

# With Global and Local Communities

We engage in a variety of social contribution activities for a prosperous future where people's dreams are fulfilled, and we make proposals and suggestions to governments and industry groups to help solve problems and issues.

## Basic Approach

### Directions for Social Contribution Activities

The Fujitsu Group will create new value and knowledge together with our customers, communities, and people worldwide and contribute to sustainable development for the earth and society to achieve a prosperous future where people's dreams are fulfilled.

Fujitsu engages in social contribution activities together with a wide range of stakeholders and bases those activities on four pillars: ICT for Everyone, Challenges, Community Engagement and Environment.



### Social Contribution Activities in FY 2010 (Fujitsu)

● ICT for Everyone ◆ Challenges ■ Community Engagement ★ Environment (See page 65 for the more articles of Environmental Social contribution.)

#### Promoting Learning & Education and International Exchange

- Fujitsu Kids' Site (Japanese website)
- PC assembly workshops
- Support for Information Ethics education
- ◆ Management of the Japan-America Institute of Management Science (JAIMS)
- ◆ Sponsorship of the Fujitsu Scholarship Program
- ◆ Support for the Mathematical Olympiad Foundation of Japan & the Japanese Committee for the International Olympiad in Informatics

#### Company Sports

- ◆ ■ Track and field
- ◆ ■ American football
- ◆ ■ Women's basketball

#### Cultural & Artistic Activities

- Sponsorship of the Fujitsu Concert Series
- Sponsorship of the Fujitsu Concord Jazz Festival
- Hosting of the 18th Fujitsu Cup Masters Tournament
- Hosting of the 23rd World Go Championship Fujitsu Cup
- Sponsorship of the Fujitsu Ladies Golf Tournament
- Support for the Kawasaki Frontale Professional Soccer Team

#### 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

- Miyazaki Prefecture hoof-and-mouth disease outbreak (May 2010)
- China, Qinghai earthquake (May 2010)
- New Zealand earthquake (March 2011)
- Great East Japan Earthquake (March 2011)

## Activities Related to Public Policy

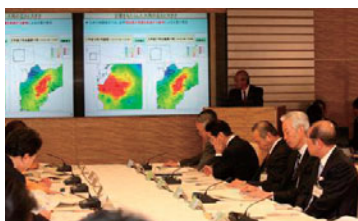
Fujitsu participates in government and industry group councils and committees and promotes activities relating to the investigation of concrete proposals and measures to resolve social issues as well as the creation and revision of legal systems.

In FY 2010, Fujitsu worked with about 1,300 partners such as industry groups, research organizations, and NGOs on activities including the following.

### Studying Ways to Protect the Country Against Natural Disasters

A Fujitsu board member served as the chairperson of a dedicated investigatory committee concerned with countermeasures for large-scale flooding established by the Japanese government's Central Disaster Prevention

Council. Given that large-scale flooding with the potential of severe damage to urban areas now occurs worldwide, this committee completed a report in April 2010



Working with the Central Disaster Prevention Council

following three years and half of study and investigation. This report provides specific estimates of the damage that could be sustained were large-scale flooding to occur in the Tokyo metropolitan area. The report made specific proposals on measures the government should take to ensure timely and appropriate evacuation, and to strengthen emergency preparedness in public agencies, and other issues.

### Studying Regulations Appropriate for the Times

While there are regulations under the legal system whose purpose is to protect the nation's citizens or support smooth and active economic activity, regulations need to be reviewed in light of technological progress and changes in society.

The Japanese government reviews regulations that may have become anachronistic under a subcommittee on regulatory and systematic reform established by the Government Revitalization Unit. Fujitsu executives serve on a working group of this subcommittee. In FY 2010, this subcommittee looked into procedural simplification for wind and solar power generation and establishing rapid charging stations for electric cars, diversifying the system of charges for electric power among other issues, and made recommendations for regulatory reform to achieve a low-carbon society.

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### Activity Examples | ICT for Everyone

#### Japan

##### Fujitsu Kids Event 2010

In cooperation with the Japanese Olympiad in Informatics Committee, we held an event to interest children in technology and foster their dreams in July 2010 at our Kawasaki research and manufacturing facilities. This was the fourth such event to be held, and about 100 children selected by lottery enjoyed learning about computer mechanisms through play and games.

The event had two parts. In the first, entitled "Let's have fun learning about computers!" after trying to sort a variety of data in a group project, the children learned about the mechanism by which multiple computers process data in parallel by walking around a picture painted on the ground. In the second part, "Let's find Fujitsu technology!" the children visited "Fujitsu Technology Hall," where many products such as supercomputers and their applications, self checkout systems, and undersea cables are displayed, and learned how the mechanisms they had studied are used in actual products.



Fujitsu Kids Event 2010

##### Providing "Karada (Body) Life" to Respond to a Variety of Health Needs

Fujitsu has been providing a service that records physiological changes and other data acquired using mobile phone sensors and personal computers on a cloud server to support daily

health management since August 2010.



Additionally, since the end of June 2011, we have operated a patient support service for diabetes, a disease that affects a growing number of actual and potential patients every year. This system aims to use the power of ICT to simplify personal management of daily blood glucose levels and lifestyle so that patients can keep going without wearying effort.



Fujitsu is committed to supporting all kinds of health needs from disease prevention and health improvement to patient support.

##### Websites for Kids to Experience the Joy in Learning

To convey to children respect for intellectual property and the spirit of creating things, Fujitsu FOM Limited, which provides ICT-based education, supports the virtual patent application site "Brainstorm Champion" operated by Yamanote Consulting, Inc.

Also, Fujitsu Learning Media Limited, which provides human resource development services offers an internet browser for kids "Hiragana Navi" to convert Kanji (Chinese characters) into Hiragana or the alphabet, as well as to filter out harmful information. Nifty and Fujitsu also provide enjoyable educational content for children.

#### Overseas

##### The Americas | USA

##### Excellence in Leadership Prize Received for Contributions to Primary Education

In its home base of Richardson, Texas, Fujitsu Network Communications (FNC), which provides communications solutions such as systems for communications carriers in North America, works to contribute to local communities. In addition to making donations to grade schools, these efforts include classes taught at school sites by Fujitsu employees, acting as judges at science fairs and invention fairs, and provision of the Fujitsu Challenge Prize to teachers who integrate creative and innovative use of technology as part of the instruction process.

These activities have been widely praised, and in April 2011, FNC was awarded Richardson Independent School District's excellence in leadership prize, the highest award given to a corporation for contribution to the community.



Speech at the Awards Ceremony

##### Asia | Thailand

##### PC Donation for Education and Sea Conservation Program

Fujitsu System Business Thailand (FSBT), an ICT solution company in Thailand, joined hands with Siam Family Mart, operating a chain of convenience stores in Thailand, in the project initiative entitled 'Youth and Education' in June 2010. In this project, FSBT donated 12 PCs to rural schools for the purpose of supporting education program.



Donating PCs to the "Youth and Education" Project

FSBT also donated 8 sets of PCs for education to Nongmakok Temple in rural temple at Petchburi province in July 2010.

Additionally, FSBT organized Fujitsu Sea Conservation program in February 2011 to celebrate the 20th anniversary for the operation in Thailand. FSBT executives and staff visited a coral plantation area in Chonburi province and donated baby mangrove trees to support the coral plantation project.

Japan

**Supporting a Programming Contest for Technical College Students**

The programming contest is a competition at which technical college students from all over Japan exhibit the results of their studies and compete with their concepts and capabilities in information processing technology. Fujitsu has supported this contest as a special cooperating corporation since the 6th annual event in 1995. In commemoration of the 20th anniversary of the founding of this contest, in 2009 Fujitsu established the Fujitsu Special Prize and presents a Fujitsu personal computer to the winning team as an additional prize.

In November 2010, Fujitsu invited the winning team to its Kawasaki research and manufacturing facilities. In addition to presentation and demonstration by them, we arranged discussions with a variety of Fujitsu employees, including engineers from the technology division. The students were forthcoming with technical question concerning development efforts at the site, project



Technical college 21st Programming Contest

management methods, and other issues.

Fujitsu is committed to encouraging the growth of the young ICT technologists, who will in turn support future society, by supporting this programming contest.

**Supporting Athletes in a Variety of Fields**

The Fujitsu Group supports people who take on challenges in a variety of fields.

Among Fujitsu's employees there are many athletes who compete at the world-class level despite handicaps. For example, Fujitsu employees have participated as Japanese representatives in wheelchair rugby, wheelchair basketball, and downhill chair skiing events. These athletes work seriously at their activities while meeting their responsibilities in both their jobs and their sports.

We also support the annual Oita International Wheelchair Marathon, where some of our employees participate as competitors.

Fujitsu continues to encourage employees taking on challenges by supporting those who work in various fields at the same time as they are participating in American football, track and field, and women's basketball teams.



30th Oita International Wheelchair Marathon

Overseas

**The Americas : USA (Hawaii)**

**Educating Business Leaders at JAIMS (Japan–America Institute of Management Science)**

JAIMS is a non-profit educational institution set up with the full backing of Fujitsu in 1972 to provide postgraduate 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. (A total of 23,000 people from 54 countries have participated.)

Currently, its mission is to contribute to the development of human resources and the formation of a community through knowledge co-creation in the Asia-Pacific region.



JAIMS Students

**WEB** JAIMS  
<http://www.jaims.org/>

**Asia :**

**Providing Opportunities to Study at JAIMS through the Fujitsu Scholarship Program**

In 1985, in celebration of the 50th anniversary of its founding, Fujitsu established the Fujitsu Scholarship Program to foster elite business leaders who will connect Japan with the rest of the world.

Initially, this program started as a scholarship for participants to study Japanese Management at JAIMS. In 1996, we expanded it to include programs other than JAIMS and provided opportunities for businesspersons from the Asia-Pacific region to study, and the cumulative total of recipients has reached about 420 persons as of April 1, 2011.

**WEB** Fujitsu Scholarship  
<http://www.fujitsu.com/global/about/responsibility/community/scholarship/>

**Asia : Vietnam**

**Scholarship Program to 3 Universities in Hanoi**

Fujitsu Vietnam Limited (FVL), an IT company in Vietnam, gives scholarship for 2 excellent students in each of 3 universities, Hanoi University of Technology (HUT), National Economic University and College of Technology every year.

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### Activity Examples | Community Engagement

#### Japan

##### Supporting the Yosakoi Festival with ICT

The Yosakoi Festival in Tosa, Kochi Prefecture, is one of the most popular summer festivals in Japan, with 18 thousand participants (dancers) and two million visitors over four days. Fujitsu Shikoku Systems Limited, which is based in Kochi Prefecture, and some other Fujitsu Group companies support its operation by developing and operating a Performance Management System, the "Dokoiko Service." This system is designed to resolve problems of crowding by visitors and traffic jams getting to the various event stages and areas from the standpoints of both visitors and dancers.

The "Dokoiko Service" provides real time information about crowding at the event stages and dancing spots over the internet. It enables the dancers to see where they can dance at minimum waiting time. Based on the information, they decide their route and apply for the performance so that they can dance at more stages. On the other hand, visitors can check the performance schedule on the website, and get to the stages prior to their favorite dancers' arrival. Thus, the Dokoiko System contributes to



Introducing the Dokoiko Service at the Yosakoi Festival

efficient operation of the Yosakoi Festival.

##### Supporting Career Education with Workplace Experiences and Delivered-to-the-School Classes

The Fujitsu Group offers junior high school students opportunities to learn about society and professional people as a part of their career education through classrooms or vocational experiences.

Fujitsu Design Limited provides mobile-phone design workplace experiences at their Kawasaki research and manufacturing facilities. The Group also participates in a program that delivers classes to students as part of an NPO-sponsored career education program. Thus Fujitsu works proactively in education support activities and continues to support local career education.



A career education program at a junior high school

##### Activities that Contribute to Society by Group Employees

Employees of Fujitsu Group companies participate in everyday social contribution activities, such as collecting used plastic bottle caps, stamps and prepaid cards and donating the proceeds to polio vaccine or seedling planting projects.

At the Fujitsu Shiodome headquarters in December 2010, employees collected and sold secondhand books and DVDs in support of internationally active NGOs. Also in that month, we held a fair trade product sales event at the Fujitsu Solutions Square (in Kamata) at which 5 NGOs exhibited.

#### Overseas

##### Europe | United Kingdom

##### Charity Bicycle Race to Raise Money for British Heart Foundation

Employees of Fujitsu Telecommunication Europe Limited (FTEL), a UK telecommunications' company operating in Europe and the Middle East, held a charity bicycle run to raise money for local emergency equipment for the British Heart Foundation (BHF) in October 2010. Seventy employees and 15 family members joined either a 50 or an 80 km course in Warwickshire, the United Kingdom and enjoyed running through the local countryside and seeing many sights such as William Shakespeare's birthplace. In preparation for the run, many of FTEL employees were training after work and in lunch breaks.

FTEL raised GBP 7,500 (about one million JPY) for BHF by this charity run.



FTEL employees who participated in the charity bicycle run

##### Oceania | Australia

##### Volunteer Activity for Challenged Persons in Vocational Training Facility

In November 2010, 12 employees of Fujitsu Australia and New Zealand Limited (FANZ) provided assistance with packing and assembly works to challenged persons in High Point Industries, a vocational training facility. This activity was organized in cooperation with United Way Melbourne, a volunteer-led NPO.

The purpose of the activity was to help challenged persons exert their abilities through the work. However, it also became a valuable opportunity for FANZ employees to recognize the importance of local communities.



Employees who participated in volunteer work