

# Doing well by doing good



At Fujitsu we take our responsibilities to people and the planet seriously. This is no sudden conversion: it's a core part of our culture going back to the company's foundation in Japan in 1935. Sustainability and resource efficiency drove our early growth, and building strong supplier communities underpinned our global expansion.

Fujitsu's heart and head are in agreement. We only thrive so long as we remain true to our values of good citizenship, inclusion and engagement. Together with our partners, customers, employees and the wider community, we're helping to make a future that's clean, safe, open and fair.

## Fujitsu in a nutshell

- The world's third largest IT services provider
- Founded 76 years ago
- 170,000 employees, with 11,400 in the UK and Ireland
- 34,000 patents
- Operates in 70 countries
- Headquarters in Tokyo
- UK and Ireland revenues of £1.7bn

## Managing responsibility

Fujitsu drives CSR through five major themes: safety, health and wellbeing, social action, environment, and equality and inclusion. We develop each theme through engagement with five critical groups: employees, customers, suppliers, the community, and opinion formers.

We have created Key Performance Indicators in each combination of theme and target group, and we gather and respond to data on a continuous basis. Our overall delivery of CSR is further guided by five touchstones: talented people, providing solutions, building relationships, creating value, wide portfolio of products.

This holistic management process is designed to impact every aspect of our work, from the smallest equipment fix to the biggest investment decision.

## Valuing difference

We're known for boxes and wires, and bits and bytes. But Fujitsu is a people business. We develop and apply technology so that our customers can get jobs done. It's our aim to push technology into the background, making IT a reliable, best-value utility that serves the goals of our customers rather than constraining them.

We can't succeed in this aim unless we deliberately open ourselves to the widest possible talent pool. We don't see diversity regulations as a source of checklists to be managed. We actively seek inspired and inspiring people who can impact our business and that of our customers. In our highly competitive industry, it's ingenuity that gives the edge. We value difference because diverse teams ensure creativity and innovation.

## Global citizenship

Mainstream business having relied on mass market assumptions, is now recognising people as individuals. We are therefore incorporating the demands of diversity in the design and delivery of all our services. We want to ensure inclusion of individuals and groups who might be left behind by technological advance. Government applications have a particular part to play here, since the extension of digital services to every citizen should be both economically efficient and socially inclusive.

Fujitsu is an active member of:

- **The United Nations Global Compact:** a strategic policy initiative organised around ten universally accepted principles in human rights, labour, environment and anti-corruption.
- **The Business Compact on Social Mobility:** a strategy led by the Deputy Prime Minister aimed at ensuring everyone has a fair opportunity to fulfil their potential.
- **The Business Taskforce on Accessible Technology:** a group of the world's largest procurers and suppliers of ICT committed to enhancing the accessibility performance of their business and industry, led by the Employers' Forum on Disability and HMRC.
- **The Prince's Trust:** training, mentoring and grants to build the confidence and motivation of disadvantaged young people
- **Business in the Community:** creating a sustainable future for people and the planet while improving business performance.
- **The Green Grid:** a consortium of IT companies and professionals seeking to lower the overall consumption of power in data centres around the globe.
- **The Climate Savers Computing Initiative:** a non-profit group of consumers, businesses and conservation organisations promoting smart technologies that can improve energy efficiency and reduction.

Fujitsu is tracked by the Dow Jones Sustainability Index and the FTSE4Good Index – indices that measure the performance of companies meeting globally recognised CSR standards.

## Nurturing best practice

We influence standards of behaviour throughout the supplier communities in which we are involved. Having adopted and adapted lean manufacturing techniques in the services setting, we have spread the approach to our partners. In the same way, we aim to instil the same high levels of commercial ethics in our partners.

Our customers weigh many factors when they choose Fujitsu. We are pushing for wider recognition of corporate responsibility as a key factor in decision making and participate in many initiatives aimed at articulating and measuring corporate responsibility. This activity is an organic part of our innovation process.

Fujitsu is therefore an enthusiastic participant in a wide range of initiatives aimed at articulating and measuring the components of corporate social responsibility. We see this activity as an organic part of our innovation process.

Contact us on:

Tel: +44 (0) 870 242 7998

Email: [askfujitsu@uk.fujitsu.com](mailto:askfujitsu@uk.fujitsu.com)

Web: [uk.fujitsu.com](http://uk.fujitsu.com)

## Work in progress

- We seek to work collaboratively with strategic charity partners to deliver mutually beneficial programmes that have a positive impact on society.
- We are launching a cloud-based application to serve BITC Business Connectors, bringing resources and skills together and empowering everyone involved in the initiative.
- We responded to the Japanese tsunami by immediately enabling online donations throughout the company as well as by making corporate donations of money, equipment and expertise.
- We continue to fund regional Impact on Society groups, which support charitable causes within local communities.

## Shaping tomorrow with Fujitsu scheme

Fujitsu is working with MPs to bring ICT to local communities through this innovative, competitive scheme. Non-profit community partners are invited to bid for the provision of a full ICT suite – 10 networked PCs with licensed software, printers and scanners – to help improve skills and chances for future employment. We then work with the winning organisation to network with other small to medium size businesses in the area and develop work placement opportunities, which may lead to permanent employment.

The pilot programme is now launching in MP Chris White's constituency of South Leamington. The equipment and support will enable up to 70 young people to enhance their employability via the Warwickshire Association for Youth Clubs (WAYC). We are already working closely with WAYC to find voluntary and service-in-kind opportunities in the area.

*"The world can't do without IT, but IT needs to be a good world citizen - and Fujitsu has to take a lead because we touch millions of lives every day. That's why we use our experience, our relationships and, of course, our technology to solve problems and create opportunities that make a positive difference as well as creating value for our stakeholders."*

Duncan Tait, Chief Executive Officer, Fujitsu UK & Ireland.