

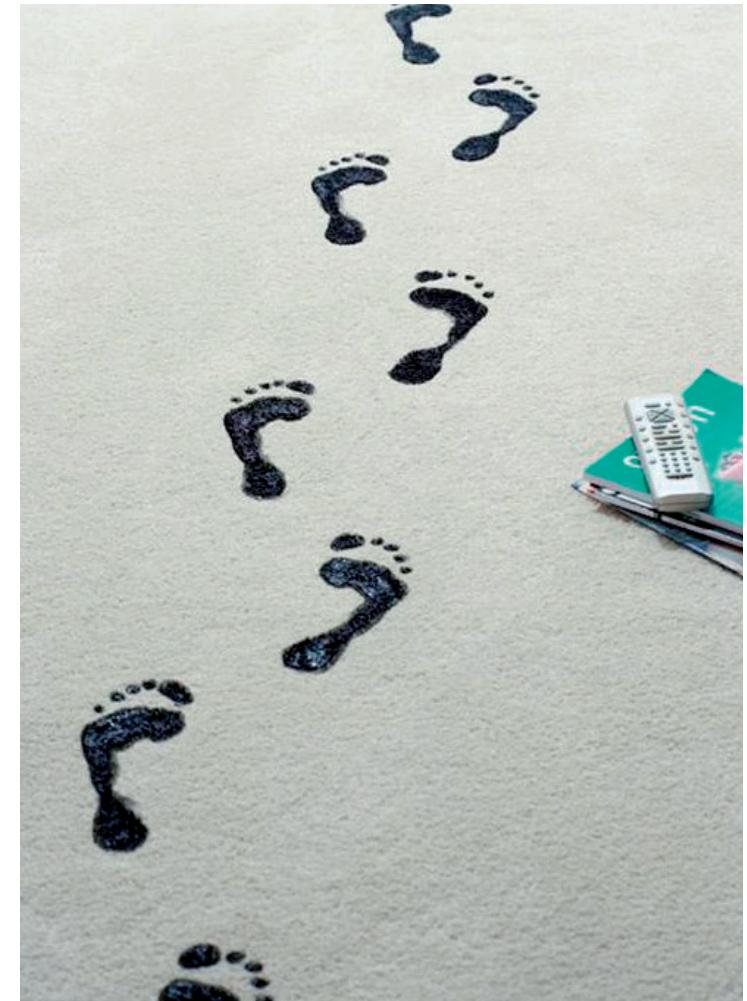


As the world's fourth-largest provider of IT services, it was no mean feat when Fujitsu decided to reduce its carbon footprint.

Change begins at home

Fujitsu Services has over 130 buildings and over 12,000 staff across the UK alone, plus other operations around the world. The company has long recognised that as a large global organisation it needed to minimise the impact of its operations on the environment.

"We take our corporate responsibility seriously, and dealing with environmental issues is a large part of that," says Juliet Silvester, Head of Environmental Programmes at Fujitsu. "But, in fact, implementing a carbon strategy has also brought significant benefits to the company. At a basic level, energy costs are rising, so any moves we make to reduce our energy consumption has a positive effect on our profit margins. It also gives us credibility when speaking to our clients about climate change and what they can achieve, because we are able to refer back to our own experiences."





Increasing awareness

Fujitsu has had in place processes across the organisation, to enable it to collect and assess its carbon footprint, and what needed to be done to reduce it. However, in 2008, the company sought the services of an organisation called Greenstone Carbon Management to streamline these efforts and make them more efficient. Using a web-based application adapted specifically to meet Fujitsu's needs, the company is now able to collate data centrally, covering energy consumption and travel.

The new software tool gives Fujitsu a more accurate picture of its carbon footprint, and allows it to access specific data for reporting purposes. For example, it can check its energy consumption by office building, warehouse or other premises, by building name or by region within the UK. Similarly with travel, the data can be broken down to show how much of the company's carbon footprint relates to travel by car, train or plane, and which of its professional communities are travelling the most.

"The system is only as good as the data input into it," says Juliet Silvester. "We had to get buy-in from the information owners, which they were happy to do especially as they can use the data themselves to improve their own part of the business. Now, everyone is on board and doing their bit, and using the tool is part of our business-as-usual operations rather than a discrete project. We can see very clearly where our emissions and costs are, which helps us to mitigate them by putting action plans in place."



Contact details

Company: Fujitsu Services

Address: 22 Baker Street
London W1U 3BW

Telephone: (+44) 0870 2345 555

Website: www.fujitsu.com

Systems are go

The company has implemented various measures to reduce its carbon footprint, and is seeing strong benefits as a result. By promoting the use of tele and video conferencing wherever possible instead of travelling, staff lose less time and are more productive. Making sure that building management systems are working properly has resulted in a 10 per cent reduction in energy bills. Employees are also encouraged to switch off lights and equipment when they are not needed to be used, incentive schemes are helping to bring staff on board. For example, staff eligible for a company vehicle are offered a higher grade car if they chose a lower emission option.

Whilst it is still early days to use the Greenstone tool externally, Fujitsu does encourage its clients to consider their impact on the environment, and has amended the assessment models it uses with clients to include not just financial but also carbon costs. It also asks clients to consider whether they actually need Fujitsu staff on site full-time or if the same can be achieved through a tele or video conference call.

“Being environmentally aware is good business,” says Juliet Silvester. “Being able to quote our carbon figures in tenders and bids has helped us to win new contracts. And reducing our carbon footprint saves both us and our clients’ money. We are planning to roll out the software we use across our overseas operations soon and look forward to seeing the difference we can make.”

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