

# For the Environment Environmental Activities



The Fujitsu Group has pursued “operating in harmony with nature” since its founding in 1935. Environmental conservation is one of our highest priorities, and our environmental management is guided by Corporate Values enshrined in the Fujitsu Way, that “in all our actions, we protect the environment and contribute to society.”

As a framework for the consistent practice of environmental activities in all business fields, we formulated the Fujitsu Group Environmental Policy, which clearly sets out our philosophy and guidelines for action. We also drafted the Green Policy 21 environmental concept that serves as the foundation for all environmental activities, as well as Green Policy 20, our medium-term environmental vision with targets to meet by 2020. In addition, we are implementing Green Policy Innovation, an initiative to reduce environmental burden using Green ICT, along with the Fujitsu Group Environmental Protection Program (Stage VI). Through these measures we aim to reduce the burden the Fujitsu Group, its customers and society put on the environment.



• Fujitsu Group Environmental Policy  
<http://www.fujitsu.com/global/about/environment/approach/policy/>

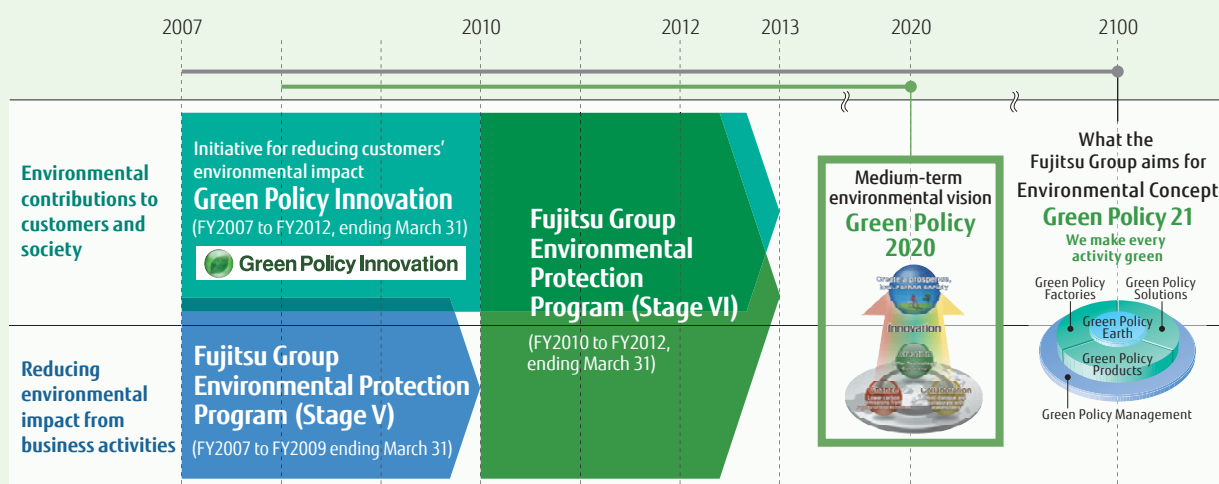
• Environmental Concept “Green Policy 21”  
<http://www.fujitsu.com/global/about/environment/approach/greenpolicy21/>

## As a Global ICT Corporation, We Reduce the Environmental Burden of Our Corporate Activities and Those of Our Customers and Society

The realization of a low-carbon society is one of the central challenges for humanity in the 21st century, as reflected in the goal put forward during a recent G8 Summit to halve emissions of greenhouse gases worldwide by 2050. To achieve this, it will be necessary for society as a whole to find more environmentally friendly ways to work and live. Multifaceted support from ICT is an increasingly important part of these efforts.

As a global ICT corporation, the Fujitsu Group develops advanced environmental technologies, and makes products and services employing these technologies available throughout the world. Through the pursuit of this mission we not only lessen the environmental burden of our own business activities but also help to reduce the environmental burden of our customers and society.

## Fujitsu Group Environmental Activities



### The History of Fujitsu's Environmental Activities

- 1935 Park-style design adopted for new Kawasaki Plant at the suggestion of Fujitsu's founder, Manjiro Yoshimura
- 1938 Kawasaki Plant completed
- 1972 Environmental control sections established at each plant
- 1989 Environmental Committee established
- 1991 Environmental Engineering Center established
- 1992 Fujitsu's Commitment to the Environment formulated
- 1993 Fujitsu Environmental Protection Program (Stage I) formulated
- 1997 All domestic manufacturing sites certified ISO14001 compliant
- 2000 Corporate Environmental Strategy Unit established
- 2002 Fujitsu Group Environmental Policy established
- 2006 ISO14001 globally integrated certification acquired, including overseas Group companies
- 2007 Environmental Burden Reduction Project by Green ICT, Green Policy Innovation, started
- 2008 Green Policy 2020 medium-term environmental vision formulated
- 2009 Biodiversity Action Principles formulated
- 2010 Fujitsu Group Environmental Protection Program (Stage VI) formulated

## Green Policy 2020 Medium-term Environmental Vision for a Prosperous, Low-Carbon Society

We devised Green Policy 2020, a medium-term environmental vision that defines the role and direction of the Fujitsu Group to pursue in the realization of a prosperous, low-carbon society.

The keywords underpinning this corporate vision are "Creation" of innovative and advanced technologies and business solutions; "Collaboration" with customers and business partners; and "Change" within the Fujitsu Group itself. The three goals to achieve by 2020 are:

- 1. Benefit our customers and society:** Reduce CO<sub>2</sub> emissions in Japan by around 30 million tons annually
- 2. Pursue internal reforms:** Enhance overall energy efficiency in all business fields to world-leading levels
- 3. Preserve biodiversity:** Implement all the objectives in the Leadership Declaration of the "Business and Biodiversity Initiative"\*

In addition, Fujitsu has established a total of 20 themes for initiatives to realize these goals, including 13 themes for benefiting customers and society, five themes for internal reforms within Fujitsu and two themes for preserving biodiversity.

### \* The Business and Biodiversity Initiative

was launched by the German government during the 9th Conference of the Parties to the Convention on Biological Diversity (COP 9) in May 2008, calling on private corporations to become involved in conserving biodiversity. Fujitsu has signed the Leadership Declaration.

 Medium-Term Environmental Vision "Green Policy 2020"  
<http://www.fujitsu.com/global/about/environment/approach/greenpolicy2020/>

Working with our customers and business partners, we will promote environmental innovation at Fujitsu and within society as a whole by fusing technologies and expertise, with the goal of realizing a prosperous, low-carbon society.



## Environmental Burden Reduction Project by Green ICT, Green Policy Innovation

Since December 2007, the Fujitsu Group has been promoting the Green Policy Innovation initiative to reduce our customers' environmental burden using green ICT. Under the initiative, we provide customers with solutions and ICT infrastructure that leverage the accumulated technologies and expertise of the Fujitsu Group with the aim of lessening the environmental burden from companies and society in general.

In December 2009, Fujitsu set a global target of cutting CO<sub>2</sub> emissions by more than 15 million tons over a four-year period from fiscal 2009 to fiscal 2012. This target is intended to act as a step toward achieving the Green Policy 2020 vision, and for Fujitsu, as a corporate group with a global business, to make a significant contribution to cutting greenhouse gases worldwide. We plan to share and utilize green ICT solutions in regions around the world, and continually refine the Green Policy Innovation initiative to achieve its targets.



•Environmental Burden Reduction Project by Green ICT  
<http://www.fujitsu.com/global/about/environment/gpi/>

•Press Release: Fujitsu Expands Green IT Initiative Globally  
<http://www.fujitsu.com/global/news/pr/archives/month/2009/20091207-01.html>



## Green Policy Innovation

Reducing customers' and societies' environmental burden by ICT  
 FY2009 to FY2012  
**Aiming to reduce CO<sub>2</sub> emissions worldwide by more than a cumulative 15 million tons**

