

Environmental and Social Contribution Activities

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.

FY 2012 Initiatives

Fujitsu Group business sites throughout the world pursued environmental and social contribution activities, achieving the Fujitsu Environmental Protection Program (Stage VI) goal (1 activity per year in Japan, and 1 activity every three years at overseas sites) at all 434 covered business sites. Results of activities are being shared over the "Act-Local-System" information sharing system, and being used to improve or plan new activities at individual business sites.

Regional Contributions

To maintain local environments and to provide pleasing environments for local residents, we implement regional contribution activities, such as cleanup activities and planting activities at our offices, stores, and plants throughout Japan, as well as at our overseas sites.

We also participate in everyday social contribution activities, such as collecting used plastic bottle caps, stamps and prepaid cards.

Case Study

Cleanup of Kushida Shrine (Kyushu Branch, Hakata-ku, Fukuoka City, Fukuoka Prefecture)

The Kyushu Branch carried out a cleanup of the Kushida Shrine and the surrounding area on December 9, 2012. Employees and their family members, numbering 49 in all, participated.

Kushida Shrine is revered by the people of Hakata as a home for deities who can bestow eternal youth and long life, as well as commercial success. The Hakata Gion Yamakawa festival, which, this year, began early on the morning of July 15, is an exhilarating event that starts at Kushida Shrine.

As they go back to work at the beginning of each new year, local people go to Kushida Shrine and pray for commercial success. To have the shrine ready for the new year and with wishes for the coming new year in mind, a year-end cleanup was organized. This year will be the 10th cleanup, which has now become a winter tradition for the Kyushu Branch.



Cleanup activity at Kushida Shrine



Participating employees and their families

Case Study

Neighborhood Cleanup Activities

(Fujitsu Advanced Solutions Limited, Kanagawa-ku, City of Yokohama, Kanagawa Prefecture)

Fujitsu Advanced Solutions Limited, as a part of its area contribution activities regularly holds cleanup activities for the area around its offices. In FY 2012, it held these activities 13 times with participation by a total of 141 employees.



Cleanup activity



Participating employees

Case Study

Contributing to the Local Area through a Computer Recycling Scheme

(FUJITSU SERVICES HOLDINGS PLC(UK&I), United Kingdom Highlands, Scotland)

FUJITSU SERVICES HOLDINGS PLC(UK&I) pays a refurbishing company £ 300,000 a year to refurbish ICT devices that are no longer being used. It then donates these devices to companies helping to revitalize the local area, children's support groups, and others. This activity prevents the improper disposal of ICT devices and contributes to the local community by providing it with ICT devices.

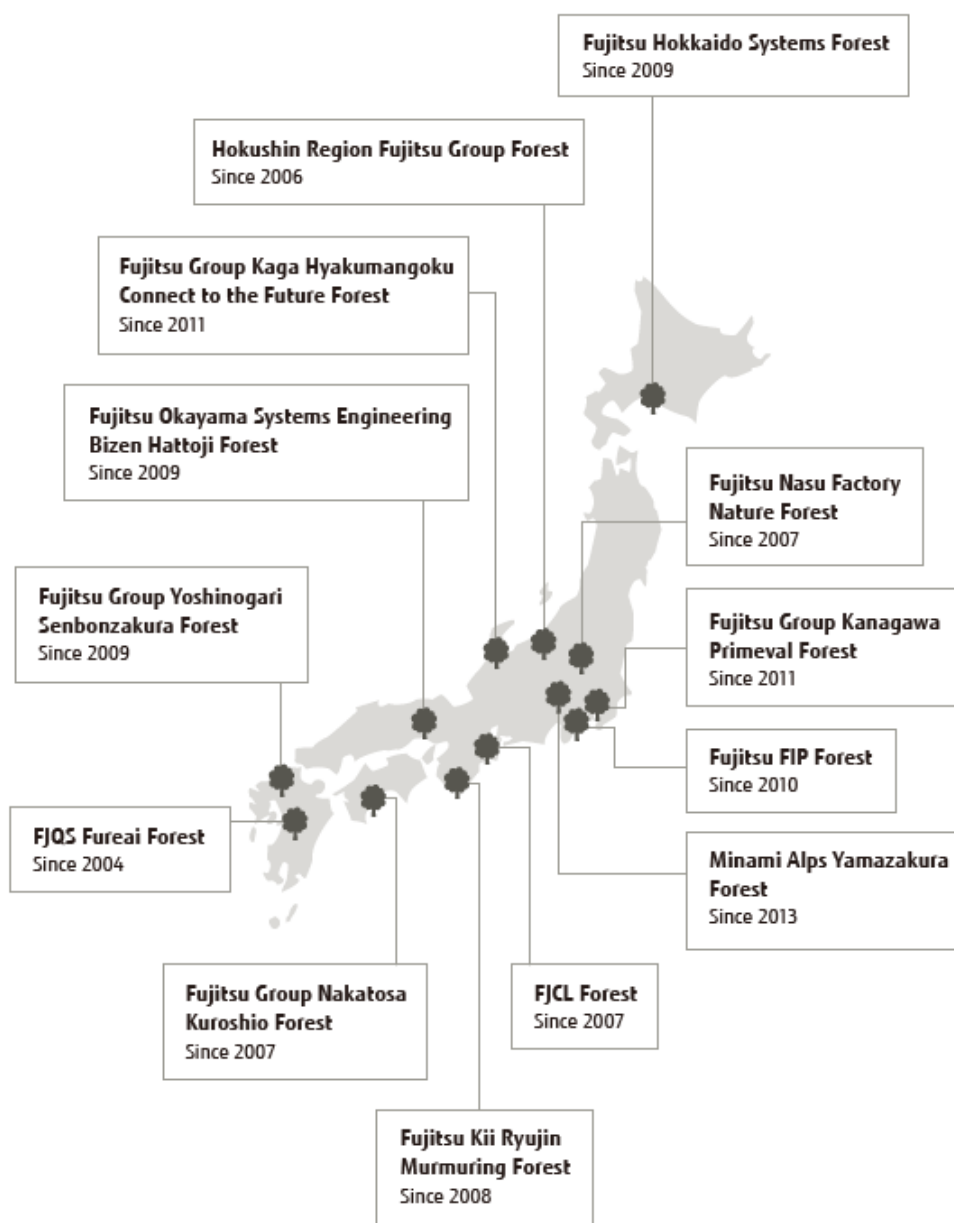
Nature Conservation

The Fujitsu Group is working on forest conservation, urban woodland preservation, seashore cleanup and similar activities to promote the maintenance and recovery of biodiversity and to defend nearby natural environments.

Forest Conservation Activities

The Fujitsu Group carries out forest conservation activities throughout the world. In Japan, 13 locations participate in the "Corporate Forest" program promoted by local governments and implement "Fujitsu Group Forest" conservation activities. The Fujitsu Group also engages in tree planting activities, mainly on business site grounds, that help to conserve biodiversity.

Fujitsu Group Forest



Case Study

Conservation of the Fujitsu Group Kaga Hyakumangoku Connect to the Future Forest

At the Fujitsu Group Kaga Hyakumangoku Connect to the Future Forest, located in the Ishikawa Prefecture Forest Park (Tsubata Town, Ishikawa Prefecture), we conduct forest maintenance activities within unimproved forests and woodlands to deepen understanding of forests and improve the environment in ways that help prevent global warming.

In FY 2012, we trimmed grass in June and August, installed grass and tree cuttings to help prevent erosion in October, and planted 100 kobushi magnolia and mountain maple seedlings in November. A total of 340 people participated in these four activities. Going forward, we will continue to plant trees that will bring color to the mountains in each of the four seasons and create a delightful forest for people who visit.



Planting trees at the Fujitsu Group Kaga Hyakumangoku Connect to the Future Forest

Case Study

Planting Trees in Beijing (BEIJING FUJITSU SYSTEM ENGINEERING CO., LTD.)

As part of its natural environment conservation activities, Beijing Fujitsu System Engineering Co., Ltd. (BFS) conducted tree planting activities in a suburb of Beijing on March 23, 2012. Around one hundred BFS headquarters employees and their families participated, planting a total of 108 seedlings.



BFS employees and family members who participated in tree planting



Tree planting activities

Satoyama Preservation

In Japan today, urban woodlands (or Satoyama) are plagued by a variety of problems, such as abandoned farmland and an increase in invasive species, causing the original Satoyama ecosystem to gradually disappear. The Fujitsu Group undertakes a number of activities aimed at protecting urban woodlands in places like natural parks and greenbelt preservation areas.

Case Study

Participation in Tokyo Greenship Action

Since 2005, Fujitsu has been participating in the Tokyo Greenship Action activities promoted by the Tokyo Metropolitan Government.

In the Kiyose Matsuyama Green Conservation Area, located to the southwest of Kiyose City, 20 Fujitsu group employees and family members came together in November of FY 2012 to repair a wooden fences, and make signs and nest boxes. This conservation area includes mixed woodlands where Japanese red pine is the main species, a young forest of black locust, grassland, and woods with other species, as well. The fundamental goal of Tokyo Greenship Action in this area is to protect to the extent possible the richly biodiverse natural space represented by the lowland forest of Japanese red pine, a species that has become a rarity in urban areas.



Tokyo Greenship Action

Environmental Education and Enlightenment Training Outside the Fujitsu Group

Environmental Education for the Next Generation

In Japan, the Fujitsu Group visits schools to give lessons, in order to make local adults and children aware of the importance of the environment. In FY 2012, we gave lessons at 77 locations, including elementary schools, junior and senior high schools, and community centers, for 4,238 people. Lessons touched on topics such as the "PC 3R" exercise (in which students learn about 3R while dismantling a PC), the My Earth card game (in which students study global environmental problems), and how electricity is produced and ways to measure when it is being wasted. As of April 2013, 79 instructors are conducting lessons in various areas throughout Japan.

Over the seven years since FY 2006, we have conducted 329 lessons for 18,487 people. In addition to the lessons mentioned above, Group companies, plants, and other facilities, have used the special opportunities afforded by their operations to conduct their own lessons on the environment.

On-Site Environmental Classes in FY2012

Class Theme	Classes Given	Participants
PC 3R exercise (learning about 3R while dismantling a PC)	63	3,511
My Earth (card game that teaches about global environmental problems)	7	408
How electricity is produced and how to measure when it is wasted	6	289
Other	1	30
Total	77	4,238



Chouhouji Elementary School, Nagaokakyo City, Kyoto Prefecture (Personal computer recycling)



Ueki Junior High School, Nogata City, Fukuoka Prefecture (Personal computer dismantling)



Hamagawa Elementary School, Shinagawa Ward, Tokyo (My Earth)



Wakamatsu Elementary School, Sagami City, Kanagawa Prefecture (Production of electricity)

Breakdown of On-Site Environmental Classes in FY2012

Date		Requesting Party	Content	Participants
May 8	Tu.	Takaoka Junior High School, City of Kanazawa, Ishikawa Prefecture	Production of electricity	23
May 13	Su.	"Fureai Environmental Exhibit" Numazu Plant Environmental Event	PC dismantling	30
June 5	Tu.	Yokosuka Otsu High School, Kanagawa Prefecture	PC dismantling	16
June 8	Fr.	Minamino Kimita Elementary School, Hachioji City, Tokyo	PC recycling	113
June 15	Fr.	Higashi Azuma Elementary School, Sumida Ward, Tokyo	My earth	69
June 21	Th.	Kohoku High School, Tokyo	PC dismantling	70
June 23	Sa.	Fujitsu Hokuriku Systems Environmental Lecture	PC recycling	10
June 29	Fr.	Hamagawa Elementary School, Shinagawa Ward, Tokyo	My earth	40
July 3	Tu.	Nakano Second Junior High School, Nakano Ward, Tokyo	My earth	94
July 6	Fr.	Ankouji Elementary School, Takatsuki City, Osaka	PC recycling	72
July 11	We.	Tsukuichuo Elementary School, Sagamihara City, Kanagawa Prefecture	PC recycling	23
July 21	Sa.	Junior High School Attached to Minami High School, City of Yokohama Kanagawa Prefecture	PC dismantling	31
July 23	Mo.	Tamon Elementary School, Setagaya Ward, Tokyo	PC recycling	14
July 24	Tu.	Higashi Fukasawa Elementary School, Setagaya Ward, Tokyo	Production of electricity	26
July 25	We.	Consumer Co-Operative Kobe Seikatsu Bunka Center	PC dismantling	32
		Todoroki Elementary School, Setagaya Ward, Tokyo	PC recycling	49
July 26	Th.	Summer Seminar, Takezono Nishi Elementary School, Tsukuba City, Ibaraki Prefecture	PC recycling	24
July 30	Mo.	FSL Mie Plant Employee Family Tour	PC dismantling	35
Aug. 1	We.		PC dismantling	30
July 30	Mo.	Inagi City Silver Jinzai Center	PC recycling	12
July 31	Tu.	General learning event for Kawasaki City elementary schools	PC recycling	43
Aug. 2	Th.	EPOC visiting environmental lecture	PC dismantling	39
		FSL Akiruno TC Family plant tour	PC dismantling	15
Aug. 4	Sa.	Summer Seminar, Tomigaokakita Junior High School, City of Nara	PC dismantling	25
Aug. 6	Mo.	"Bikkuri! Eco 100 Best 2012" Takashimaya Department Store, Kyoto Location	PC dismantling	12
Aug. 10	Fr.	"Bikkuri! Eco 100 Best 2012" Takashimaya Department Store, Shinjuku Location	PC dismantling	20
Aug. 11	Sa.	Recycle Kobo Rokko	PC dismantling	23

Date		Requesting Party	Content	Participants
Aug. 14	Tu.	Fujitsu Kawasaki Plant Employee family tour	PC dismantling	23
Aug. 23	Th.	Kansai University Hokuyo Junior High School	PC dismantling	2
Aug. 24	Fr.	Fujitsu Numazu Plant Summer Vacation Parent-Child Eco Classroom	PC dismantling	46
Aug. 28	Tu.	Children's Club Onojo City, Fukuoka Prefecture	PC recycling	16
Sep. 5	We.	Tokai University Urayasu Senior High School	PC dismantling	40
Sep. 11	Tu.	Ueki Junior High School, City of Nogata, Fukuoka Prefecture	PC dismantling	81
Sep. 15	Sa.	The Children's University of Kawagoe	PC dismantling	77
Sep. 26	We.	Oono Elementary School, Kumamachi Elementary School, Town of Ookuma, Fukushima Prefecture	PC recycling	42
Sep. 29	Sa.	Matsugaya Elementary School, City of Hachioji, Tokyo	PC recycling	40
		Festival 2012 at Fujitsu Nasu Plant	PC dismantling	35
Oct. 11	Th.	Masaki Elementary School, City of Hashima, Gifu Prefecture	PC recycling	175
Oct. 14	Su.	Nibu Elementary School, City of Higashi Kagawa, Kagawa Prefecture	My earth	30
Oct. 16	Tu.	Tado Junior High School, City of Kuwana, Mie Prefecture	PC recycling	51
Oct. 21	Su.	Aizuwakamatsu City Environmental Festival	Others	30
Oct. 23	Tu.	Sonobe High School, Kyoto Prefecture	PC dismantling	75
		Takada Elementary School, Town of Aizumisato, Fukushima Prefecture	PC recycling	73
Oct. 26	Fr.	Sunamachi Elementary School, Koto Ward, Tokyo	Production of electricity	80
Oct. 27	Sa.	Gosho Minami Elementary School, City of Kyoto, Kyoto Prefecture	PC recycling	47
Oct. 31	We.	Ota Sakuradai High School, Tokyo	PC dismantling	57
		Musashino Higashi Elementary School	PC recycling	71
Nov. 6	Tu.	Kodaira City Second Junior High School, Kodaira City, Tokyo	PC dismantling	25
Nov. 10	Sa.	Junior High School Attached to Oizumi High School, Tokyo	PC dismantling	120
Nov. 16	Fr.	Minamino Elementary School, Hachioji City, Tokyo	PC recycling	90
Nov. 20	Tu.	Tsutsujigaoka Elementary School, Inagawa Town, Hyogo Prefecture	PC recycling	131
Nov. 27	Tu.	Nishi Akiru Elementary School, Akiruno City, Tokyo	PC recycling	61
Nov. 29	Th.	Toyono Elementary School, Kasukabe City, Saitama Prefecture	PC recycling	90
Nov. 30	Fr.	Masugata Junior High School, Kawasaki City, Kanagawa Prefecture	Production of electricity	30

Date		Requesting Party	Content	Participants
Dec. 3	Mo.	Atsugi Elementary School, Atsugi City, Kanagawa Prefecture	PC recycling	152
Dec. 6	Th.	Kawakami Elementary School, City of Yokohama, Kanagawa Prefecture	PC recycling	66
		Shinjo Minami High School, Yamagata Prefecture	PC dismantling	22
Dec. 10	Mo.	Jissen Gakuen Junior High School	PC dismantling	59
Dec. 14	Fr.	Takakura Elementary School, Kasugai City, Aichi Prefecture	My earth	122
Dec. 17	Mo.	Toyotama Junior High School, Nerima Ward, Tokyo	PC dismantling	270
Dec. 18	Tu.			
Dec. 18	Tu.	Jonan Elementary School, Aizuwakamatsu City, Fukushima Prefecture	PC recycling	79
Dec. 20	Th.	Miyakami Elementary School, Hachioji City, Tokyo	PC recycling	36
Jan. 8	Tu.	Takasuna Elementary School, Fujisawa City, Kanagawa Prefecture	My earth	35
Jan. 10	Th.	Shincho Elementary School, Kawasaki City, Kanagawa Prefecture	Production of electricity	52
Jan. 16	We.	Kuwabe Elementary School, Kuwana City, Mie Prefecture	PC recycling	41
Jan. 17	Th.	Kume Elementary School, Kuwana City, Mie Prefecture	PC recycling	70
Jan. 19	Sa.	Arakawa Ward Third Junior High School, Arakawa Ward, Tokyo	My earth	18
Jan. 23	We.	Chouhouji Elementary School, Nagaokakyo City, Kyoto Prefecture	PC recycling	25
Jan. 24	Th.	Jujodai Elementary School, Kita Ward, Tokyo	PC recycling	18
Jan. 25	Fr.	Fujinoki Junior High School, City of Yokohama, Kanagawa Prefecture	PC dismantling	18
Jan. 29	Tu.	Yamato Junior High School, City of Yokohama, Kanagawa Prefecture	PC dismantling	52
Feb. 1	Fr.	Kawasaki International Eco-Tech Fair 2013	PC dismantling	49
Feb. 2	Sa.	Fujitsu Kanagawa Branch Tour	PC dismantling	27
Feb. 12	Tu.	Wakamatsu Elementary School, Sagami City, Kanagawa Prefecture	Production of electricity	78
Feb. 14	Th.	Tomioka High School, City of Susono, Shizuoka Prefecture	PC dismantling	129
Feb. 25	Mo.	Hakone Junior High School, Town of Hakone, Kanagawa Prefecture	PC dismantling	76
Feb. 27	We.	Kashiwai Elementary School, City of Ichikawa, Chiba Prefecture	PC recycling	105
Mar. 7	We.	Nagoya Keizai University Takakura High School	PC dismantling	11
Total				4,238

Case Study

Instructor for Toyama Environmental Challenge 10 (Environmental Education Class)

Toyama Fujitsu Limited provided an instructor for the Toyama Environmental Challenge 10 project. Toyama Prefecture and the Toyama Environmental Foundation have been carrying out since FY 2004 as part of their efforts to educate the prefecture's citizens on the topic of preventing global warming.

Toyama Environmental Challenge 10 is an initiative in which Toyama Prefecture's 10-year olds (4th graders) learn about the problem of global warming, decide on a goal, work with their families to achieve that goal, and then evaluate their results. In a school class, a Toyama Fujitsu employee explained to students the basics of global warming prevention and what individual households can do about it. In FY 2012, three lessons were held - on June 23 and 27, and October 31 - for two classes of approximately 35 students.

TOPICS

"Birdie for Green" Tree Planting Activity in Miyagi Prefecture

The Fujitsu Ladies women's pro golf tour sponsored by Fujitsu is working to revitalize forests and conserve biodiversity through the "Birdie for Green^{*1}" program.

Based on the 2011 "Birdie for Green" program, a tree planting activity was held at a prefectural forest in Taiwa, a town in Kurokawa-gun, Miyagi Prefecture in June 2012. Part of the motivation for this activity was to support efforts to recover from the Great East Japan Earthquake. Fujitsu Group employees in the Tohoku Region, however, wanted to go beyond contributing money; they wanted to take some kind of concrete action. Seventy-four employees and their families, therefore, worked up a sweat earnestly planting trees. For the participants, the activity became a concrete experience of the idea that steadily doing what one can does help to support recovery and conserve the global environment.



Tree planting activity participants

^{*1} Birdie for Green:

One of the environmental conservation initiatives of the Fujitsu Ladies pro golf tour, the Birdie for Green program contributes to forest revitalization and biodiversity conservation by converting golfers' scores into numbers of seedlings and donating funds to purchase them.

Fujitsu Environmental Action Plan (Stage VII) Objectives

Based on results achieved to date, the Fujitsu Group will strive to work with society and undertake activities as a good corporate citizen.

In working with society, we will provide financial, technical, human resource, and other support for initiatives that address biodiversity and other social and environmental challenges. In pursuing this objective, we will support the initiatives of a diverse array of actors, including NPOs / NGOs, educational institutions, local governments, and citizens' organizations. Support means, for example, technical support for biosurveys needed by a local government to formulate and implement a local biodiversity strategy; financial support, or monitoring system or other technological support, to help an NPO protect rare species or implement global warming projects; and human resource support for the social contribution programs of an international institution. Working to fulfill this objective, we will expand our support for the activities of a diverse array of stakeholders.

As for the objective of undertaking activities as a good corporate citizen, we will support the social activities our employees volunteer their time for with other elements of society. The focus will be social contribution activities employees implement themselves, which could include forest and woodland conservation activities; tropical rainforest revitalization activities; coastal, river, or area cleanup activities; the holding of classes or other types of educational support; sponsorship of charity events, or disaster relief. Achieving this objective will have the effect of expanding the contribution activities undertaken by employees.

These objectives were determined from the perspective of sustainability. Activities will be promoted globally to solve not only environmental issues but social problems defined broadly.