

Highlights in 2010

A Dialogue with Stakeholders in Which Experts Were Invited to Address Fujitsu's Five Priority Issues

December 16, 2010, Fujitsu published its basic policy on corporate social responsibility, in which communication and collaboration with stakeholders is one of the priority issues.

We took this opportunity to plan the future promotion of various forms of communication with stakeholders, the first of which called on experts in a number of fields to gather and share their opinions on these major issues.

The dialogue began with a presentation by President Yamamoto of his thoughts on how Fujitsu had come up with the basic policy and priority issues for CSR. An additional presentation was made by Etsuro Yamada, President of the Public Relations Unit, giving practical examples of priority issues. Then, after we heard expert opinions on each priority issue, all participants exchanged views. In closing, President Yamamoto expressed his determination to implement management consistent with CSR policy.

Date: Thursday December 16, 2010

Place: Fujitsu Headquarters in Shiodome, Tokyo.

Experts: Junko Edahiro
Masaharu Okada
Keiji Kawahara
Kimiko Horii

Fujitsu: Masami Yamamoto (President and CEO)
Masami Fujita (Corporate Senior Executive Vice President)
Atsuhisa Takahashi
(Then Head of Corporate Environmental Strategy Unit)
Morimasa Ikemoto (President of Fujitsu Way Unit)
Etsuro Yamada (President of Public Relations Unit)
Kimitaka Kato (President, Fujitsu Design Ltd.)



Junko Edahiro

President of e's Inc. President of the NGO - Japan for Sustainability. She translates, writes, lectures on environmental themes, and sends such information overseas. She served as a member of the Council on Global Warming under the Cabinets of Prime Ministers Fukuda and Aso, and is a visiting researcher at the Research into Artifacts Center for Engineering, the University of Tokyo. Her main translations into Japanese include Al Gore's book *An Inconvenient Truth*.



Keiji Kawahara

Executive Director, International Association for Universal Design. President of KIDStudio Corp. Professor of the Nagoya University of Arts and Sciences Graduate School. He has won many awards in international design competitions and has participated in the planning and development of numerous industrial products that utilize the insights of universal design, including the "Touch Me" watch for the visually handicapped.

Providing Opportunities and Security through ICT

- Some of Fujitsu's projects supporting developing nations make wonderful and full use of ICT, for example in offering inexpensive and readily accessible communications services. I would like to see them leading to the solution of social problems in those regions from a long-term perspective, not ending up as field-trials. I would also like to hear from Fujitsu, as a global enterprise based in Japan, a well reasoned opinion on how to solve Japan's own problems such as social disparities and an aging society. (Ms. Edahiro)
- ICT-related services are less subject to restrictive legislation and commercial practices in developing nations, so they are easy to expand. I believe Fujitsu could develop its own CSR activities through social and other businesses by fully utilizing ICT. (Mr. Okada)

Protecting the Global Environment

- Fujitsu is pursuing various environmental initiatives, but things are moving fast world wide, and many other companies are also engaged in similar activities. It is therefore becoming more and more difficult each year to showcase activities that evoke stakeholders' sympathy.



Masaharu Okada

Professor at Kyushu University. Executive Director of the Grameen Creative Lab@Kyushu University. After joining a Japanese communications company he worked in its American and Internet business subsidiaries in Japan, engaging in a wide variety of international business centering around international law. Since 2001 he has been a consultant to venture and entertainment businesses.



Kimiko Horii

Former President and Advisor of the GEWEL NPO. After joining Japan Air Lines and then moving on to a foreign-affiliated battery company, where she served as Executive Secretary for the General Manager in Japan and south Korea, she moved to a foreign-affiliated cosmetics company. There, as National Sales Director, she managed 700 salespeople. In 2003, she founded GEWEL (Global Enhancement of Women's Executive Leadership). With the aim of achieving diversity and inclusion, she is active mainly in consulting to promote diversity within companies, in surveying employee awareness, and lecturing.



This is why the last few years have seen what we might call ecological exhaustion, a spreading sense of stagnation, with the activities of the ecologically concerned becoming habitual and some even disengaging from ecology. As Fujitsu has made protecting the global environment a priority issue, I hope Fujitsu will make this the opportunity to effectively convey the significance and the achievement of your efforts to your stakeholders. (Ms. Edahiro)

Embracing Diversity and Developing Human Resources

- One problem of diversity in Japan is that in many companies, even after they have introduced a new system to promote the active participation of female employees and to improve work-life balance, it often tends to make no headway. I therefore highly value Fujitsu's inclusion of this among its priority issues. To reform corporate culture through the promotion of diversity, a company needs to show acceptance of each individual employee's values. I expect to see Fujitsu's top executives and the management layer addressing this issue in word and deed, and would like Fujitsu, like other visionary companies throughout the world, to give clear messages at international conferences, etc. (Ms. Horii)

Communicating and Collaborating with Stakeholders

- For a company to advance, it must consider its relationships with many people, including its customers, suppliers and employees. Today, enterprises and their various stakeholders are pooling their wisdom in attempts to address societal problems. Naturally, employees are also important stakeholders, and increasing the satisfaction of different categories of employee will contribute to the greater satisfaction of other stakeholders. I am interested to see which social issues Fujitsu will address through dialogues with its stakeholders. (Mr. Kawahara)
- A social business can be seen as a business that values compassion. I would like to see Fujitsu create new businesses that show its stakeholders a distinctively Japanese compassionate DNA, such as the "waste not, want not" recycling society of Edo (now Tokyo) period, and the "three goods" of Japan's Omi merchants (good for the seller, the buyer and society). (Mr. Okada)

The Last Word in Today's Dialogue



Masami Yamamoto
President and CEO

Thank you, every one of you, for the valuable opinions you have expressed today. Japan has traditionally seen virtue in unpublicized good works, and the Fujitsu Group has accordingly not aggressively publicized the CSR aspects of its corporate activities. However, both the Group and the world are becoming increasingly globalized, and we owe it to our stakeholders to provide them with accurate sources of information and explanations of the issues we are addressing as we seek to further increase the centripetal force of the Group. This is the thinking behind the brand promise "Shaping tomorrow with you" that we adopted in 2010. The "you" refers to you and all our other stakeholders. The brand promise represents our commitment to society that Fujitsu will, together with all of our stakeholders, envisage and shape one "new tomorrow" after another. Today's stakeholder dialogue forms a part of this process, and we will continue listening to your opinions and providing you with information in the future as we strengthen our ongoing efforts in ways that are true to Fujitsu.