shift efforts and acquired Eco Rail Mark certification for our FMV-ESPRIMO Desktop PCs for corporate customers and our PRIMERGY PC Servers. These products are the first PCs and PC Servers for which we have acquired the certification.

Promotion of Office Efforts, Including Formation of Japan's First Nationwide Paper Recycling System

→ P.66

Aiming for zero emissions of paper waste from offices, we built Japan's first nationwide paper recycling system and started operation.