

shaping tomorrow with you

School Engagement at Fujitsu

Business In The Community (BITC)
Business Class Programme, Fujitsu UK 2019



BUSINESS
IN THE
COMMUNITY



THE PRINCE'S
RESPONSIBLE
BUSINESS NETWORK



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Fujitsu and Responsible Business

As a global ICT company serving customers in more than 100 countries and employing over 140,000 people, Fujitsu touches the lives of thousands around the world. As a business, we pride ourselves on creating strong relationships with our customers, colleagues and the societies we operate in.

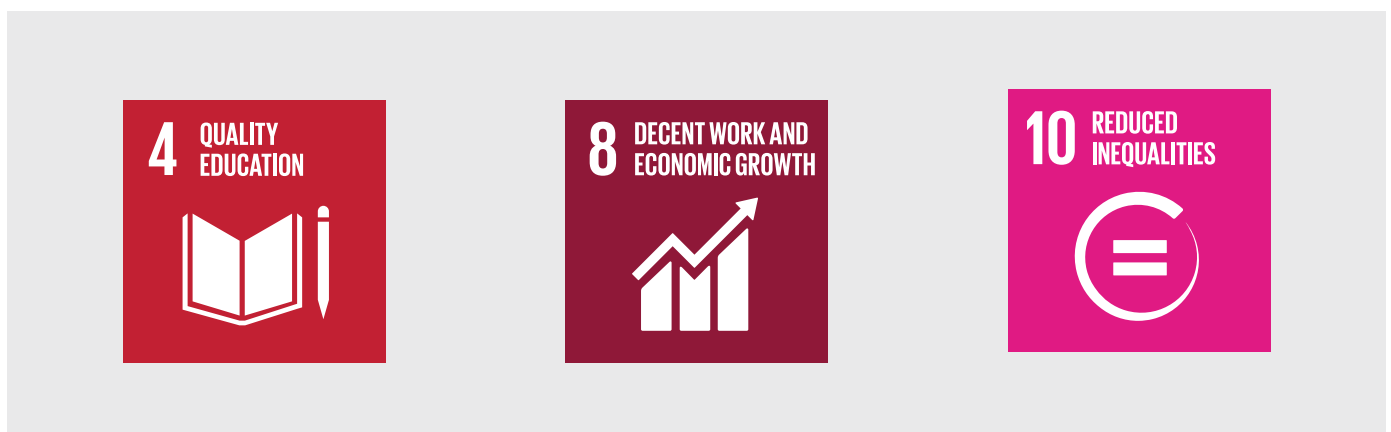
Responsible Business is firmly anchored in our corporate philosophy, the Fujitsu Way, and in 2014 Fujitsu EMEIA formalised our Responsible Business programme and five core areas of work; our pillars. We integrate the work we do within each of our pillars with the UN Sustainable Development Goals (SDGs). The SDGs were adopted by the UN in 2015 as a set of 17 common goals to be achieved worldwide by 2030 and Fujitsu supports tackling the range of issues they address.

The Community Involvement and Development pillar focuses on creating long term positive impacts in a connected society, as opposed to ad hoc one off contributions. It is linked to 3 specific SDGs; 4 Quality Education, 8 Decent Work and Economic Growth and 10 Reduced Inequalities. We are acutely aware of the need to support young people, especially those in disadvantaged areas, in bridging the gap between school and employment. This report covers our engagement with 3 UK schools under the Business in the Community programme, Business Class.

Responsible Business Pillars



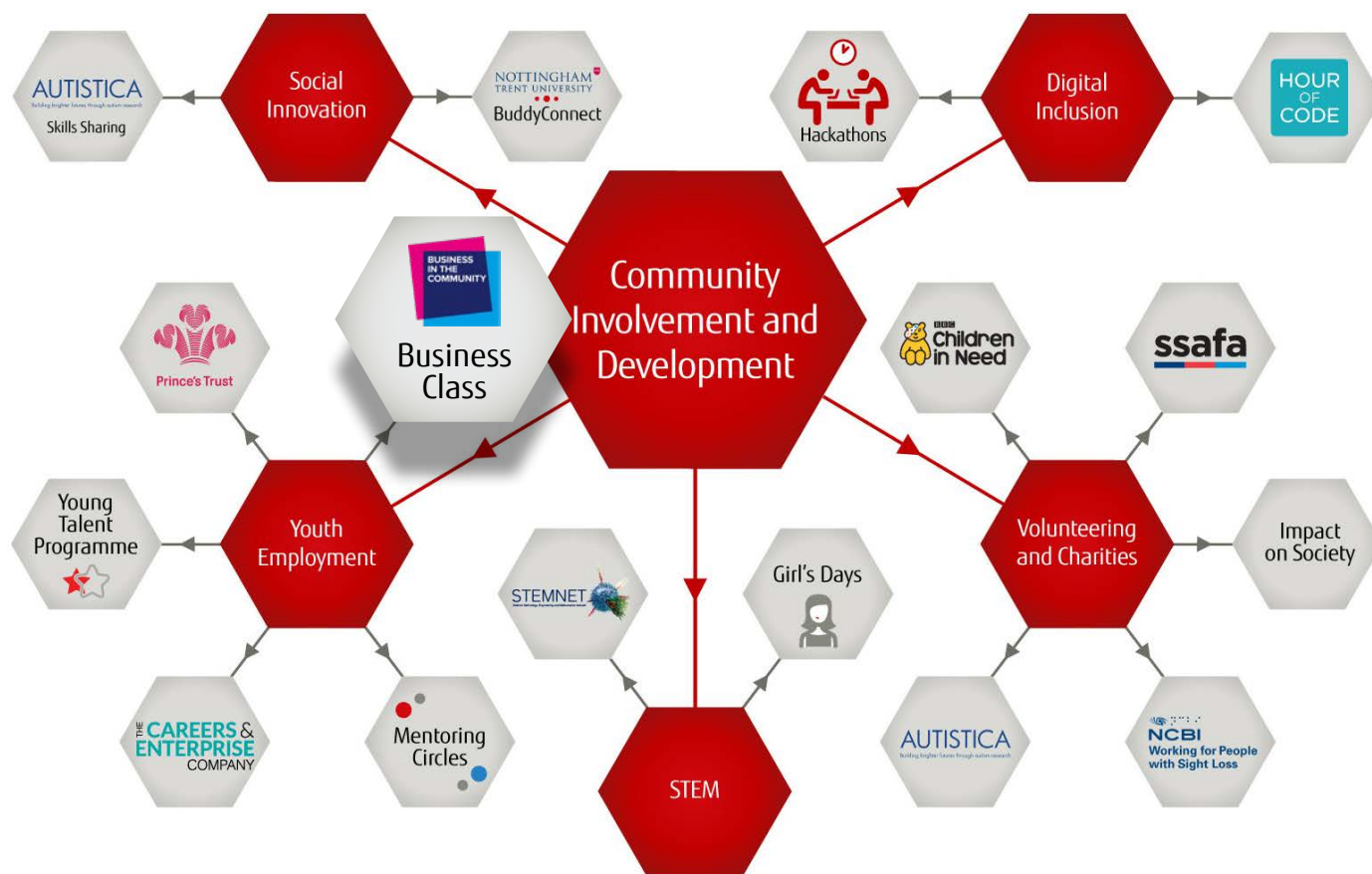
The 3 UN Sustainable Development Goals tackled by our Business Class engagements




Business in the Community and the Business Class Programme



Business in the Community (BITC) is the oldest and largest business-led membership organisation dedicated to responsible business. They inspire, engage and challenge members to mobilise their collective strength as a force for good in society.



Fujitsu UK Community Map



BITC commented that in the UK, 4.1 million children, that's 30%, live in poverty¹ and children that grow up in relative poverty are less likely to succeed in school and work. BITC's Business Class programme seeks to address this social mobility issue through creating mutually beneficial school-business partnerships.

Schools qualify to be part of the Business Class Programme based on 4 criteria, which ensures support goes to schools that need the most help:

- Free school meal²
- Progress 8³
- Attainment 8⁴
- Income Deprivation Affecting Children Index (IDACI) rank⁵

BITC Education Managers support both the business partner and school in undertaking a needs analysis and formulating an action plan containing the objectives of the partnership and the activities that will be delivered to meet these objectives.

Fujitsu currently holds 3 active Business Class partnerships and this report outlines the activities, relationships and successes of each:

Easthampstead Park School, Reading	2017 – present
The Vyne Community School, Basingstoke	2013 – present
Ercall Wood Technology Academy, Telford	2014 – present

1 Joseph Rowntree Foundation, December 2018

2 67% of schools partnered with Fujitsu are above the national average of pupils qualifying for free school meals

3 67% of schools partnered with Fujitsu are below 0, if a score is below 0 then this is perceived as being below the national average

4 100% of schools partnered with Fujitsu are below the national average (current average: 48.5 points)

5 None of the schools partnered with Fujitsu fall within the top 30% most deprived communities in England

Our partnerships

The partnerships focus on creating interactive learning environments where students can gain confidence and important life skills as well as consider, develop towards and prepare for their future.

We regularly visit the pastoral leads at the schools to ensure we are meeting their expectations and work together to develop our action plan. In some activities, we also include parents and carers to enhance their involvement in their child's learning. Consistent collaboration and communication is what makes these partnerships successful in delivering a direct impact to the schools and students.

The following is a reflection on the main programmes of work delivered during 2018 and 2019.

Number of individuals impacted by interventions

	Students	Fujitsu Volunteers	Teachers
The Vyne Community School	745	88	42
Easthampstead Park School	999	115	52
The Ercall Wood Technology Academy	870	26	20
Total	2614	229	114



Easthampstead Park School, Bracknell

Enterprise Challenge Day

An all-day event delivered to the Year 8 pupils, encouraging creativity, team working, communication and presentation.

- **Creativity** - In teams the students were asked to come up with ideas for a mobile app, considering look and feel, USP and functionality.
- **Communication** - The teams received guidance and asked questions of their Fujitsu consultant throughout the day, they were also able to use 'paid' Fujitsu specialist consultancy which added additional value to their products.
- **Presentation** - Each team presented their app idea to a group of Fujitsu 'Dragons' to gain the necessary support to get through to the final round. This saw two teams competing head-to-head at the Digital Innovation Suite in our Basingstoke Office in front of our senior leadership team.
- **Impact** - 150 year 8 students, 20 Fujitsu volunteers and 13 teachers.



Office Visits

We ran a business focused tour of our Single Point of Contact centre in Bracknell for students to see how a business operates and what an office looks like. This was a follow-up event from the Women in Business sessions to provide an opportunity for the students to get a close look at what life is like outside of the school boundaries in the workplace.

Mentoring

Last year we set up 1-2-1 student mentoring to supplement the whole class and year group interventions as well as provide specific support to students on topics that matter to them.

20 Fujitsu volunteers visit the school once a month to meet with their mentee to provide help, support and guidance across a range of topics from curriculum specific matters, preparing CV's and life coaching.



Women in Business Network

An empowerment breakfast for female students hosted at Fujitsu.

- **Academic attainment** - To encourage continued effort at school, a group of year 10 female business studies students were invited to the Bracknell office.
- **Inspiring** - They received presentations from a range of women from different business units all with a focus on 'aiming high to achieve' and collectively they demonstrated what can be achieved if you work hard and focus.
- **Impact** - Two separate events were run this year with 10 Fujitsu volunteers, 29 students and 2 teachers involved.

“ The positive impact we have made throughout our time working with the school is incredible. The students are so appreciative of the time we dedicate to support and assist them with their future career aspirations. Following events such as the Year 10 Mentoring Programme and the CV Skills/Mock Interview Day, a number of our students have gone on to secure their first part time job and some of the information/experienced gained during our Support Centre Tours was used to answer scenario based exam questions! Quite simply amazing!

I absolutely love my role as a BITC Ambassador and look forward to continuing to work with our school to create new initiatives and events to further support our students.

Lisa McGilvray,
Fujitsu Business Class Ambassador

”

The Vyne Community School, Basingstoke

Student Voice

Now in its 5th year, this committee of students meet fortnightly to discuss issues within the school and work together to solve them.

- **Representation** - The committee has a number of representatives from each year group and is chaired by two Fujitsu Graduates.
- **Confidence building** - With the mix of students, they learn to develop their confidence amongst their peers with subtle contributions from the chairs looking to develop their conversation and thinking.
- **Tackling issues** - As the group's confidence develops, so does their ambition with what they are collectively capable of; moving from tackling the price of ketchup in the canteen to the quality and consistency of teaching.
- **Presentation** - The committee regularly present to the school's head teacher and senior leadership team. They also provide updates on topical issues to the school governors.
- **Impact** - Student Voice is made up of 15 to 18 students representing all year groups. The group is led by two of our Fujitsu Graduates who encourage and drive group discussions and action points with additional support provided by a member of the school's teaching staff.

Preparing for the Future

We held two events – CV Skills Workshops and Mock Interview Day – for year 10 students focused on preparing them for their next steps; whether that be work experience, college, 6th form or part-time jobs.

- **Skills and qualities** - Fujitsu volunteers facilitated workshops with each year 10 tutor group, introducing exercises to get the students thinking about their skills and qualities.
- **Profile** - The volunteers discussed the importance of presenting their attributes in an appropriate way on a CV, with tips and "dos and don'ts".
- **Timeliness** - The students were given a deadline to complete their CVs by, ahead of their Mock Interview date, mirroring a job application deadline.
- **Interviews** - Ahead of their formal interviews for work experience placements, the students attended Mock Interviews where they were interviewed by Fujitsu volunteers and encouraged to talk about their strengths and skills, as prepared on their CVs.

94% of students felt that taking part had increased their understanding of the skills needed by employers.

- **Impact** - 129 students attended both the CV Skills Workshop and the Mock Interview Day. We had 27 Fujitsu volunteers across both events with 3 teachers providing support.





“ The partnership work which...Fujitsu carry out with our students at The Vyne is phenomenal. In my many years working in many secondary schools I have never come across such an impressive programme of work which has real impact on the lives of the young people involved. The programme is so effective due to the nature that it is well planned and resourced by committed and passionate partners. The programme develops with the students through their time at school so that we are able to demonstrate progress in their employability skills through the range of involvements from Fujitsu.

Nicola Pearce,
The Vyne Community School Head Teacher



Careers Fair

Annually we run a careers fair event for students of all ages, and their parents, to discuss their options on leaving education. Our volunteers include current or past Apprentices and Graduates who talk through the Apprentice and Graduate scheme at Fujitsu, covering the requirements for applying, the recruitment process and the application cycle as well as sharing their own experiences.

Apprenticeship Awareness Breakfast Networking

We hosted this event specifically for year 11 students and their parents, with 5 Fujitsu Apprentices and Degree Apprentices and 1 Graduate giving presentations on their own academic paths and careers to date. 94 students and a number of parents attended the event to gain insights from our junior talent.

Reflection and Remembrance Garden Project

With Fujitsu's support, a group of Year 9 students creatively designed a garden space to be built on the school premises for the whole school community to enjoy. A Fujitsu charity partner, Inspiro, who promotes healthy living through community garden projects offered their expertise in fine tuning the student's ideas into a workable garden. The students have been assigned specific roles and are identifying the next stages and tasks required to complete the project, such as procuring products, planning and marketing.

RAF 100

Fujitsu were a Tier 1 sponsor of the RAF100 celebrations in 2018. As part of our involvement, we created a video featuring students from both the Vyne and Easthampstead schools aspiring towards a career in STEM. The students were filmed at school, in local communities and on a RAF base and they got to see behind the scenes of filming and film production. The video is available on YouTube, searching: "Believe in yourself, Believe in your dreams".



Careers Fair



Ercall Wood Technology Academy, Telford

STEM Coding Workshop

The Year 8 pupils attended a workshop on coding.

- **Coding** - The purpose of this event was to introduce 160 students to basic programming and coding, an area of STEM they may not have had exposure to.
- **Time management** - The students were set a range of coding challenges via an online platform, with the aim of progressing quickly and logically through the tasks. The students completing the set of challenges the fastest were awarded prizes.
- **Context** - This workshop was set in the context of coding and programming being necessary skills for our company and promoting a career in IT as an accessible option to the students.
- **Impact** - 160 students attend the workshops in 6 rotations support by 2 Fujitsu facilitators and their class teachers.



Dragon's Den Math Challenge

This event focused on the highest achievers in the school, to encourage their continued commitment to maths with a focus on team work.

- **Analysis** - Groups of students were set a challenge to measure the CO₂ generated by the school using a formula applied by Fujitsu in our Data Centre Management and to make recommendations on how to reduce their carbon footprint.
- **Project and Presentation** - The students had 1 month to deliver their findings which culminated in a Dragon's Den style event hosted away from school. The teams of students presented their work to a judging panel of HMRC and Fujitsu Senior Managers, with the best team presentation awarded prizes.
- **Impact** - 30 students took part in the challenge with the support of 4 Fujitsu volunteers and 2 teachers.










Engaging Students for their Future

- **Assembly** - We were invited to the Year 11 assembly ahead of their final exams to present on careers pathways in to Fujitsu via the Apprenticeship Scheme and Graduate Scheme.
- **Career's Fair** - We attended the schools' Career Fair bringing along a Fujitsu stand, inviting pupils to have a chat and to take away handouts and a selection of freebies to promote careers paths in to Fujitsu – namely the Apprenticeship Scheme and Graduate Programme.
- **Parents Evening** - We have also attended the Year 11 Parents evening, providing the opportunity to engage and network with parents and discuss the partnership, education initiatives we are supporting and the Fujitsu Apprenticeship Scheme.
- **Careers Lab** - To help prepare Year 10 students for their next steps, we guide them through creating CVs and preparing to talk about their skills in interviews. We invite each of them to a mock interview and provide constructive feedback to help them improve.
- **Impact** - In total, 400 pupils attend these events with 4 Fujitsu volunteers and 7 teachers supporting the delivery.



“ Fujitsu really do play a very important and very appreciated role at Ercall Wood Academy that positively affects every student... We hope that our partnership working will continue long into the future. Please accept my sincere thanks for everything Fujitsu has contributed to life at Ercall Wood Academy.

Chay Davis,
Ercall Wood Technology Academy Head Teacher

”



Walk around the Wrekin

Build a PC Workshop

This hands on event allowed Year 9 students to explore IT in a new way. They learned about different roles with the technology industry such as break fix and helpdesk activities and then began building PCs, learning to network them and install software as well as running diagnostics checks to ensure the machines were functioning correctly. This realistic work based challenge enlightened the students on the typical work delivered in parts of Fujitsu's business.

Computer Science Club

Digital Skills Development is a key focus of our partnership and is demonstrated with our support of the computer science club. The club is targeted at a mixed aged group of 25 IT enthusiasts who meet after school to work on IT related activities. Our 2 volunteers and 1 teacher have supported the students in applying code to drive analysis from the weather station and using Python programming language to support robotics commands.

Supporting the Prince's Trust Team Group

Working together with the school and a local charity, the Telford Aftercare Prince, two Fujitsu volunteers helped the schools' Prince's Trust Project Team, a group of 12 students, tidy up the grounds and grow beds in a Poly Tunnel which will be used by the students for Biology related studies and other sustainability linked projects.

We also provided mentoring to the Prince's Trust Team group on the management of the business plan, meetings and presentation preparations.

Promoting Wellbeing by supporting the Walk around the Wrekin

The school complete an annual 5 mile Walk around the Wrekin with 870 students taking part. It is a sponsored event raising funds for the Georgia Williams Trust – a fund set up for a pupil who sadly passed away several years ago. 26 Fujitsu employees have supported this event for the last 3 years by marshalling the route, watching the walkways and attending to the water stations.

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