

With Global and Local Communities



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Based on the statement "In all our actions, we protect the environment and contribute to society" in the Corporate Values of the Fujitsu Way, we take a leading role in sustaining the well-being of society through our business activities as good corporate citizens.

We have developed deep roots in communities around the world and engage in social activities in harmony with these local communities. This includes the promotion of cultural events, sporting activities, youth educational programs, international exchanges and other local initiatives.

Social Contribution Activities in Fiscal 2008

Promoting Learning & Education and International Exchange

- Management of the Japan-America Institute of Management Science (JAIMS)
- Support for the Mathematical Olympiad Foundation of Japan & the Japanese Committee for the International Olympiad in Informatics
- Sponsorship of the Fujitsu Scholarship Program
- Fujitsu Kids' Site (Japanese website)

Cultural & Artistic Activities

- Sponsorship of the Fujitsu Concert Series
- Sponsorship of the Fujitsu Concord Jazz Festival
- Hosting of the 16th Fujitsu Cup Masters Tournament (the only senior level Shogi tournament of its kind)
- Hosting of the 21st World Go Championship Fujitsu Cup
- Sponsorship of the Fujitsu Ladies Golf Tournament
- Support for the Kawasaki Frontale Professional Soccer Team

Company Sports

- Track and field
- American football
- Women's basketball

Local Activities

- Spring Festival at Kawasaki Research and Manufacturing Facilities
- Tea-picking Festival at Numazu Plant
- Kusunoki Festival at Fujitsu Solution Square

Disaster Relief Support

- Disaster relief support for the Myanmar cyclone (May 2008)
- Disaster relief support for the Sichuan earthquake (China, May 2008)
- Disaster relief support for the Iwate-Miyagi inland earthquake (Japan, June 2008)



Fujitsu Kids' Event 2008

This event is held jointly with The Japanese Olympiad in Informatics. About one hundred children selected by lottery learned how computers work and their technology by playing games.



The Beijing Olympics

A total of six members of the Fujitsu track club competed. Naoki Tsukahara and Shinji Takahira were in the team that took the bronze medal for the 400m relay event. Our thanks go to the many who cheered them on.



The All-Japan New Year Ekiden (Road Relay) 2009

Held every New Year's day in Joshu (central Japan) for company teams, this event was again won by Fujitsu, who also won in 2000. The activities of the Track Club brought it the "Top Athlete Support Award" from the Japanese Olympic Committee (JOC). (Photo courtesy Osamu Ikeda)



Spring Festival at Kawasaki Research and Manufacturing Facilities

Under the catch phrase "Welcome to the Kawasaki Facilities Honoring Environment, Technology and Sports," a wide variety of activities were introduced.



The Fujitsu Scholarship Program

This program provides opportunities for businesspersons from 18 nations of the Asia-Pacific region to study JAIMS management programs. (A total of 360 students had received scholarships by 1 April 2009.)



Soccer Coaching by Kawasaki Frontale

Fujitsu supports the Kawasaki Frontale professional soccer team, and the team cooperated in holding soccer coaching sessions to encourage the children of earthquake-stricken Iwate Prefecture.

Our Stance on Social Contributions

Coexistence with local communities and society as a good global citizen is an important principle guiding the Fujitsu Group's actions. We combine our concern for profitable growth with our responsibility to promote the sustainability of society by reconciling the best interests of all of our stakeholders, including customers, employees, shareholders and investors, suppliers and business partners, global and local communities, public institutions and government authorities.

Along with this philosophy, the Fujitsu Group engages in social contribution activities that include educational programs for young people who will become future leaders, as well as a variety of initiatives to actively promote communications with global and local communities and environmental preservation (see page 69).

 See the following site for more on Fujitsu's social contribution activities.
<http://www.fujitsu.com/global/about/responsibility/community/>

Highlights of Activities in FY 2008

Management of Japan-America Institute of Management Science (JAIMS)

JAIMS is a non-profit educational institution set up with the full backing of Fujitsu in 1972 to provide post-graduate level education. Anticipating the increasing importance of US-Japan business relations, the institute was established based on the vision of Yoshimitsu Khora, then Fujitsu President, to foster the development of globally minded business people who could act as future bridges between the two nations. Currently, its mission is to contribute to the development of the human resources and the formation of a community through knowledge co-creation in the Asia-Pacific region.

Fujitsu has continued to provide financial assistance for operating funds, while setting up a dedicated support organization within the company which functions as the Japan office of JAIMS. This office is active within Japan in advertising, publicity, handling the administration of overseas studies at JAIMS, planning seminars, and in supporting the acceptance of overseas internship students. It contributes to society through academic and educational promotion and international exchanges.

There are now about 3,000 graduates of the JAIMS programs, and approximately 20,000 have attended overseas seminars, totalling 23,000 who have participated from 54 nations and regions. These participants are actively pursuing their careers in countries all over the world by using the multicultural communication and management skills they acquired



Students of JAIMS

through JAIMS programs and seminars along with its global network of contacts.

In 2006, JAIMS was awarded the Japanese Foreign Minister's Commendation for that year in recognition of contributions to international exchange extending for more than three decades.

Support for the Mathematical Olympics & Olympiad in Informatics

Fujitsu supports the Mathematical Olympiad Foundation of Japan and the Japanese Committee for the International Olympiad in Informatics (a designated NPO) to discover and foster valuable human resources expected to play leading roles in the future development of society.

The Mathematical Olympiad Foundation of Japan was established in 1991 in order to discover gifted mathematicians for selection and entry as national representatives in the International Mathematical Olympiad (IMO), to further develop their skills, and to help improve and promote mathematical education from an international perspective. Fujitsu provided the basic funds for the establishment of the Foundation together with two other companies and one individual, and presents supplementary prizes to the top performers at the Japan Junior Mathematical Olympiad and the Japan Mathematical Olympiad from which national representatives for the IMO are selected.

The Japanese Committee for the International Olympiad in Informatics was established in 2005 to train human resources in support of Japan's mathematical information science sector. It provides participants and cooperation for the International Olympiad in Informatics (IOI), a programming contest that targets junior and senior high school students. As a supporting member, Fujitsu provides assistance in the committee's operation, and presents supplementary prizes to the top performers at the Japanese Olympiad in Informatics from which national representatives for the IOI are selected.



The award ceremony for the eighth Japanese Olympiad in Informatics

Cooperation with the United Nations World Food Program

Every year, on the day we celebrate the anniversary of our foundation, a commemorative lunchbox is distributed to all employees.

From fiscal 2008, part of the cost of these commemorative goods is donated to the United Nations World Food Program. We plan to continue these donations from fiscal 2009 with the aim of enhancing employee awareness of the need to contribute to society and linking this to individual participation in moves to relieve world famine and poverty.

PC Assembly Workshops

In July 2008, Fujitsu Isotec (FIT), and in August, Shimane Fujitsu (SFJ), held PC assembly workshops for grade school and junior high-school pupils. At FIT it was the desktop PC FMV-DESKPOWER LX/A50D, which provides for the enjoyment of digital broadcasts and DVDs, while at SFJ participants assembled the FMV-BIBLO NF/A70, a notebook PC in which the top cover can be removed and replaced with another of the “Color Lid” series in a different color, both taking about an hour and a half to assemble the computer. The children and their parents worked hard to complete assembly of their computers, and cries of delight were heard when the displays came on.

After assembly, participants visited the recycle center at FIT, inspected the assembly line at SFJ, and practiced using the PCs they had just assembled.

The carefully assembled PCs were then returned to the plant for inspection and later delivered to the children’s homes.



Children earnestly concentrating on PC assembly.

WEB Report of the Event (in Japanese)
<http://jp.fujitsu.com/about/kids/events/>

* Please select from the list of events on the Fujitsu Kids’ website.

Biometric Authentication Technology—Experiential Learning

In August 2008, Fujitsu Laboratories gave lessons in biometric authentication to the pupils of Kawasaki City’s Hirama Junior High School as part of an effort to arouse interest in technology among the younger generation.

Biometric authentication uses voices, fingerprints or other distinctive individual features to establish the identity of the individual. The teacher was a researcher active in research and development of palm vein authentication for use in controlling entry to and exit from restricted areas. The participating pupils were given actual experience of several different forms of authentication, from fingerprints, through voice recognition, facial recognition, to palm vein pattern recognition so as to deepen their understanding of the technology.



The experiential session.

Support for “Information Ethics” Education for Children

The number of cases where children get into trouble through their use of the Internet or mobile phones is rising. NIFTY Corp., a Fujitsu Group company providing Internet connectivity and other services, offers support for “information ethics” education in Japan so that children can enjoy the convenience and fun of the Internet in greater safety.

Broadly speaking, there are two aspects of information ethics. The first consists of knowledge-based methods to eliminate threats to the safety of daily life in an information-oriented society. Basically, it involves acquiring the knowledge and technical skills to achieve security. The other is the realm of hearts and minds, and involves enhancing the power to make proper judgements, to adopt the right attitudes, and to develop empathy and civic mindedness. NIFTY actively supports educational activities in both of these areas.

From June 2008, the company has been holding special classes on the safe use of mobile phones and the Internet for children at public elementary schools in Tokyo’s Shinagawa Ward, where its head offices are located. The classes describe actual examples of how children get into trouble, making participants think where they go wrong and how they can avoid trouble, and telling them what to keep in mind and how to keep out of danger.

In fiscal 2008, 28 NIFTY employee volunteers taught more than 1,300 children at 23 Shinagawa Ward elementary schools, and held similar lectures for parents, guardians and teachers on how to maintain parental control over mobile phone access to harmful Internet sites and services.

NIFTY also updated its homepage, first in September 2008 with Internet experience “drills” for the senior pupils of elementary schools (in the “knowledge” area), then in January 2009 with “animal egograms” to help junior high and high school students to better understand themselves and others (in the “hearts and minds” area). These attracted over 520,000 accesses, and are finding use at schools and as self-help learning materials in the home.

WEB NIFTY educational support activities (in Japanese)
<http://www.nifty.co.jp/csr/edu/>



“Information ethics” lesson given by visiting NIFTY staff at an elementary school in Shinagawa Ward.



The top page of “Internet Drills”



Global Activity

Examples of Overseas Group Company Activities in FY 2008

1 Publishing a CSR Report and Employee Volunteering

UK: Fujitsu Services Ltd. (FS)

FS is the nucleus of Fujitsu's European IT services capability (outsourcing business). Our front-line volunteering efforts are coordinated through regional Impact on Society (IOS) groups at key business locations in the U.K. To promote these activities, an IOS community site has been created on the corporate intranet where people can find out more about the programmes.

For several years, FS has been providing human, financial and physical resources to a growing number of disadvantaged South African schools. FS supports the ONE Foundation in undertaking a project to install a PlayPump® Water System in South Africa in 2009. This life-changing and lifesaving invention pumps fresh, clean water from deep underground into a storage tank for use by the community using the energy of children playing on the roundabout.

In addition, FS published its first CSR report in January 2009. The report describes the responsible business practices from four complementary perspectives, Environment, Marketplace, Workplace and Community, including examples of employee contributions to society like the above. It has established clear objectives for each as "Metrics."



A school in Zambia that is supported

 **Corporate Responsibility Report 2008**
<http://www.fujitsu.com/uk/about/corporate-responsibility/>

2 Contributing to Next-Generation Education through Planetarium Operation

USA: Fujitsu America, Inc. (FAI)

FAI (formerly Fujitsu Computer Systems Corporation) contributed to the educational activities at De Anza College in Cupertino, California, in support of the campus planetarium. The contribution supports the planetarium's programs for students and the Silicon Valley community. Because of the generous contribution, the facility was renamed Fujitsu Planetarium at De Anza College with the naming ceremony in May 2008.

The Fujitsu Planetarium at De Anza College is the largest planetarium on a college



Inside the Fujitsu Planetarium

campus west of the Rocky Mountains and the second largest planetarium facility in Northern California. Each year, more than 25,000 students from 450 local schools visit the planetarium to enhance their space science education.

3 Contributing by Tree-planting and Seminars

Indonesia: PT. Fujitsu Indonesia (FID)

In August 2008, working with customers, partner, and media companies, and with cooperation from the Indonesian Institute of Science's Research Center for Biotechnology, FID planted about a 100 mangosteens and other tropical plants in the Cibinong Eco Park of Bogor City, 60km from Jakarta. Although tropical rainforests extend over large areas of Indonesia, the palls of smoke generated by slash-and-burn farming have become a problem with neighboring countries.

FID also gives various seminars, distributes information on environmental technology in Indonesian society, promotes energy-saving and eco-leadership activities for the company's own use of electricity, water and paper, and is expanding sales of Super Green products as an effective means of preserving the environment.



The planting activities in the Cibinong Eco Park

4 Supporting Local Human Resources by Scholarships and IT Education

The Philippines: Fujitsu Philippines, Inc. (FPI)

FPI is putting its efforts into developing local human resources. In 1990, it established the FPI Scholarship to support local students from economically impoverished areas in obtaining IT- and computer-related academic qualifications. The company has given such scholarships to 75 students by April 2009. The company also teaches at universities in the Philippines the basic IT skills for use at small- and medium-sized businesses through an APEC-IT seminar. In 2008, 257 people took this seminar. FPI also sponsors a one-year Japanese language course at a university in Makati City.

FPI puts the stress on recycling in its environmental activities, and has been recycling electronic waste products since 2006.



Recycling in progress

With Our Customers

With Our Employees

For Our Shareholders and Investors

With Our Business Partners

With Global and Local Communities

For the Environment