

Environmental Contributions to Society

We vigorously promote activities that make environmental contributions to society and foster mutually beneficial relationships in our communities worldwide.

Our Basic Approach

All employees of the Fujitsu Group recognize the importance of the global environment and, to assure that the next generation inherits a beautiful planet-wide environment, they contribute to their local community through activities based on the following three pillars: regional contributions, nature conservation and environmental education.

Regional Contributions

An important objective for the Fujitsu Group is to help achieve a pleasant living environment for people in local communities. All our offices, stores and plants throughout Japan are taking part in regional-contribution activities such as cleanup and tree-planting schemes.

Coastal Cleanup, Fujitsu FSAS Inc. Kobe branch

Suma Beach is an all-seasons place to relax, not only a symbol of Kobe, it is also the only seaside swimming resort in the entire Hanshin area.

To protect this precious seaside area, the Kobe branch office of Fujitsu FSAS Inc. has been carrying out a beach cleanup program every June and September since June 2006. These are the months immediately before and after the summer swimming season. In fiscal 2009, 46 employees took part.

Nature Conservation

The Fujitsu Group carries out tropical rainforest regeneration and forest conservation programs with the objective of protecting natural abundance and regenerating the natural environment.

An example of the Fujitsu Group's forest conservation work

The Fujitsu Group supports the "Corporate Forest" program being promoted by local governments throughout Japan. As of April 2010, we were engaged in forest conservation activities in nine locations. In March 2009, every company in the Group with locations in Saga Prefecture signed a compact with Saga's Yoshinogari Town to launch the Fujitsu Group Yoshinogari Cherry Tree Forest Campaign. In May 2009, the first wave of activities began and 66 employees and their families helped with weeding and maintaining the forest footpath.

Also, in July 2009, Fujitsu Okayama Systems Engineering Ltd. (FOE) took part in the collaborative forest conservation program that Okayama Prefecture promotes. It "borrowed" a forest from Bizen City in Okayama Prefecture and renamed it Fujitsu Okayama Systems Engineering Bizen Hattoji Forest. In November 2009, 47 employees and their families helped maintain the forest by carrying out tasks such as weeding and tree thinning.

Since 2006, employees from every company in the Group in the Hokushin region of Nagano Prefecture have been carrying out weeding, tree thinning, and other measures in many unspecified areas of forest, with support

from Nagano City. This scheme has been achieving excellent results and in October 2008, as the first Corporate Forest Conservation Program to be certified by Nagano City, we were offered a two-hectare area within the Joshinetsu National Park (Iizuna Highland) to work on. Since 2009, we have been mapping the Hokushin Region Fujitsu Group Forest area using a GPS logger tool. We have also established 30 monitoring sites and have been taking "before-and-after" photographs of our activities to check on how the forest is developing.



FOE Forest

Regenerating Tropical Rainforests in Borneo, Malaysia

Since 2002, we have been working to regenerate the tropical rainforest at the Fujitsu Group Malaysia Eco-Forest Park in Sabah State, with the support of the Sabah State Forestry Development Authority. So far, 536 employees have participated in the program and planted 37,500 dipterocarpaceae (a tree indigenous to tropical rainforests) in a 150-ha area.

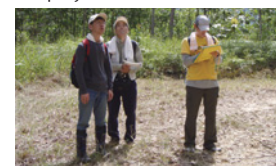
In fiscal 2009, we carried out surveys to check rates of growth at our previous tree-planting sites, planted more seedlings, and conducted a habitat survey of wild birds and animals in the area.

Also, from July 2009 we began to sell a Fujitsu brand soft drink within Group companies, donating part of the sales to a program to regenerate tropical rainforests.

In addition, we launched the Birdies for Green project at the Fujitsu Ladies Golf Tournament, held in October 2009. Through this project, we donate to an eco-forest park carrying out a tree planting and cultivating program. The cost of planting saplings is based on how well the players score. About 1,000 trees were planted in fiscal 2009 thanks to this project.



Tree-growth surveys



Line census method habitat surveys

Environmental Education Activities

The Fujitsu Group visits schools to give lessons, in order to make local adults and children aware of the importance of the environment.

In fiscal 2009, we gave lessons in some 55 locations, including elementary schools, junior high schools and community centers, for around 3,000 people, in which we presented the 'PC 3R' exercise (in which students learn about 3R while dismantling a PC) and the 'My Earth' card game (in which students study global environmental problems). Also, to respond to the demand for more of these lessons, we held an instructor development course in Fiscal 2009 in which a further 18 Fujitsu Group employees learned how to deliver the lessons.

As of April 2010, 45 instructors are providing these environmental lessons at locations throughout Japan.