

With Global and Local Communities



Harmony with Communities Through Social Contribution Activities

We, the Fujitsu Group, seek to be in harmony with local communities and societies as a good corporate citizen.

We have developed deep roots in communities

around the world and engage in social activities in harmony with them. They include the promotion of youth educational programs, cultural events, sporting activities, international exchanges, local communications and environmental protection.

Social Contribution Activities in FY 2009

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 17th Fujitsu Cup Masters Tournament (the only senior level Shogi tournament of its kind)
- Hosting of the 22nd 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

- Support for relief efforts after the earthquake in Haiti (January 2010)



Fujitsu Kids Event 2009

This event was held jointly with The Japanese Olympiad in Informatics. About one hundred children selected by lottery from the many applicants learned how computers worked and their technology by playing games and operating the self checkout system.



Spring Festival at Kawasaki Research and Manufacturing Facilities

Under the catch phrase "Welcome to the Kawasaki Facilities Honoring Environment, Technology and Sports," we held many "Play and Learn" events. As many as 15,500 people attended and we also introduced the leading technologies and various developments at the Kawasaki site.



Tea-Picking Festival at Numazu Plant

Visitors enjoyed picking tea leaves at the tea plantation in the factory grounds. They also had a chance to learn about environment-oriented activities using the natural resources in the factory and Toshio Ikeda, who contributed to the computer era of Japan. Children enjoyed the attractions.



Soccer Coaching by Kawasaki Frontale

Members of Kawasaki Frontale, the professional soccer team Fujitsu supports, held a soccer coaching session at the Fujitsu Nasu Plant grounds. After the session, a communal potato-and-meat stew party was held, which enriched relations between the local community and Fujitsu.



Fujitsu RedWave Friendship Classroom

The team members of RedWave, the women's basketball team of Fujitsu, coached grade-school students of Kawasaki City to support the physical education program and club activities. An experience of playing with top athletes enhances the pleasure of participating in sports.



Fujitsu Frontiers

Kawasaki City named the Fujitsu Frontiers, the American football team of Fujitsu, as its Hometown Sports Promotion Partner. The Fujitsu Frontiers are promoting flag football as one of their regional contribution activities.

Highlights of Activities in FY 2009

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 Kohra, 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. This unit 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.



Students of JAIMS

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 (an NPO) to discover and foster valuable human resources expected to play leading roles in the future development of society.

In particular, in 1991 Fujitsu provided the basic funds for the establishment of the Mathematical Olympics Foundation of Japan 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 International Mathematical Olympiad are selected.

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 International Olympiad in Informatics are selected.



The award ceremony for the ninth Japanese Olympiad in Informatics

Cooperation with the United Nations World Food Program

Fujitsu contributes to the United Nations World Food Program by contributing a percentage of the price of the box lunches distributed to all employees on the anniversary of the company's foundation. This will increase employees' awareness of our contribution to society and lead to actions that relieve world famine and poverty.

Support for Forest Regeneration Activities Through Sales of Beverages

In July 2009, the Fujitsu Group started to sell private brand beverages to its employees to fund the Fujitsu Malaysia Eco Forest Park, one of our tropical rainforest regeneration activities. In FY 2009, around 260,000 bottles were sold.

Support Systems for Social Contribution Activities

Fujitsu has started the following systems to support volunteer activities by employees.

- Volunteer Leave: Up to three years to participate as Japan Overseas Cooperation Volunteers or Senior Overseas Volunteers.
- Special Purpose Leave: Five days per year, and can be accumulated up to 20 days. The leave must be for volunteer or similar activities.

Examples from Domestic (Japanese) Group Companies

Recommendations for Society and Communication with Local Communities

Fujitsu Research Institute (FRI)

FRI, as a corporate citizen seeking a harmonious society, held a conference entitled "Japan's Challenges in the Global Environmental Age – Growth Strategies for a Low-Carbon and Biodiverse Society" on February 17, 2010 in Tokyo. Experts from Japan and other nations presented proposals for industrial policies and corporate activities to start new growth strategies considering both biodiversity and climate change.

FRI also operates the "Volunteer Holiday" portal site that provides information on volunteers and connects urban cities and local villages.

In-House Health Maintenance Activities

Fujitsu Advanced Solutions, Ltd. (FASOL)

In 2004, FASOL started to hire graduates from a school for the blind as health support staff. Since then, they have been helping employees to recover from over-tiredness through massage.

The massage service not only helps staff to recover from the physical stress and strain caused by their

daily work but also relieves mental stress through conversational interaction. This program is well received by FASOL employees and also increases the employment of disabled workers. Other group companies in R&D have also started similar programs.

This program provides a valuable employment opportunity for the visually impaired and is welcomed by schools for the blind.



Two health support employees and the project leader

Examples from Overseas Group Companies

Interaction with and Support for Socially Vulnerable Groups

■ Australia: Fujitsu Australia Ltd. (FAL)

In May 2009, FAL responded to a call from the Ardoch Youth Foundation (a group that supports children and families threatened by homelessness, domestic violence, drug abuse, or other dangers) and 15 employees participating as volunteers took a group of children from the Mahogany Rise Primary School in Melbourne on a trip to the Melbourne Zoo.

Also, in October 2009, 15 FAL employees from the Perth area, visited the St. Bartholomew's House in Perth, Western Australia, along with the United Way West Australia charity organization, and deepened exchanges by preparing a barbecue dinner for 75 people. St. Bartholomew's House provides resting places and accommodation, counseling and guidance to homeless and economically disadvantaged individuals.



FAL employees preparing a barbecue dinner

Cleaning a Seaside Park

■ Hong Kong: Fujitsu Hong Kong Ltd. (FHK)

In October 2009, FHK participated in the Cape D'Aguilar Marine Reserve cleanup sponsored by the Agriculture, Fisheries and Conservation Department, Hong Kong. A total of ten individuals, including employees and family members, took pleasure in cleaning up the beach while increasing their awareness of the importance of environmental protection.



Beach cleanup at the Cape D'Aguilar Marine Reserve

Activities That Support Elementary Pupils and Other Students

■ UK: Fujitsu Services Ltd. (FS)

FS has established an Impact on Society (IOS) group in regional units at each of its major business sites. Each of these groups works independently on their own social contribution activities and volunteer efforts.

In England, FS employees visit elementary schools in the Midlands and Manchester and engage in Give and Gain Days activities in which they help improve the reading and writing abilities of about 80 children between the ages of six and eight with word games.

In FY 2009, FS installed a PlayPump Water System at the Uitschot elementary school in Vermaas (South Africa) which has 500 students. The PlayPump is a pump that pumps water while children play and makes it possible to provide clean water to schools.

This project was implemented jointly between Fujitsu Group companies in England, Germany, and South Africa.



Children playing at a PlayPump

Cooperation with Educational Support Efforts

■ Thailand: Fujitsu Systems Business (Thailand) Ltd. (FSBT)

Many local schools in Thailand lack complete sets of educational materials. FSBT supports educational activities in affected areas and has donated PCs, books, educational materials, and supplies to both the new library at the Baan Tha Marid school in Petchaburi Province and to the Dongpikul school in Suphanburi Province, both in Central Thailand.



Donation of PCs, books, and educational materials to the Baan Tha Marid School.

Citizen Enlightenment Activities in Quebec City, Canada

■ Canada: Fujitsu Canada (DMR)

Jean Provencher, a consultant of DMR, established the Carrefour TerraTerre NPO in May 2007 to instill the ideal of sustainable development in local society.

This NPO aims at reforming people's lifestyles to make them sustainable and encourage social responsibility by holding free lectures, workshops, and movie screenings.

* See page 75 for Fujitsu's Environmental Contributions to Society.