

# The Fujitsu Group's CSR

Through carrying out our activities in accordance with the Fujitsu Way, the Corporate Philosophy of the Fujitsu Group.

## What CSR Means to the Fujitsu Group

Ever since its establishment in 1935, Fujitsu has made contributions to the development of social infrastructure with its innovative information and communication technologies. The thoughts of successive managements that paved the way for Fujitsu Group success are condensed into the Fujitsu Way, which is the basis of our management.

For the Fujitsu Group, Corporate Social Responsibility (CSR) means reflecting the Fujitsu Way in its actions, addressing a variety of social issues and contributing to a sustainable networked society. This requires management to focus on operational excellence through sound corporate governance and integrity of ethical, social and environmental aspects of the company as well as financial results.

With this in mind, the Group promotes a management style based on the Fujitsu Way from a global perspective and we have close communications with all our various stakeholders—customers, employees, shareholders and investors, business partners and global and local communities. We continue to take responsible corporate action, that is attuned to social issues.

## FUJITSU Way

On April 1, 2008, Fujitsu announced a fully revised Fujitsu Way.

The Fujitsu Way embodies the philosophy of the Fujitsu Group, articulates the Group's overarching values and defines concrete principles and a code of conduct that Group employees follow in their daily business activities. The new Fujitsu Way will facilitate management innovation and promote a unified direction for the Group as we expand our global business activities.

The Fujitsu Way consists of four core elements—the Corporate Vision, Corporate Values, Principles and Code of Conduct. The Corporate Vision embodies the reason for the Group's existence, as well as the social role that it should fulfill. The Corporate Values encompass a set of values important for realizing the Corporate Vision. Finally, the Principles and the Code of Conduct articulate rules of behavior which every Fujitsu Group employee adheres to and abides by.

The Group has also formulated a Business Policy that outlines the medium-term business direction guided by the Fujitsu Way. This policy serves as the basis for all Group business activities.

All Fujitsu Group employees have a shared commitment to the Fujitsu Way, which promotes a common direction for Group employees as they conduct their daily business activities. Employees aim to contribute to enhanced corporate value for the Fujitsu Group and to the well-being of global and local societies.

## Fujitsu Supports the United Nations Global Compact

Fujitsu announced its support of the United Nations Global Compact in December 2009. By upholding the Global Compact's ten principles as well as actively implementing corporate social responsibility initiatives to meet the needs of stakeholders and society, Fujitsu is promoting responsible management as a truly global ICT company while contributing to the building of a sustainable society.



### What is the Global Compact?

The UN Global Compact consists of ten principles in the four areas of human rights, labor standards, the environment, and anti-corruption with which companies should rigorously comply.

#### Human Rights

- Principle 1 Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2 make sure that they are not complicit in human rights abuses.

#### Labor

- Principle 3 Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4 the elimination of all forms of forced and compulsory labor;
- Principle 5 the effective abolition of child labor; and
- Principle 6 the elimination of discrimination in respect of employment and occupation.

#### Environment

- Principle 7 Businesses are asked to support a precautionary approach to environmental challenges;
- Principle 8 undertake initiatives to promote greater environmental responsibility; and
- Principle 9 encourage the development and diffusion of environmentally friendly technologies.

#### Anti-Corruption

- Principle 10 Businesses should work against corruption in all its forms, including extortion and bribery.

As published by the UN Global Compact Office, October 2008.

# FUJITSU Way, CSR Activities and the UN Global Compact

## Corporate Vision

Through our constant pursuit of innovation, the Fujitsu Group aims to contribute to the creation of a networked society that is rewarding and secure, bringing about a prosperous future that fulfills the dreams of people throughout the world.

## Corporate Values

### What we strive for:

Society and Environment	In all our actions, we protect the environment and contribute to society.
Profit and Growth	We strive to meet the expectations of customers, employees and shareholders.
Shareholders and Investors	We seek to continuously increase our corporate value.
Global Perspective	We think and act from a global perspective.

### What we value:

Employees	We respect diversity and support individual growth.
Customers	We seek to be their valued and trusted partner.
Business Partners	We build mutually beneficial relationships.
Technology	We seek to create new value through innovation.
Quality	We enhance the reputation of our customers and the reliability of social infrastructure.

## Principles

Global Citizenship	We act as good global citizens, attuned to the needs of society and the environment.
Customer-Centric Perspective	We think from the customer's perspective and act with sincerity.
Firsthand Understanding	We act based on a firsthand understanding of the actual situation.
Spirit of Challenge	We strive to achieve our highest goals.
Speed and Agility	We act flexibly and promptly to achieve our objectives.
Teamwork	We share common objectives across organizations, work as a team and act as responsible members of the team.

## Code of Conduct

- We respect human rights.
- We comply with all laws and regulations.
- We act with fairness in our business dealings.
- We protect and respect intellectual property.
- We maintain confidentiality.
- We do not use our position in our organization for personal gain.

## Business Policy

- We use Field Innovation to find new approaches and the inspiration to improve ourselves, while delivering added value to our customers.
- We provide global environmental solutions in all our business areas.
- Fujitsu Group companies work together to accelerate our global business expansion.

This summary aims to facilitate understanding of the links between the Fujitsu Way and CSR activities, and how they relate to this report and the UN Global Compact.

## Related Global Compact principles

### Main contents of this report

<b>For the Environment</b>	► P37 ~P76	Environment: principles 7,8,9
• Reductions in Environmental Burdens from the Fujitsu Group's Business Activities	► P43	
• Reducing the Environmental Burden from Customers and Society as a Whole	► P45	
• Leading-Edge Green ICT Research and Development	► P49	
<b>With Global and Local Communities</b>	► P34	
<b>For Our Shareholders and Investors</b>		
• Basic Policy on Information Disclosure	► P33	
• Basic Policy on Returns to Shareholders	► P33	
• Communicating with Shareholders and Investors	► P33	
<b>Seeking Profits &amp; Growth</b> (Please refer to our Annual Report)		

<b>With Our Employees</b>		Human rights: principles 1,2 Labor: principles 3,4,5,6 Environment: principles 7,8,9 Anti-corruption: principle 10
• Respect for Human Rights	► P27	
• Respect for Diversity	► P27	
• Creating Good Working Conditions	► P28	
• Efforts to Improve Communication	► P29	
• Health Management and Occupational Safety and Health	► P30	
• Human Resources Development	► P30	
<b>With Our Customers</b>		
• We Seek to be Their Valued and Trusted Partner	► P23	
• Communicating with Our Customers	► P23	
• We Seek to Provide Safety and Security	► P24	
• We Seek to Care for People	► P25	
<b>With Our Business Partners</b>		
• Promoting Socially Responsible Procurement	► P31	
• Collaborative Promotion of CSR with Suppliers	► P31	

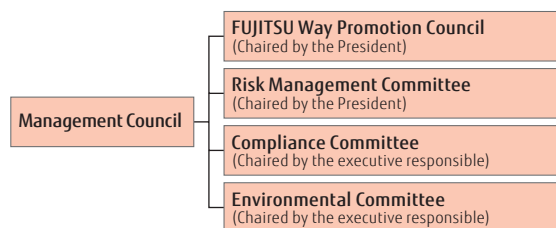
<b>Ensuring Compliance</b>		Human rights: principles 1,2 Labor: principles 3,4,5,6 Environment: principles 7,8,9 Anti-corruption: principle 10
• Compliance Promotion Structure	► P21	
• Information Security	► P21	
• Protecting Intellectual Property	► P22	

<b>Special Feature: Three Transformations &amp; CSR</b>	► P6
• Focusing on the Customer's Customer	
• Adopting a Global Perspective	
• Reinforcing Our Commitment to Environmental Sustainability	

## Organization and Activities Promoting CSR

Four committees have been set up as the organization charged with the propagation and firmer establishment of CSR activities in accordance with the Fujitsu Way. Reporting directly to the Management Council, they are the Fujitsu Way Promotion Council, Risk Management Committee, Compliance Committee and the Environmental Committee.

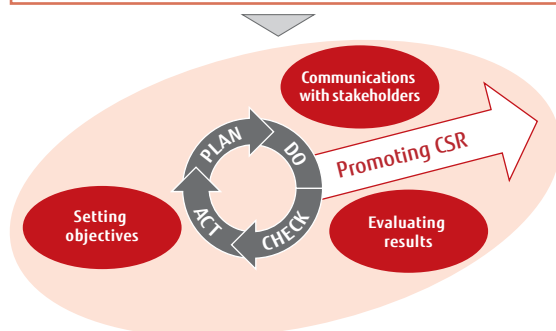
### Company-Wide Committees



### Newly Established CSR Communications Promotion Office

A CSR Communications Office was established within the Public Relations Unit in April 2010 to focus on communications with stakeholders and to encourage CSR activities on a company-wide basis.

The office manages a CSR Promotion Task Force, which develops basic CSR strategies, strengthens communications (both in-house and external), coordinates CSR activities within the Group as a whole, and engages in dialog with stakeholders.



### Setting KPI of CSR

From FY 2009, Fujitsu has started activities to set Key Performance Indicators (KPI) of CSR. The KPI express quantitative objectives and are used to measure the result of activities. KPI will further intensify CSR activities by the PDCA cycle management.

### Activities to Disseminate the Fujitsu Way

#### Promoting global awareness campaign

In the Fujitsu Group, all companies around the world adopt the Fujitsu Way and carry out their activities in accordance with it to fulfill their corporate social responsibility. Not only the top management of Group companies in every corner of the globe refer to the Fujitsu Way in their messages to employees but also the Fujitsu Way leaders selected from each group company or business unit in Fujitsu Limited work with management as a team to ensure dissemination in every way.

#### Roll-out of training programs on the Fujitsu Way

To ensure further dissemination of the Fujitsu Way in the Group, a joint training session was held in July and August 2009 for 250 Fujitsu Way leaders. At the kick-off meeting of this training program, top management explained their expectations of the leaders in disseminating the Fujitsu Way. After the meeting, over ten workshops were held in small groups. At the workshop, the Fujitsu Way leader reconfirmed the importance of the Fujitsu Way through case studies and the thoughts behind the wording of the Fujitsu Way. The training also aimed to share the knowledge and expertise on identifying issues they may face in implementing dissemination programs and finding measures to solve them.



A training session

#### Providing e-learning courses

To deepen the understanding of the Fujitsu Way, an e-learning course was made available to all Group employees in Japan in the first half of FY 2009. Specifically, about 100,000 employees representing 58% of the Group total are trained, the equivalent of 50,000 hours of training. The e-learning course consists of two parts. In the first part, employees look back at the history of Fujitsu and examine Fujitsu's identity and the essential elements of the Fujitsu Way. The second part focuses on promoting a better understanding of the Fujitsu Way so that employees can conduct their activities in accordance with it. In the end-of-course questionnaire, approximately 87,000 employees expressed commitments to reflect the Fujitsu Way in their activities. The course materials are translated into English for training held outside Japan.

### ■ Providing Fujitsu Way tools

Fujitsu Way booklets and credit-sized cards are prepared in four languages and distributed to all employees so that the Fujitsu Way is fully embraced by them. Fujitsu Way posters are also made available in twelve languages and posted in the workplace so that our employees can be aware of it at all times.

### ■ Roll-out of the dissemination programs at workplaces

Together with managers at workplaces, the Fujitsu Way leaders take the initiative to implement the dissemination programs. In the program, they clarify the link between policies and objectives of the participating organization and the Fujitsu Way and motivate employees to find the meaning in their work through discussions. As a result, in the follow-up survey, many made comments such as "I now act with a much stronger awareness of the Fujitsu Way" and "In my work, I have become attuned to the association with local communities and the environment."

#### Examples (1)

##### Solution Procurement Unit, Fujitsu Ltd.

After discussing how our activities should be carried out to reflect the Fujitsu Way, we compiled the shared understandings into a guidebook called "CSR: How to go about it" to raise the awareness of our members. As a result of this activity, many members found the Fujitsu Way more meaningful in their work.



**Yutaka Sugama**  
Manager, Procurement  
Planning Department  
Solution Procurement  
Unit, Fujitsu Limited

#### Examples (2)

##### Fujitsu Broad Solution & Consulting, Inc.

We examined failed projects and discussed the causes in terms of the Fujitsu Way. By doing so, we realized that following the Fujitsu Way, which describes the essence of our business, guides us in the right direction and that deepened our insight. In this way, our program is designed to present the Fujitsu Way as not only our guide but also to show how it is reflected in our activities. Also, by implementing various training programs, including e-learning, I feel growing interest in the areas of corporate social responsibility at workplaces.



**Katsumi Umezawa**  
General Manager,  
Business Support Group  
Fujitsu Broad Solutions &  
Consulting, Inc.

## Socially Responsible Investment (SRI) Ratings




Fujitsu has been incorporated into the SRI stock indexes and SRI funds listed below.

In June 2010, Fujitsu received the Silver Class Award from SAM Sustainability Asset Management as one of the top 20 sustainability-conscious companies in Japan.



Executive Vice President Fujita receiving the award from SAM

### Status of Inclusion in SRI-related Stock Indexes

Name of Index	Rating Company
Dow Jones Sustainability Indexes (World, Asia Pacific) 	Dow Jones Indexes (USA) and SAM Group (Switzerland)
FTSE4Good Index Series 	FTSE International, Ltd. (UK)
oekom research 	oekom research AG (Germany)
Morningstar Socially Responsible Investment Index 	Morningstar Japan K.K.

### Status of Inclusion in Major SRI Funds

Name of Fund	Operating Company
Daiwa Eco Fund	Daiwa Asset Management Co. Ltd. (As of May 2010)
Daiwa SRI Fund	Daiwa Asset Management Co. Ltd. (As of February 2010)
Mitsubishi UFJ SRI Fund (Family Friendly)	Mitsubishi UFJ Asset Management Co., Ltd. (As of February 2010)
Eco Partners (Green Wings)	Mitsubishi UFJ Asset Management Co., Ltd. (As of April 2010)

## Stakeholder Dialog

### Identifying priority issues: Comments by authorities

Fujitsu is developing priority issues to tackle in relation to company-wide CSR activities. As a part of this work, in May 2010 we engaged in a stakeholder dialog with CSR experts. Here, we introduce the main points made by those who participated.



**Jiro Adachi**  
Executive Director  
The Japan Center for a Sustainable  
Environment and Society

The basis of corporate activities is the provision of products and services that satisfy customers' needs. In promoting CSR, what is needed are activities firmly rooted in providing good products, not self-satisfying activities.

Japanese companies are facing competition from Chinese and Korean companies. From now on, they also have to take responsible actions, such as job creation within and outside of Japan, and the protection of human rights and the natural environment.

Companies will be increasingly evaluated in terms of CSR and environmental activities. ICT companies are generally accepted as not harmful to the environment. Based on these conditions, each company must find its essential priorities. We even have to recognize necessary changes of world-wide rules, and act in acceptance of these rules.

Fujitsu should keep close communication with specialists of global warming and biodiversity and find out its effective areas and methodology.



**Kaori Kuroda**  
Co-Director  
CSO Network Japan

In Japan, the homogeneity of employees used to be a key competitive strength, but not any more. Customer needs have diversified. To adapt Fujitsu to this situation, it is vitally important to promote diversity. I learned that Fujitsu was pursuing diversity like other advanced companies and I expect Fujitsu to set a good example in this area.

Also, when a business expands globally, CSR is vital in procurement and the management of supply chains. Companies with strong brands catch the attention of influential stakeholders including the media and NGOs. Fujitsu should be aware of their intentions and needs to be prepared for their actions.

There are still many regions where ICT is not common in daily life. I anticipate that Fujitsu will contribute to the needs of the poor and middle classes in those areas. Through CSR activities, Fujitsu can establish a distinctive brand.



**Mika Takaoka**  
Professor, College of Business,  
Rikkyo University

To establish a corporate brand, you need to select appealing points, and communicate your messages consistently over a period of time.

Fujitsu, which supports the social infrastructure, has to position itself through familiar examples which we face in our daily life. In the era of cloud computing, ICT is becoming the basic infrastructure, so for a message to appeal requires differentiation.

Branding will create CSR expectations in individuals. The expectations are different depending on the industry. For Fujitsu, as an ICT company, I assume people expect contributions to society through outstanding products and services that are safe and secure.

As the natural environment continues to be under pressure, mankind's mental health may also suffer. Fujitsu should be attentive to the mental problems of employees and consider what it can do to help them.

### Response by Fujitsu

**Etsuro Yamada**  
President, Public Relations Unit, Fujitsu Ltd.

We respect the opinions in the dialog, and try to reflect them in our CSR activities.

In FY 2010, starting with this dialog, we plan other occasions to exchange opinions with our stakeholders and enrich our CSR activities. Top management executives of Fujitsu are planning to participate in some of the dialogs.

#### Participants from Fujitsu

Corporate Environmental Strategy Unit, Corporate Planning and Business Strategy Office, Corporate Affairs & Human Resources Unit, Diversity Promotion Office, Fujitsu Laboratories, FUJITSU Way Unit, Public Relations Unit