

# Backgrounder Sustainability

Munich, November, 2019

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## Introduction

The world is changing at a faster pace than ever before. As the role of technology becomes increasingly pervasive in everyday life, issues of trust and ethics become paramount. Fujitsu has for many years promoted a human centric approach to business and remains committed to having a positive effect on the society in which it operates. The corporate vision states: *"Through our constant pursuit of innovation, the Fujitsu Group aims to contribute to the creation of a networked society that is rewarding and secure, bringing about a prosperous future that fulfills the dreams of people throughout the world"*. This consistent focus is embodied in Fujitsu's ongoing Responsible Business program, which remains at the heart of its long-term strategy.

Fujitsu believes digital transformation can play a key role in responding and adapting to global challenges. Through its Responsible Business and Fujitsu Way philosophies, the company has implemented numerous policies and systems designed to minimize its impact on the planet, and that of its customers. This approach also supports co-creation with customers to identify solutions that contribute to a prosperous future, in line with the United Nations Sustainable Development Goals.

As one of the world's largest ICT companies, Fujitsu believes it can use ICT to improve society and people's lives around the world. For the Fujitsu Group, responsible business means applying our policy and corporate philosophy (the 'Fujitsu Way') to all our business activities to help address social issues and contribute to a sustainable, connected society. Fujitsu Group management promotes operational excellence through sound corporate governance and through the company's ethical, social, and environmental activities.

## Fujitsu's Key Activities Relating to Sustainability

Global Responsible Business at Fujitsu covers eight key areas

1. Socio-Economic ICT Impact
2. Human Rights, Diversity and Inclusion
3. Wellbeing
4. Environment
5. Compliance
6. Supply Chain
7. Health and Safety
8. Community

## Environment

- Since its establishment in 1935, the Fujitsu Group has made environmental preservation one of the most important elements in its management, based on its philosophy of "manufacturing in harmony with nature". The Fujitsu Group's Environment Policy is based on the recognition that global environmental protection is a vital business issue. Its objectives are to:
  1. Achieve Zero CO2 emissions in the Fujitsu Group by 2050
  2. Contribute to a decarbonized society
  3. Enable society to adapt to climate change
- This vision is supported by our Stage IX environmental targets, our commitment to the Science Based Targets Initiative and our commitment to RE100 (where we have committed to use 100% renewable energy by 2050).
- Through individual and collective action, Fujitsu continuously strives to safeguard [the natural environment for future generations](#).
- Fujitsu's environmental policies inform all its business activities, including research and development; procurement; product manufacturing, assembly, and disposal; service delivery; corporate social responsibility activities; and marketing and stakeholder communications. In every region in which the company operates, Fujitsu complies with – and in many cases exceeds – relevant local environmental standards and legislation. Fujitsu incorporates the latest technologies into its products and solutions to provide superior performance, and energy and resource efficiency. Fujitsu restricts and where possible avoids the use of harmful chemicals and toxic materials in its products, and minimizes its use of power and resources at all stages of the product lifecycle.

## Human Rights

- In alignment with the UN Guiding Principles for Human Rights and [Fujitsu Group's Human Rights statement](#), Fujitsu will respect all aspects of Human Rights; for our employees, our supply chain and for our customers, partners and society as a whole. Based on this understanding, Fujitsu Group operates Human Rights Due Diligence across all of our activities.
- Fujitsu has recognized three salient human rights issues that are key to its business and its stakeholders
  1. Supply chain – focusing on work environment and responsible sourcing
    - Fujitsu is a member of the Responsible Business Alliance and has aligned its Code of Conduct to reflect the RBA Code of Conduct. The company is also a member of the Responsible Minerals Initiative.
    - Fujitsu has expanded the scope of its "[Fujitsu Group Policy on Responsible Minerals Sourcing](#)" to include Cobalt (in addition to 3T&G)
    - The Fujitsu Group has established the Compliance Line/Fujitsu Alert to receive reports and offer consultations related to compliance issues, including human rights issues, from all Fujitsu Group employees, customers, suppliers and other third parties globally
    - [The Fujitsu Guiding Principles of Respect for Human Rights in Employment](#) provides more detail on our commitments to human rights within Fujitsu and our supply chain
  2. Employees – focusing on discrimination, harassment, and working hours
    - The company undertakes surveys, based on the ISO 26000 standard, to check on the status of initiatives promoting respect for human rights across Fujitsu
    - Fujitsu was the first Japanese company to publicly express its support for the UN's "Standards of Conduct for Tackling Discrimination against LGBTI people"
    - Fujitsu has increased flexible working and teleworking opportunities to facilitate a good work/life balance
    - Fujitsu also conducts training on unconscious bias, barrier free minds and human rights to promote diversity and inclusion in the workplace
  3. Customers and end users - focusing on privacy and data security
    - In March 2019, the Fujitsu Group announced the "Fujitsu Group AI Commitment" as an initiative in the areas of Artificial Intelligence (AI) and ethics. This commitment is a set of guidelines that the Fujitsu Group will adhere to as a corporate entity engaged in businesses relating to the research and development, supply, and operation of AI-related technologies. The Fujitsu Group aims to create further value for customers and society through the safe and secure use of AI, as the deployment of this rapidly advancing technology becomes increasingly widespread
    - The [Fujitsu Group AI Commitment outlines the company's five core principles for using AI](#):
      - Provide value to customers and society with AI
      - Strive for Human Centric AI
      - Strive for a sustainable society with AI
      - Strive for AI that respects and supports people's decision making
      - As a corporate responsibility, emphasize transparency and accountability for AI

## United Nations Sustainable Development Goals (SDGs)

- The Sustainable Development Goals (SDGs) adopted by the United Nations in 2015 are a [set of common goals to be achieved worldwide by 2030](#). Achieving these goals requires private-sector enterprises to play an active and productive role through their technology and capacity for innovation.
- The Fujitsu Group has worked for many years to utilize technology and create new innovations with the aim of achieving a "human centric intelligent society". That is, a society which uses co-creation to generate outcomes that have a lasting positive effect on the community. These activities are recognized as being aligned with efforts by the international community toward achieving the SDGs.
- The SDGs are one element in an ecosystem aimed at achieving the Fujitsu growth strategy of "connected services", pointing the way to new business opportunities through ventures that work to resolve social issues. The Fujitsu Group views the SDGs as a global common language and undertakes SDG-related activities as an opportunity for wide-ranging collaboration with other organizations, including international agencies and governments, private companies and non-governmental organizations (NGOs). By embracing a multifaceted approach through cooperation with many partners, we can create and maximize social value on an even larger scale.

## The importance of trust

- Fujitsu believes that for customers to drive their digital transformations with confidence – and for people around the world to enjoy the benefits of technology with peace of mind – the element of trust is essential. The company is focused on building trust in data and technology as well as investing in technologies that assure trust in businesses and society, to contribute to the creation of a prosperous future.
- Fujitsu is undertaking many initiatives to strengthen the technologies that underpin trust. For example, assuring the reliability of increasingly complex transactions, enhancing the ability to respond to cyber risks, and making transparent the decision-making process for AI. The company also reaffirms the goal of its Human Centric approach to technology and is reflecting it more broadly in all activities.
- Based on a vast array of advanced digital technologies, Fujitsu provides value and robust support for the trust underlying its customers' businesses. The company continues to strive to help create a prosperous future where people can live with peace of mind and trust in

the technologies that enable it. This is Fujitsu's vision of a Human Centric Intelligent Society. It contributes to the achievement of the UN's Sustainable Development Goals (SDGs) through the realization of its vision and by co-creating a Trusted Future with customers.

## Fujitsu Sustainability Credentials and Collaboration

- The Fujitsu Group has implemented an **environmental management system (EMS)** based on the **ISO 14001** international standard to promote environmental improvement activities across the group. Through this EMS, Fujitsu collects information from all its companies in relation to, for example, their environmental impacts and environmental communication activities. The Group continually works to improve its ISO [14001-based environmental management system to promote group-wide environmental management activities, including environmental audits and internal education](#). On March 23, 2006, [Fujitsu received worldwide integrated ISO 14001 certification](#) from the Japan Audit and Certification Organization for Environment and Quality (JACO) and DNV (DET NORSE VERITAS AS).
- Fujitsu is recognized as an active member of organizations committed to achieving quantifiable improvements on society's environmental and social impact:
  - Dow Jones Sustainability World Index
  - CDP
  - FTSE4 Good Global Indices
  - UN Global Compact 100
  - Global e-Sustainability Initiative (GeSI)
- [Fujitsu rates among Fortune Magazine's World Most Admired Companies](#)
- **Fujitsu is active in a number of industry stakeholder groups** including World Economic Forum (WEF), World Business Council for Sustainable Development (WBCSD), Global eSustainability Initiative (GeSI), Responsible Business Alliance (RBA), Renewable Energy 100 (RE100), the Carbon Disclosure Project (CDP) and the Japanese Business Council in Europe (JBCE).

## Alignment with Global Standards

Based on its brand promise of 'Shaping Tomorrow with You,' the Fujitsu Group is committed to the practice of management that emphasizes the joint creation of value with stakeholders and has taken steps to pursue Responsible Business Management in line with global standards.

Fujitsu announced its support of the United Nations Global Compact in December 2009 and its commitment to global responsible business activities that uphold the 10 principles of the Global Compact in the areas of human rights, labor, the environment, and anti-corruption. Through this commitment, it intends to will meet the demands of various stakeholders in international society and uphold responsible management as a true global ICT company contributing to the creation of a sustainable society.

## Online resources

- Fujitsu's activities as a Responsible Business: [www.fujitsu.com/global/about/csr](http://www.fujitsu.com/global/about/csr)
- Fujitsu's environmental policy: <https://www.fujitsu.com/global/about/environment/approach/policy/>
- The Fujitsu Way: <https://www.fujitsu.com/global/about/philosophy>
- Read the Fujitsu blog: <https://blog.global.fujitsu.com/>
- Follow Fujitsu on Twitter: [http://www.twitter.com/Fujitsu\\_Global](http://www.twitter.com/Fujitsu_Global)
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- Find Fujitsu on Facebook: <http://www.facebook.com/FujitsuICT>
- Fujitsu pictures and media server: <http://mediaportal.ts.fujitsu.com/pages/portal.php>
- For regular news updates, bookmark the Fujitsu newsroom: <http://ts.fujitsu.com/ps2/nr/index.aspx>

## Media contacts

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## About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company, offering a full range of technology products, solutions, and services. Approximately 132,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.0 trillion yen (US \$36 billion) for the fiscal year ended March 31, 2019. For more information, please see [www.fujitsu.com](http://www.fujitsu.com)

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