

Conservation of Biodiversity

One of the targets we set in our Green Policy 2020 medium-term environmental vision is the 'conservation of biodiversity,' which we are striving to achieve in both our business and social-contribution activities.

Measures for the Conservation of Biodiversity

The problems of climate change and environmental destruction continue to worsen due to the mass consumption of energy and resources and the emission of greenhouse gases. These man-made phenomena place a heavy burden on the earth's ecosystem and have made the conservation of biodiversity a problem that we must urgently address.

In October, 2009, we defined the Fujitsu Group Biodiversity Action Principles to guide our global efforts to tackle the complex problem of biodiversity.

We also created Group guidelines based on these principles and we are now pressing ahead with concrete measures to achieve the targets set in Fujitsu Group Environmental Protection Program (Stage VI), launched at the beginning of fiscal 2010.

Reducing the Environmental Burden Placed on Biodiversity by Business Activities

In the Fujitsu Group, we are trying to reduce the environmental burden that results from our business activities based on an awareness of the consequences our actions have for biodiversity.

We have prepared Group guidelines on biodiversity for all phases of a product's life cycle; namely research, design, development, procurement, production, transportation, marketing, utilization and recovery

The guidelines outline the specific measures we must take for each of these phases and all our employees can refer to them to understand precisely how their work relates to biodiversity and what they need to do to reduce their environmental impact.

In addition, since fiscal 2009 we have added biodiversity to our list of items evaluated in our Suppliers' Performance Review (SPR), while from June 2010 we formulated and distributed our Suppliers' Guidelines for Conserving Biodiversity to further advance and support suppliers' efforts in this area. Through all of these measures, at every stage of our supply chain we are

succeeding in reducing any adverse effects our activities, or those of our suppliers, might have on biodiversity.

Promoting Biodiversity Regeneration and Conservation through Social Contribution Programs

One example of the Group's contribution to conserving biodiversity is our participation in the Yamanashi Enterprise Farm-Building Initiative, promoted by Yamanashi Prefecture. Our employees volunteer to work on a grape farm until after the harvest, the objective being not only for them to enjoy the experience of working on a farm but also to deepen their understanding of how the proper management of agricultural land can contribute to the conservation of biodiversity.

Part of the grape farm of the Yumekyo Grape Farm, Ltd. in Koshu City, was named "Fujitsu GP2020* Wine Farm," and the first activities there started in March 2010. Thirty eight employees participated, cleaning the vineyard and performing the work of training the vines by wiring their branches.



Working on the wine farm

* GP2020

Abbreviation of Green Policy 2020, the Fujitsu Group's medium-term environmental vision

Contributing to the Conservation of Biodiversity through ICT

As just one of our series of efforts to conserve biodiversity through using ICT, since April 2010 our employees have been using their mobile phone cameras to carry out a nationwide survey of dandelion distribution patterns. The participants take photographs of the flowers using their GPS mobile phones and then upload the images to a database. Through mapping the photographs' GPS coordinates, we can understand how local and foreign species of dandelion are distributed throughout the country. This initiative not only demonstrates how the use of ICT can help conserve biodiversity, it also raises awareness among employees of the importance of this issue, and so motivates them to take part in this and similar projects.



A system for collecting biodiversity information

Fujitsu Group Biodiversity Action Principles

October 2009

Recognizing that corporate activities benefit from the riches of the Earth's biodiversity while at the same time impacting it, the Fujitsu Group strives for a sustainable, prosperous global society. At the same time, the company endeavors to harness its technological and creative capabilities as a global ICT company to pursue, together with society, an optimal relationship between nature and humankind.

Fujitsu's Approach

1. Pursuing the Conservation of Biodiversity and the Sustainable Use of Natural Resources in Business Activities

The Fujitsu Group will work to conserve biodiversity and utilize natural resources in a sustainable manner. It will accomplish this by analyzing and evaluating the company's impact on biodiversity at every stage of its business activities, and by working to reduce its impact on biodiversity throughout the entire lifecycle of its products and services.

2. Contributing to Building a Society which Ensures the Conservation of Biodiversity and the Sustainable Use of Natural Resources

The Fujitsu Group will strive to contribute to its customers' and society's initiatives to conserve biodiversity and utilize natural resources in a

sustainable way. It will accomplish this by offering its technologies and the knowledge it has acquired through its own in-house biodiversity initiatives and through its own environmental contributions to society.

Priority Measures

1. Applying ICT to Biodiversity Conservation

The Fujitsu Group will utilize remote sensing, database technologies, analysis and evaluation techniques, and other applicable ICT technologies to conserve biodiversity and promote the sustainable use of natural resources.

2. Contributing to the Promotion of Biodiversity Throughout Society

Recognizing the importance of training a future generation that will work to promote biodiversity conservation and the sustainable use of natural resources throughout society as a whole, the Fujitsu Group will promote a better public understanding of the importance of biodiversity and help to build an IT infrastructure that supports public education.

3. Global Initiatives

The Fujitsu Group will employ a globally integrated environmental management system to increase each employee's awareness of biodiversity, as well as pursue global biodiversity initiatives.