

Approach to Social Contribution Activities

The Fujitsu Group will create new value and knowledge together with our customers, communities, and people worldwide through ICT, 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, Support for Challenges, Community Engagement and Environment.

In order to energize our social contribution activities and share best practices, we are building and have made viewable a record of our activities on our internal system. We have also put in place an internal evaluation system for social contribution activities conducted using this database and are working towards implementation in FY 2013.



Volunteer Activity Support System

Fujitsu has established the following programs for supporting volunteer activities undertaken by employees.

- System of leave of absence for participation in Japan Overseas Cooperation Volunteers or Senior Overseas Volunteer: up to three years
- Accumulated leave: Five days paid leave per year, can be accumulated up to twenty days (to be used for specified purposes including volunteer work)

Promoting Learning & Education, and Cultural and Sponsorship Activities

Fujitsu-JAIMS Foundation



The Fujitsu-JAIMS Foundation originated from JAIMS, a nonprofit educational institution founded by Fujitsu in 1972. With the goal of fostering mutual understanding between Japan and the US and cultivating human resources in the Asia-Pacific region, the campus was established in Hawaii, where Eastern and Western cultures meld with one another. JAIMS has more than 23,000 graduates from 55 different countries and received the Foreign Minister's Commendation in 2006. It has become highly regarded for its efforts to promote international exchange.



JAIMS students

To expand these efforts into Asia, which has come to play an important role in global business in recent years, the Fujitsu-JAIMS Foundation was established in Japan in July 2012.

In April 2013, JAIMS moved its headquarters functions from Hawaii to the Fujitsu-JAIMS Foundation. With a mission to contribute to the development of the human resources and the formation of a community through knowledge co-creation in the Asia-Pacific region, the Foundation aims to develop business leaders capable of exercising their skills in the global business community.

One of the main programs offered by the Fujitsu-JAIMS Foundation is Global Leaders for Innovation and Knowledge (GLIK), an international management program developed based on the vision of Dr. Ikujiro Nonaka (Professor Emeritus of Hitotsubashi University), the global authority in knowledge creation theory. The goal of the program is to "nurture innovative leaders (leaders with practical wisdom) by arming them with a global perspective and local knowledge, giving them insights on how to capture the essence of situations at hand, exercise good judgment, and take action within the changing context." The participants study for 3.5 months in the Asia-Pacific region (Japan, Hawaii, Thailand, and Singapore) to nurture innovative leadership capabilities. They also round out their ability to work together with people from diverse cultural backgrounds, developing a global perspective and sensitivity to different cultures as they study with participants from Asia, and communicate with instructors who are preeminent authorities in their respective fields and with experts in each country. In addition, there are various other programs available, including a short-term business skill improvement course, where students study in Hawaii for a week.

Since the founding of JAIMS, Fujitsu has contributed working capital and set up an organization within the company to support JAIMS' activities alongside efforts such as advertising for the organization in Japan, offering advisory support for students studying abroad, and accepting foreign interns as part of its comprehensive support lineup. With the founding of the Fujitsu-JAIMS Foundation in Japan, Fujitsu unified itself with the foundation by incorporating its own practical wisdom, ICT, and expertise into JAIMS' activities. Fujitsu has thus been pushing forward with its social contribution activities, furthering promotion in academic and educational fields as well as international exchange.

- [Fujitsu-JAIMS Foundation](#)

Fujitsu Scholarship Program



Fujitsu established the Fujitsu Scholarship Program in 1985 to commemorate the 50th anniversary of its founding. The aim was to foster business leaders who, through their deep understanding of Japan's culture, society, and business methods will connect Japan with the rest of the world. 450 people have received scholarships as of April 1, 2013.

Although this program was started to provide scholarships for studying Japanese-style business management, it now also provides opportunities to participate in the Fujitsu-JAITS Foundation's GLIK program for business people in 18 countries and areas in the Asia-Pacific region.



Fujitsu Scholarship recipients

Every year, we receive many applications for Fujitsu scholarships. Scholarship recipients are selected based on criteria that include English language skills, academic record, and work experience, as well as a desire to make a contribution to their home country. Through efforts that include joint-recruiting programs, we work with Fujitsu Group companies doing business in the Asia-Pacific region to provide scholarships to people considering helping their country or community, and contribute to society by providing education rooted in local communities worldwide, aimed at developing business leaders and promoting cultural exchange and mutual understanding.

- [Fujitsu Scholarship](#)

Support for Mathematical Olympiad and Olympiad in Informatics



Fujitsu supports the Mathematical Olympiad Foundation of Japan and the Japanese Committee for the International Olympiad in Informatics (the latter being a non-profit organization) to help discover and foster valuable human resources who will play leading roles in the future development of society.

The Mathematical Olympiad Foundation of Japan was established in 1991 in order to discover gifted mathematicians for selection and entry as national representatives in the International Mathematical Olympiad (IMO) and to further develop their skills. The foundation is also committed to helping improve and promote education in mathematics from an international perspective. Fujitsu provided the basic funds for the establishment of the Foundation along with two other companies and one individual. It provides additional support including offering supplementary prizes to the top performers at the Japan Junior Mathematical Olympiad (JJMO) and the Japan Mathematical Olympiad (MMO), the latter from which national representatives for the IMO are selected.



23rd Japan Informatics Olympiad Award Ceremony

The Japanese Committee for the International Olympiad in Informatics was established in 2005 to train human resources in support of Japan's mathematics and information science sector. It provides support for participants of the International Olympiad in Informatics (IOI), a programming contest for junior and senior high school students.

As a supporting member, Fujitsu provides assistance in the committee's operation, and presents supplementary prizes to the top performers at the Japanese Olympiad in Informatics, from which national representatives for the IOI are selected.

Supporting a Programming Contest for Technical College Students



The programming contest is a competition for technical college students from all over Japan. Drawing on the knowledge they have acquired in their studies, participants compete with one another using their resourcefulness and skills in information processing technology.

Fujitsu has supported this contest as a special corporate sponsor since the 6th annual event in 1995. In 2009, in commemoration of the 20th anniversary of the founding of this contest, Fujitsu established the Fujitsu Special Prize, and has been presenting personal computers to members of the winning team as an additional prize ever since.

Since the 21st contest, Fujitsu has invited the winning team to its Kawasaki Plant. In addition to presentations and demonstrations by the students, we arrange discussions with a variety of Fujitsu employees, including engineers from the technology division.

These visits are beneficial to both Fujitsu employees and the students. Our employees are impressed by the unrestrained and flexible ideas of the students, while visiting the facilities provides an excellent opportunity for the students to observe the cutting edge of software development and project management methods.

In FY 2012, this contest was held in Omuta City in Fukuoka Prefecture, and will be held in Asahikawa City in Hokkaido in FY 2013. The contest demonstrates Fujitsu's commitment to encouraging the growth of the young ICT technologists, who will in turn support future society.



Tokyo National College of Technology students who won the Fujitsu Special Prize at the Technical College 23rd Programming Contest

Fujitsu Kids Project: shaping tomorrow with children



In 2007, at a time when Japanese society was becoming increasingly concerned about children's lack of interest in math and science, the Fujitsu Group launched the Fujitsu Kids Project, targeting 5th and 6th grade elementary school students. Based on the idea that one of a company's missions is to foster the next generation of human resources, the project seeks to convey to today's young people the joy of creating products and the wonder of technology.

To expand the project so that it covers the whole of Japan and reaches out into the future, the Group promotes the project primarily through its own website. This dedicated website, named "Fujitsu Kids: shaping tomorrow with children," is designed to make learning fun for children. Its wide variety of contents include answering questions such as "What is a supercomputer?" as a means of communicating information on the latest technology and the joy of making things to children in a way that is easy to understand. Other website content that is linked to the school curriculum includes information on environmental conservation activities, universal design, and how a computer works.



In addition to providing information via the website, the Fujitsu Kids Project holds events where children take part in activities that give them firsthand experience of the joys of science and technology.

In the summer of 2012, we held the Fujitsu Kids Event 2012 at our Kawasaki Plant in cooperation with the Japanese Committee for the Olympiad in Informatics. The aim of the event was to stimulate interest in technology and to nurture participants' dreams for the future. The fifth such event, it was attended by around 100 children who were selected at random from a large pool of applicants. Participants enjoyed learning how a computer works through games and other fun activities.

The children also had a chance to see how computers of the past worked and listen to stories from supercomputer engineers. Finally, the children expressed how they see tomorrow through pictures and words.



Group photo from Fujitsu Kids Event 2012

October 2012 also saw the hosting of a special event together with the Japanese Committee for the IOI at the Fujitsu booth at CEATEC JAPAN, held at Makuhari Messe. The nearly 100 participants, mostly elementary and middle school students, learned about how computers work through magic tricks. Many children gave their impressions of the event, saying things like "the magic tricks were cool," "the relationship between communications devices and numbers is interesting," and "it really taught me a lot about how computers and barcodes work."

Fujitsu will continue to conduct these and other activities in its efforts to familiarize children with computers.



At the CEATEC JAPAN event

Awards We Have Received

- Good Design Award 2008
With the aim of bringing content creation methods for children into wider use and expanding universal design for children, we have published the Fujitsu Kids Content Creation Handbook that encapsulates the expertise we acquired through creating the Fujitsu Kids Website. In December 2007 we put this handbook online on our "Fujitsu Kids: shaping tomorrow with children " website, and it is now used by many looking to create quality content.
- "2007 Goo Environment Awards" in the Kids Division (sponsored by NTT Resonant Inc.)
- Supreme Award in the Website Division of the "6th Consumer Education Materials Awards" (sponsored by the National Institute on Consumer Education)
Awarded in recognition of initiatives that convey the fun of making things and the greatness of technology.
- Grand Prize in the "Gadget, Animation & Technical Innovation Division" in the Second Corporate Website Grand Prix
Awarded for the uniqueness of the characters and preparations for the "Yumekata Lab" as part of our "Fujitsu Kids: shaping tomorrow with children " website for children.

Cultural and Sponsorship Activities



Japan Science & Engineering Challenge

Fujitsu is a special sponsor of the Japan Science & Engineering Challenge (JSEC), a research competition open to senior high school students and technical college students from throughout the country. As the competition aims to develop young people who contribute to the nation through science and technology, Fujitsu endorses it and provides its support as an ICT company.



The annual challenge, which is supported by the Cabinet Office and MEXT, is highly regarded among industry circles. The winner of the Japan Challenge takes part in the International Science and Engineering Fair, the biggest event of its kind in the world, held each May in the United States. Some 1,500 students from more than 50 countries take part in the fair. Among the 208 research projects submitted at the 10th tournament, held in school year 2012, 30 projects (from 12 individuals and 18 teams) made it to the final review in December 2012.

Fujitsu Concert Series

Since 1987, Fujitsu has sponsored the annual Fujitsu Concert Series, which invites the world's top conductors and orchestras to perform in Japan. Together, these foreign musicians and stunning soloists captivate the hearts of the Japanese audience. The Fujitsu Concert Series is held in line with our policy of providing ongoing sponsorship for popular first-rate orchestras from overseas. In FY 2012, seven performances were staged around the country by the Mariinsky Theater Orchestra, which is led by Valery Gergiev, one of the leading conductors of our time.



Fujitsu Presents Special Concert NHK Symphony Orchestra: Beethoven's Ninth Symphony

Fujitsu is a special sponsor of concerts performed by the NHK Symphony Orchestra, centered on Beethoven's Ninth Symphony. This concert has become an annual tradition that is held at the end of the year in Tokyo's Suntory Hall. For FY 2012, conductor Roger Norrington led a performance on December 27, 2012.



The Fujitsu Cup Masters Tournament

Since 1993, Fujitsu has been sponsoring the Fujitsu Cup Masters Tournament, a Japanese chess (shogi) tournament for players 40 years of age and over, and the only senior-level shogi competition of its kind. The players selected to play in the tournament include previous titleholders through to older players who still play competitive chess. They compete with one another in the knockout-style tournament to become champion. All matches are streamed live on the Internet. The championship match is held at the Asahi Yurakucho Hall, in front of an audience. The 20th iteration of the tournament saw matches played from April to September, 2012, with Yoshiharu Habu winning for the second year in a row.



Contributing to Society through Sports

The Fujitsu Group promotes sports as a building block of a sound society. Company sports encompass the track and field team, the Frontiers American football team, and the RedWave women's basketball team. These organizations strive daily to improve their skills, embodying Fujitsu's proactive spirit.

Track and Field Team



Established in 1990 with the slogan "fostering athletes that can compete globally," the Fujitsu Track and Field Team has been a leader in Japanese track and field ever since, awarded the Best Team Prize for the Top Athlete Support Award at the JOC Sports Awards in 2008. The team has produced Japanese representatives for six straight Olympics—from the 1992 games in Barcelona to the 2012 games in London. The top athletes who belong to the team actively participate in track and field clinics throughout Japan, helping to raise the level of track and field in Japan as well as fostering sports development in general.

In FY 2012, eight Japanese athletes participated in short- and medium-distance and walking races in the London Olympics. With further achievements that include participating for 23 consecutive years in the New Year Ekiden, held every year on January 1, the team is a leading presence in the world of Japanese track and field.



Challenges



Community Engagement



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Frontiers American Football Team



Established in 1985, Fujitsu's American football team named itself the "Frontiers" in recognition of its pledge to be a pioneer in the field of American football in Japan under the slogan "to be the best in Japan's amateur league, and at work."

The team won its first victory in 2003 in the Pearl Bowl, a tournament for the 12 East Division teams of the Shakaijin (working adults) league known as X-League, and has won again since then. It was also a runner-up in 2007 at the Japan X Bowl, the X-League championship game to decide the best Shakaijin team in Japan. With showings in the 2009 and 2011 Bowls as well, the team has established itself as an undisputed powerhouse.

Moreover, the Frontiers have been recognized as a Hometown Sports Partner by Kawasaki City where they are based, for community contributions. Since FY 2010, the team has been teaching in school physical education classes in Kawasaki City and engaging in other activities, as well, to popularize flag football, which is safe and easy to play.



Challenges



Community Engagement



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RedWave Women's Basketball Team



Following its establishment in 1985, Fujitsu named its women's basketball team "RedWave" with the goal of becoming like a red wave that poses a threat to even the most formidable of opponents. The team took its first victory at the 72nd All Japan Basketball Tournament (Empress Cup) in 2006, holding on to the top spot for the three straight years through 2008. RedWave fulfilled a long-held ambition in FY 2007 when it won its first Women's Japan Basketball League (W League) title (2007-2008 (ninth) season). The team has made it to the playoffs for eight consecutive years since 2005, and is now a highly-competitive force in the W League. The team came in third in the league in FY 2012.

As part of Fujitsu's social contribution activities and to encourage sports in the local community while building up the foundation of Japan's basketball world, the team has been recognized as a Hometown Sports Partner by Kawasaki City where the team is based, and it provides coaching in basketball workshops it conducts for elementary school students in Kawasaki City during PE classes. The team has conducted these workshops every year since 2004, with 10 workshops conducted in FY 2012.



Photo courtesy of NANO Association

Support for Kawasaki Frontale

A Japan Professional Football League (J-League) member since 1999, the Kawasaki Frontale soccer team's hometown is the city of Kawasaki. The team works to further the development of professional soccer, young local athletes, and sports culture.

The team set up the "Mind-1 Nippon" project soon after the Great East Japan Earthquake in 2011, and has been continuously engaged in supporting mid- to long-term recovery efforts in the affected areas.



© KAWASAKI FRONTALE

Sponsorship Activities



Fujitsu Ladies Golf Tournament

We have sponsored the Fujitsu Ladies Golf Tournament for professionals and amateurs since its inception in 1980. Held every October since 1983, it is among the more well-established LPGA tour tournaments in Japan. The 30th Fujitsu Ladies Golf Tournament, held October 12-14, 2012, attracted participation from 96 players.



Izumo All Japan University Ekiden (Road Relay)

Since 1989, 21 teams have battled it out each year in the Izumo All Japan University Ekiden, one of the big three collegiate road relay races in Japan. By supporting this competition, Fujitsu is helping to promote university students' sports activities. FY 2012's event was held on October 8, 2012, and Aoyama Gakuin University came in first.



International Support and Disaster-relief Activities



Supporting Tropical Rainforest Restoration Activities through Beverage Sales

As part of the Fujitsu Group's social contribution and environmental activities, Fujitsu sells its own private brand beverages to employees, a portion of the proceeds of which are directed to tropical rainforest restoration activities underway at the Fujitsu Group Malaysia Eco Forest Park. As of the end of FY 2012, a total of around 1.54 million beverages had been sold since the start of this initiative in 2009, which in turn has helped to raise awareness of social and environmental contribution activities among individual employees.

Activities that Contribute to Society by Group Employees

Employees of Fujitsu Group companies voluntarily 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.

As one example of this, in December 2012, employee volunteers from Fujitsu's headquarters in the Shiodome City Center collected and resold books and DVDs as one effort to support the Shapla Neer (Citizen's Committee in Japan for Overseas Support), an international NGO doing volunteer work throughout South Asia. We plan to extend these activities to Group companies throughout Japan as we provide ongoing support.

Example Activities in Japan and Overseas

The following are examples of Fujitsu Group company activities worldwide.

Examples of Social Contribution Activities in Japan

Computer Training Sessions at Temporary Housing in Area Affected by the Great East Japan Earthquake NIFTY Corporation



ICT for Everyone



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Community Engagement

NIFTY has created a place where the Internet can be accessed at any time at an assembly hall inside temporary housing in Yamamotocho in Miyagi Prefecture. The company has also given its support to the Yamamoto ICT Community College plan and conducted computer training sessions in conjunction with the Society of Socio-Informatics. Session participants were able to, for example, access information about reconstruction plans, learn how to make greetings cards, and use social networking services to disseminate information. Local middle school students acted as instructor assistants in an effort to create a truly multigenerational exchange opportunity.

The Fujitsu Group continues to help revitalize local communities by enabling people living in temporary housing and other places of refuge to use ICT to keep in touch with friends and family in faraway places.



Computer training session held with support from local middle school students

Helping to Promote Tourism Using Open Data between Public and Private Organizations Fujitsu Systems East Limited



ICT for Everyone



Community Engagement

Recent years have seen more people traveling on their own, which has led to a greater demand for information about how to better enjoy a region and the little-known attractions it may hold, rather than just the most famous spots.

Fujitsu Systems East Limited has formed a non-commercial public/private partnership agreement with Aomori Prefecture. One aspect of the partnership involves tourism information held by public institutions being put on Fujitsu's "Tourism Cloud" as open data and being made available on Aomori Prefecture's tourism site for those looking for tour route information. As of May 2013, data has been provided to 30 tourism sites in the Prefecture as Fujitsu continues to help travelers plan their trips and to help the local communities disseminate tourism information.

Going forward, the Fujitsu Group will be further developing tourism through public/private partnership as we make the most of open data.



Tour route information service for Aomori Prefecture

Helping Resolve Issues in Communities with Participation from Local Citizens Fujitsu Limited



ICT for Everyone



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Community Engagement

Nagoya City aims to resolve local issues by improving its citizens' ability to utilize ICT and the consequent furthering of civic participation.

Fujitsu has recently taken part in the Citizen Journalist Development Project led by Nagoya City. As part of the project, Fujitsu held a Citizen Journalist Development Course where participants learned about information gathering and dissemination methods using ICT.

The advance of social networks has resulted in a dramatic rise in people's ability to gather and disseminate information, and innovation coming out of working and creating together using networks is creating new opportunities in a variety of aspects in daily life. Using ICT, Fujitsu will continue to help resolve local issues and advance peoples' skills.



Citizen Journalist Development Course

Bolstering Support for NGOs by Building the "Fundraising Management System to Support NGOs" Fujitsu Systems East Limited

The Japan NGO Center for International Cooperation (JANIC), which tackles issues involving poverty around the world, was looking to expand its operations by automating various kinds of office work conventionally done manually.

To this end, Fujitsu Systems East Limited built the "Fundraising Management System to Support NGOs" for JANIC, increasing work productivity by automating calculations and the distribution of notices and contributing to an increase in the number of JANIC's supporters.

The Fujitsu Group will continue to provide support in enhancing social contribution activities by strengthening NPOs' and NGOs' operational basis through ICT.



ICT for Everyone



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JANIC staff

Examples of Social Contribution Activities Overseas

Manpower and Technology Support in Thailand Flood Recovery Efforts

Fujitsu Limited



The floods that occurred throughout Thailand in October 2011 did some 3.5 trillion yen of damage. Even in March 2012, six months after the disaster, factories were only back to 70% operational capacity. It was a major blow to life in the country and to business supply chains.

Confronting the crisis head-on, Fujitsu dispatched 14 people from Japan who had helped with recovery efforts for the Great East Japan Earthquake to reinforce 50 local field engineers already at work. We helped with maintenance and recovery at 294 companies through efforts that included providing data centers and servers free of charge to affected companies and managing the recovery status of customers' systems using cloud computing.

In the future, Fujitsu will continue to leverage the power of ICT to help get affected areas back on their feet.



Thailand during the floods

Charity Partnership with a Homeless Support Organization

The UK: Fujitsu UK and Ireland



The current economic climate is increasingly forcing people to seek support and advice losing their homes. In the UK, with a 25% increase in the number of people without a stable residence over the past three years, this is truly a critical time for the housing charity.

Fujitsu has undertaken a two year partnership with the UK's leading housing and homelessness charity, Shelter. Fujitsu's support will allow Shelter to better achieve its ambitious three-year strategy, which aims to help more people in need than ever before. Fujitsu's core expertise in ICT enable us to make the partnership about more than just money, and a key objective in our joint strategy is focused on our ability to help increase the capacity of Shelter's website and helpline, as well as bringing digital capabilities to the Shelter shop network.



Celebrating at a charity event for Shelter with London's mayor