

Fujitsu and Autistica Partnership Impact Report

2018 - 2020



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Introduction

In 2018, Fujitsu, for the first time, chose to support a small charity to make a transformational impact on the charity.

Autistica, the national autism research charity, was selected by staff vote, and it became clear how close autism is to the hearts of the employees at Fujitsu. In the last two years, the Fujitsu Charity Partnership has transformed Autistica through fundraising, pro bono technical support and skilled volunteering. The pro bono project with The Alan Turing Institute has been a critical element of our partnership to make real change to the everyday lives of autistic people. Fujitsu helped build an innovative platform to help autistic people navigate physical environments using Citizen Science.

The partnership has raised awareness of autism within Fujitsu and supported employees who are autistic themselves and have autistic loved ones. Through webinars, talks and our office roadshow across the UK sites, we helped employees further understand neurodiversity and how to support colleagues who are autistic. Autistica has also worked closely with parents of autistic children at Autistica and with the Ability Matters network to support Fujitsu's Diversity and Inclusion work.

In two years, the value of the partnership reached an amazing £755,020 with £150,000 of staff fundraising and over 4,000 hours of time volunteered which will help fund vital autism research into key areas of need such as mental health, language and communications and epilepsy. Throughout the partnership, Fujitsu employees have shown huge generosity, creativity and passion in their fundraising. From bake sales, cycle challenges and quizzes, the team have time and time again worked hard to raise as much money as possible for Autistica's vital research.

As a small charity, without significant government funding, the unwavering support of Fujitsu was particularly important during the uncertainty brought by COVID-19 in 2020. In a time where the loss of public funding hardest hit medical research in the UK, Fujitsu ensured Autistica could continue their vital research and helped them reach autistic people with practical tips to cope in lockdown and providing webinars to the community.

In the last two years...

£755,020
value of partnership

£150,000
of staff fundraising

Over 4,000 hours
of time volunteered

A photograph of a man from behind, wearing a dark blue t-shirt and a rainbow-colored necklace. The t-shirt has white text on the back. The necklace has the word 'Shine' written on it. The man is standing outdoors, and a white tent is visible in the background.

"I am extremely proud of what we have achieved over the past two years in partnership with Autistica, and am delighted that my colleagues have chosen to renew this relationship for a further two years. Since 2019, employees across our business have collaborated to support Autistica's unique and cutting edge research through technology, expanding the charity's reach and raising visibility.

The partnership has also increased Fujitsu's understanding of autism by raising awareness of neurodiversity, and our sponsorship has helped to raise vital funds for research. We have exceeded our expectations and I would like to personally thank those who participated in making the partnership a huge success. I look forward to continuing this valuable relationship over the next two years."

Paul Patterson, Head of UK and Northern and Western Europe

**Working together to build
brighter futures through
autism research**

Top partnership highlights

Fundraising

In two years Fujitsu employees have raised a fantastic £150,000, meeting the partnership target set in January 2019. Through a variety of fundraising events and activities both as teams and individually, the Fujitsu team took raised funds both in person and virtually to adapt to the changes caused by COVID-19.

For a small charity like Autistica, this money is transformational and will help fund vital research and help autistic people live long happy and healthy lives. Your support is helping families that we've introduced to Fujitsu such as Paul and his daughter Emilia. And it's giving hope and a voice to Fujitsu families who have autistic children at home.



Fujitsu's Charity Champions network has been instrumental in raising funds and organising events in Fujitsu offices around the UK. We were thrilled to see that the highest number of champions of any Fujitsu charity partnership signed up to support Autistica, a credit to the importance of the cause for many employees. At events such as the fantastic Fun in the Sun and 5k My Way, the champions promoted and organised fundraising initiatives to raise vital funds and made adjustments to ensure events were accessible to autistic people, such as providing a quiet room and breakout area.

"When Autistica was chosen as our charity partner, I was really keen to be involved as a charity champion. As the parent of an autistic son, every day teaches you something new! I am grateful for the opportunities I have had to share my experiences with colleagues, mentoring and hosting talks on supporting colleagues who are autistic. Further highlights include attending the Autistica Research Conference showcasing the research our fundraising supports and participating in the user workshops for the co-creation project and having input into something that will help understand the experiences autistic people have and hopefully result in a better sensory environment for all. I'm thrilled by the amazing fundraising efforts from the paperclip challenge and Last One Standing to the magnificent Defence Ball that will help the research to give my son and countless others a brighter future."

Robin Dryden - Development as a Service Lead DNS and Charity Champion.



- 5k My Way and Fun in The Sun brought together teams in the summer of 2019 to raise funds for Autistica and come together. For the first time, the Fun in the Sun event was opened up to employees' families meaning everyone could take part and learn more about Autistica's work. The event was attended by the Mayor of Bracknell who discussed the importance of this partnership to the local community and autism research.
- £10,000 was raised by the Defence Team's Christmas Ball at Basingstoke. Through ticket sales, a raffle and bar donations, the team organised a fantastic event which everyone thoroughly enjoyed and helped raise awareness of autism.
- The graduates of 2019 raised £10,000 through their innovative Paperclip challenge. Through a competitive swapping challenge, the graduates managed to secure fantastic high-value items and promoted Autistica to their networks.
- The Charity Partner Golf Day raised £3,800 in 2019 and 2020. With a charity hole, a golfing competition and fantastic raffle, the event raised vital funds and raised the profile of Autistica to key Fujitsu partners.
- The team in Service Delivery who took on Belfast City Marathon smashed their original target to raise £1,284.
- The Derry office raised an impressive £2,399 through the Hard As Oak Challenge.
- In the COVID-19 lockdowns, office fundraising became impossible, and the Fujitsu team adapted well by taking part in virtual fundraising such as selling charity calendars and organising online quizzes.

What our fundraising means to autistic people and their families:

£25 will help autistic women experiencing anorexia with tailored therapy

£100 will fund a day of research into tailored intervention for communication for autistic people

£500 will broadcast a webinar to share the latest research in practical ways to make the world more accessible for autistic people.

"My eyes lit up when I saw Autistica had been chosen as Fujitsu's new charity partner. I am a mum of two autistic children and was so pleased to be able to raise awareness of what autism research can achieve. This hasn't just been another partnership. For me, it's been a lifeline, helping me understand more so I can support my boys as they grow up through the teenage years and into young adults. I want to ensure that moving forward they will have the same opportunity as others."

Charmayne Wynn, Business Manager, Fujitsu HMRC and Charity Champion



Technical Co-Creation Project

Fujitsu has collaborated with The Alan Turing Institute since 2019, and focused on how to make the world more accessible for autistic people. Together we are designing platform navigate public places for those who find this difficult.

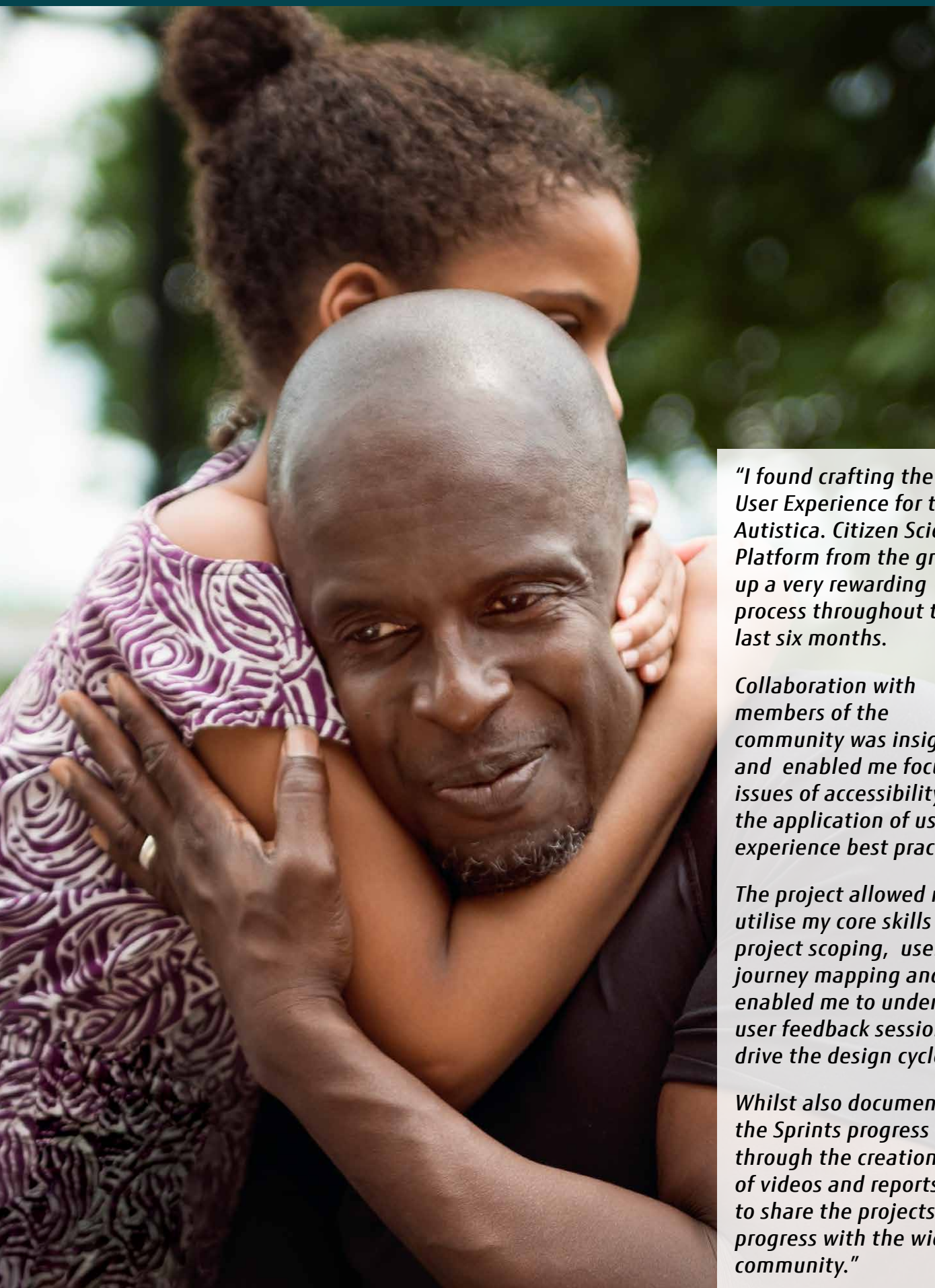
This project has been a strategic priority as many autistic people find the world around them hard to navigate. A failure to accommodate and address these needs and issues has rendered many aspects of the environment either impossible to access or stressful to the extent that it impacts on health and wellbeing. When the world becomes inaccessible, human rights that many take for granted, such as accessing healthcare and obtaining employment can become challenging or impossible.

The project team ran workshops with the autistic community to better understand the current barriers to accessing physical spaces. Collaboration with the autistic community was essential throughout this project and helped the Fujitsu team further understand the experiences of autistic people.

With over £333,000 of probono support being donated to this programme, Fujitsu's technical expertise has meant Autistica will be able to collect data and insights from autistic people to help better understand the experience autistic people have and offering support. This work will be critical to help build a world where autistic people can navigate spaces confidently and safely.

"Building a citizen science platform that empowers autistic people and their families is a transformational endeavour. No one group of experts could do it alone. Fujitsu's experience of agile and iterative software engineering, combined with our open-source workflow, is key to ensuring the needs of autistic people are at the centre of everything we do."

Kirstie Whitaker, Principle Investigator at The Turing Institute



"I found crafting the User Experience for the Autistica. Citizen Science Platform from the ground up a very rewarding process throughout the last six months.

Collaboration with members of the community was insightful and enabled me focus on issues of accessibility and the application of user experience best practice.

The project allowed me utilise my core skills in project scoping, user journey mapping and in enabled me to undertake user feedback sessions to drive the design cycle.

Whilst also documenting the Sprints progress through the creation of videos and reports to share the projects progress with the wider community."

**Chris Legg - UX
Consultant, Fujitsu**

Fujitsu World Tour

In 2019 Autistica held a stand at Fujitsu's World Tour, the event is a unique opportunity to see how public and private organizations are now exploiting the full possibilities of digital transformation. By discussing the latest insights and solutions, this demonstrated how Fujitsu is helping organizations join the digital dots, creating exciting new benefits for business and society.

Autistica were given the opportunity to raise awareness of autism to our partners and clients and gain industry insights. Autistica presented an interactive stall in partnership with Fujitsu's Digital Transformation Centre, where they demonstrated the collaboration process using a problem statement from Autistica.

The challenge focused on how difficult it can be for autistic people to attend meetings in person or events such as conferences which are often busy and loud. Attendees watched a video from an autistic person who experiences this problem and then offered suggestions of how to use technology to overcome this. The day provided an excellent opportunity for attendees to learn more about Autistica and also valuable ideas on how to use technology to make meetings more accessible.

"Working with my mentor has helped gain different perspectives and industry insight outside of the charity sector. As a small organisation, it means a lot to be able to discuss upcoming work and access advice from a senior leader at Fujitsu. My experience has shown that skilled volunteering like mentoring makes a real impact, especially to a smaller charity like Autistica."

Jennie Chambers, Director of Fundraising at Autistica



- Three senior leaders at Fujitsu have taken mentoring roles to support leaders within Autistica. These consultative sessions have provided insight to help the charity strategically.
- 40 Charity Champions have volunteered their time in the two years of partnership. This is the highest number Fujitsu has ever had and many have a personal connection to autism themselves.
- During the COVID-19 lockdown Fujitsu offered online training webinars to the Autistica employees to upskill them in relationship management and Agile project management. This helped the Autistica continue their professional development while it was not possible to attend any in-person training.
- Fujitsu also provided new widescreen monitors and other technical equipment to the Autistica office to help the teamwork efficiently. As a small organisation without a large budget for supplies, this helped the Autistica team access faster technology and work on dual screens.

"Mentoring a member of the Autistica team has been a great privilege. Through the time of our mentoring partnership not only have we tackled some of Autistica's business challenges, much exacerbated through COVID-19, but also addressed some personal targets that have both benefited the individual themselves and the charity. Mentoring is always very much a two way relationship and I have found our sessions extremely informative providing insights to the charity sector which I would previously not have considered."

*Justin Byrd, NWE Delivery
Fujitsu*





"This day was packed with many different views, key-note speakers and new research. As a parent of autistic children, it was amazing. To be able to ask questions and join in was so valuable. I think the biggest thing for me was being able to share it with those that could not make it in person, to share this information all down to the live streaming is something I am very proud of. The event was accessible to everyone, and that makes me very proud to work for Fujitsu."

Fujitsu Charity Champion

Autistica Research Conference and Festival Sponsorship

In 2019 Fujitsu provided sponsorship of Autistica's Annual Discover Conference for the first time, allowing autistic community members to have discounted tickets at affordable prices. As the first official sponsor of the event, Fujitsu provided co-branded lanyards worn by over 100 speakers and 300 attendees on the day and raised the profile of the charity partnership.

Fujitsu also provided pro bono live streaming and recordings of the conference session videos. These sessions were accessed by thousands of audience members internationally, with people viewing from Brazil, India, The Philippines and Uganda. Providing access to world-class autism researchers and the latest science is incredibly important for autistic people and their supporters all over the world. Recordings have been used by community groups and as a resource for families, all available for free due to Fujitsu's support.

In 2020, the in-person conference had to be cancelled due to COVID-19 and the Autistica Research Festival took its place to provide 5 days of virtual webinars. Fujitsu continued to sponsor the event which enabled more people around the world to access research from experts and direct guidance for coping in lockdown.

Fujitsu and The Alan Turing Institute co-hosted a session for Research Festival and presented how the co-creation process and use of Agile were used. The session was well attended and received fantastic feedback.



Neurodiversity and DARE

A key component of this partnership has been working with Autistica to promote understanding of autism in the workplace and neurodiversity. Since 2019 Autistica have presented lunchtime sessions, joined webinars with the Ability Matters network, Purple Light Up Day and provided expert information on autism and work to the Fujitsu team.

A highlight has been the success of the Autistica DARE employment survey, which was released in collaboration with Centre for Research in Autism and Education (CRAE) at UCL. This survey will be used to create a large data set for Autistica's world-leading research into autism in the workplace and how to best support neurodivergent staff at Fujitsu. We were thrilled that almost 900 Fujitsu staff responded to the survey, the highest response rate of any DARE partner so far. This work will underpin future collaboration with Autistica in the employment space, so neurodivergent people feel empowered at work.



Summary

Our partnership together has accomplished an incredible amount across fundraising, volunteering and pro bono activities. Over two years we have helped fund vital research to help autistic people long, happy and healthy lives and provided transformational support Autistica.



