Introduction

ISSUES of Sustainable Development

Issues Humanity Must Overcome on an Increasingly Crowded Earth and in a Rapidly Expanding Cyber Society

	Issues to Solve	**The Fujitsu Group's Challenge**

Global Environmental Challenges

At around 7 billion, the global population imposes on the Earth an environmental burden that is 1.5 times what is thought to be sustainable. It is expected that this figure will have risen to 2.0 when the global population hits 8.4 billion in 2030. The capacity of our irreplaceable planet is not unlimited.

The Fujitsu Group is committed to using ICT[1] to help solve problems like the need to reduce greenhouse gas emissions for all of society, and protect natural capital.

Food and Energy Demand

Throughout the world, one out of eight people suffers from malnutrition, and one out of nine, from water stress. By 2030, food demand will have risen by 50% (compared to 2008), even as water shortages worsen and production of biofuels rises.
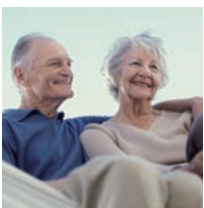
The Fujitsu Group is moving forward with the application of innovative ICT in fields like supply/demand management and agriculture, which have not seen the intense application of ICT to date.

The Social Impacts of Urbanization

Across the world, 28 cities have populations of 10 million or more and around 500 have populations of 1 million or more. With the expectation that 60% of the global population will live in cities by 2030, traffic congestion, atmospheric pollution, energy management, and other problems will only worsen.

The Fujitsu Group, by using ICT to analyze massive amounts of data, will help to solve these linked problems.

Global Population Aging

People 60 or older comprise 30% of the population in Japan, and average 20% in advanced countries and 9% in developing countries. By 2030, figures of 37%, 29%, and 14%, respectively, are expected. Swiftly addressing medical and elderly care, social security, and other problems, therefore, will be critical.

The Fujitsu Group, leveraging know-how developed in Japan, will rise to the challenge of solving these problems on a global basis.

The Digital Divide[2]

The number of Internet users, now at around 2.4 billion, is seen as rising to 6.6 billion by 2030. While many people are benefitting from ICT, there are concerns about the growing disadvantages to those who cannot, due to hurdles like age, handicaps, and economic circumstances.

The Fujitsu Group, in working to create a society where ICT is available for everyone, is moving forward with the construction of ICT platforms and development of access devices.

Cyber Attacks and Cyber Crime

Cyber attacks on key ICT infrastructure are a major threat. As the use of cloud-based services and smart phones continues to rise, cyber crime, which now affects 500 million people and causes over 100 billion dollars in damages annually, will only grow.

The Fujitsu Group, in its aim to help create an ICT society that is safe and secure, will continue to strengthen its cyber security measures.

We are striving to transform society through the Three Powers of ICT

Please refer to pages 15 and beyond for case examples.

*1 ICT: Information and Communication Technology   *2 Digital divide: The gap between people who have ready access to digital information resources and those who do not.

The Power of ICT
for sustainability and beyond

Using the Power of ICT to Solve Sustainability Issues and Creating a Better Society for the Future
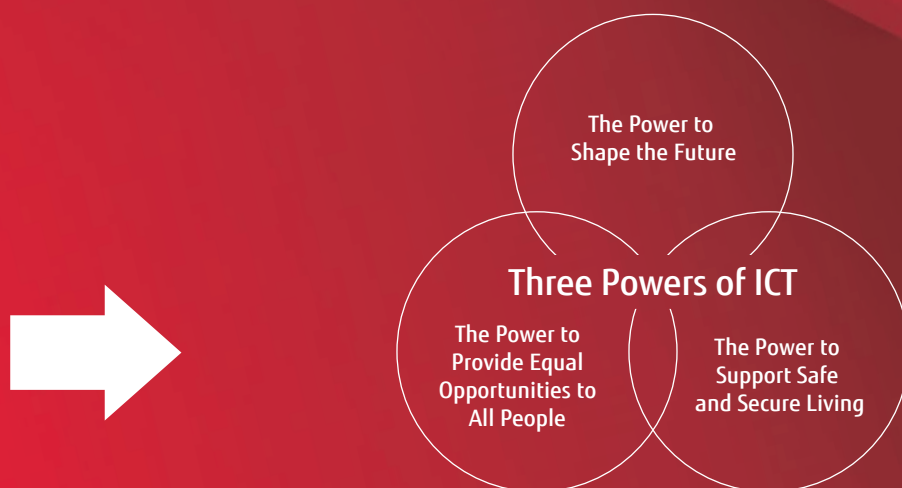
Human Centric Intelligent Society

Imagine a world where people are free to achieve their full potential and instinctively feel secure and in control. A world where knowledge is continually harnessed to drive new value and support sustainable growth.

An Era in which All Manner of Objects and Social Infrastructure are Connected by Networks.

But with instant access to knowledge enabled through smart devices and the cloud, computing is now progressing into a new, human-centric era, where technology connects people, rather than the other way around.

The Fujitsu Group will transform society by producing new knowledge from the real-time analysis of the enormous volumes of data obtained in digital worlds.

"The Power of ICT" will support the activities and actions of people, striving for solving various social issues.
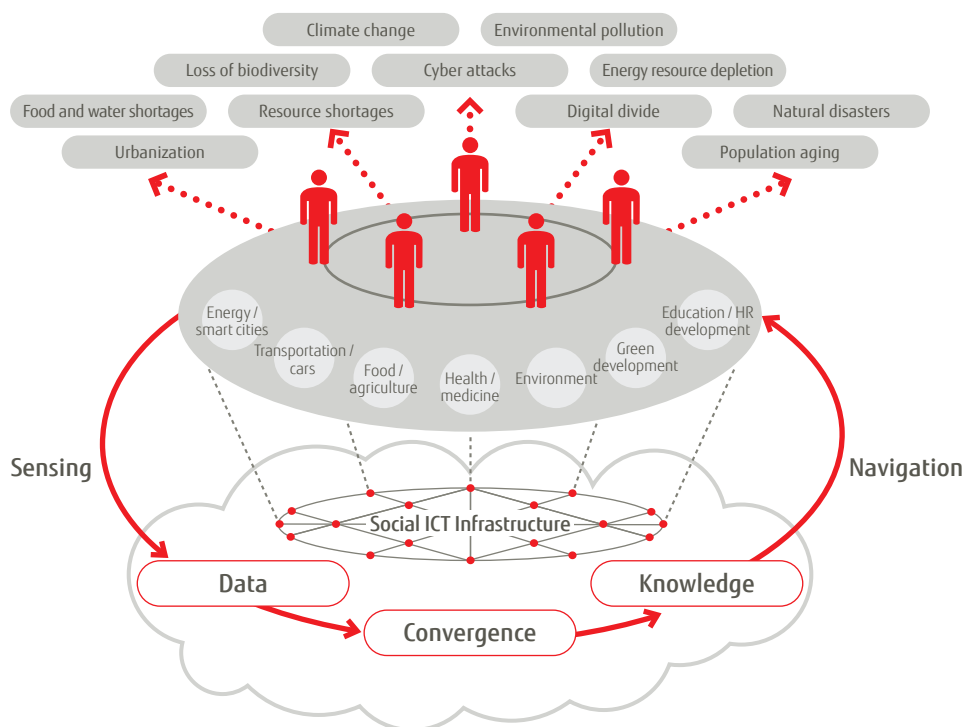
The Power to Shape the Future

Three Powers of ICT

The Power to Provide Equal Opportunities to All People

The Power to Support Safe and Secure Living

The Power to Shape the Future

Solving difficult global challenges and social issues through computing

- Demonstrate world-class technology leadership to step as far as possible into the future
- Expand the provision of solutions designed to address priorities (food, healthcare, education, etc.)
- Achieve our environmental vision — a low-carbon, prosperous society

Framework for Opening a Path to the Future

Interpreting the Activities of People and Society As Data, Solving Issues, and Creating New Intelligence

Data from households, workplaces, and various other places in society; data collected over networks from smart devices and sensors. Data portrays the activities and conditions of people and society in real time. By analyzing these enormous volumes of data with powerful computing resources, new knowledge can be created to support decision-making and enable the solving of social issues. We want to use the power of ICT to get even one step closer to the future — we want to step up to the challenge of solving the world's most vexing problems through innovation. The Fujitsu Group is committed to helping solve environmental, energy, transportation, food, health, medical, and various other social issues by realizing a human centric intelligent society.
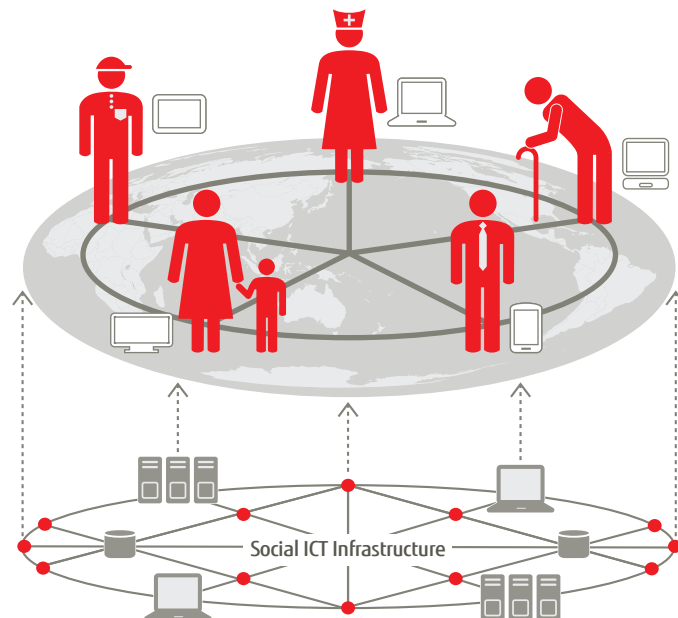
The Power to Provide Equal Opportunities to All People

Develop user-friendly terminals and interfaces, along with frameworks for promoting ICT implementation in developing countries

- Develop terminals and devices targeting rapidly increasing Internet users
- Execute businesses that provide opportunities on a global basis
- Conduct field surveys in developing countries and develop partnerships

Creation of Environments where the Advantages of ICT Can Be Enjoyed

Social ICT Infrastructure

Toward a Society Where All of the World's People Can Easily Use and Apply ICT Toward a Society Where Bonds among People Are Deepened, and Wisdom and Expertise Are Shared

With the spread of the Internet, it is now possible for anyone to easily obtain new information and knowledge. Smart devices provide us with various kinds of information while we shop, work, and go about other aspects of our daily lives. On the other hand, seniors for whom it is difficult to take full advantage of ICT, and people living in developing countries with inadequate infrastructure, are suffering from opportunities lost because of an information gap. We want to use the power of ICT to help connect people and bring opportunity to the world's 7 billion people. The Fujitsu Group is working to create a framework for promoting the spread of ICT, for example, by developing interfaces that are easy to understand and use, and installing telecommunications infrastructure. We see this as working toward the realization of a society where as many people as possible can use ICT to pursue their own potential.
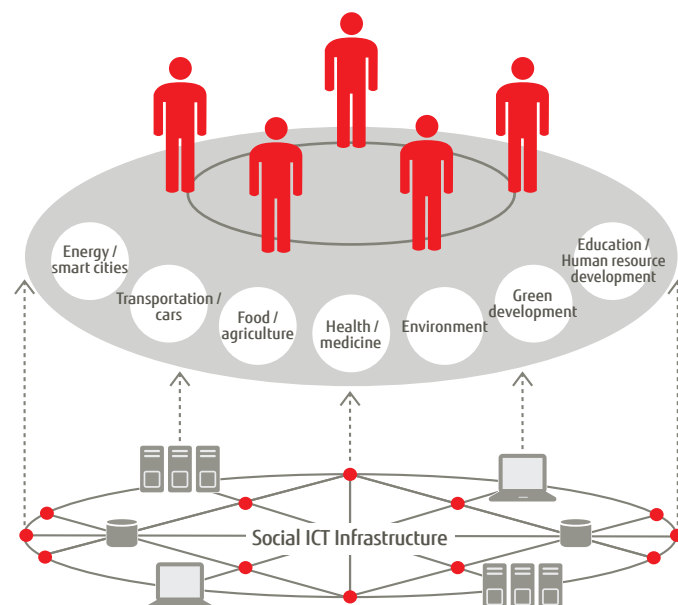
The Power to Support Safe and Secure Living

Ensure stable operation of social ICT infrastructure and cyber security

- Help to build a value-creation platform, eyeing an era when virtually everything is connected to the Internet
- Achieve stable operation of world-class ICT systems
- Develop and strengthen cyber security solutions

Social Infrastructure Supported by ICT

Energy / smart cities

Transportation / cars

Food / agriculture

Health / medicine

Environment

Green development

Education / Human resource development

Social ICT Infrastructure

Social ICT Infrastructure that is Highly Reliable and Robust against Accidents, Disasters, and Cyber Attacks. We Want ICT to be a Power that Protects Peoples' Daily Lives, Industry, Society, and the World

ICT covers every aspect of society and supports our daily lives in areas like energy, transportation, finance, and medicine. ICT systems, however, have gradually become more and more complex, and there have been occasional instances in which accidents, disasters, unanticipated trouble, or other problems have resulted in significant impacts on society. The Internet, too, while greatly improving convenience for society, has shown its dark side in the form of rising cyber crime, cyber attacks on key infrastructure, and other threats to international society. We want to use the power of ICT to promote safety and security in daily life by completely insulating social infrastructure from all threats. The Fujitsu Group will continue to use cloud-based security monitoring, biometric authentication devices, and other cutting-age technology to protect people's daily lives, industry, and society.