Media Backgrounder
Fujitsu and the United Nations' Sustainable Development Goals

Munich, November, 2018

Making a Social Impact: Fujitsu and the United Nations Sustainable Development Goals
Technology advances undoubtedly have great potential to make a positive impact on society. New levels of scale and power now make it possible to tackle previously unassailable structural challenges, for example using vast untapped resources such as idle cars or vacant properties to create sharing services, or changing the focus of healthcare from providing reactive treatment to the prevention and promotion of wellbeing.

But technology can also create social tension, from the potential of AI to displace jobs, the damage of cyber-attacks and privacy intrusion to the instabilities caused by the disruption of industries and even democracies. And the benefits of technology can be uneven. In 2017, for the first time ever, more than 50 percent of the world's population were online, while at the same time, only 39 percent of people in the world had access to safe sanitation[1].

Trust in organizations seems to be falling. Over the last ten years we have seen reputational damage in financial services, in the automotive sector, and the tech sector. According to Fujitsu's latest global research 78 percent of business leaders recognize it is critical to be trusted by society, but only 37 percent regard delivering for citizens as a priority. They know it is the right thing, and 71 percent admit they could be doing more to benefit society and 63 percent acknowledge that society has become more critical of business.

Yet at the same time we face a set of global challenges that require a global response. Whether that is the challenge of managing an aging population, mitigating mankind's effect on the environment, providing sustainable food or more effectively managing our resources and cities. We believe now, more than ever, it is essential for organizations to have a vision for the future, and to see beyond the daily metrics of their businesses to the goals and outcomes the business exists to serve. If we want a better future, the starting point has to be to ask ourselves what kind of future we want. If we want to transform society, we must center our vision around people. This is an undertaking that should not be left only to governments and the public sector.

The United Nations Sustainable Development Goals[2] (SDGs) are an excellent model for organizations to use to enable this. The UN published 17 global targets, launched in 2015, to be achieved by 2030. All organizations have a role to play in achieving these goals. They provide a framework to deliver for society and help shape a more sustainable world.

These SDGs are aligned with Fujitsu's own vision of a Human Centric Intelligent Society[3]. For the last ten years, Fujitsu has been working with partners, customers and stakeholders to unlock innovation, value and to contribute to the global targets now expressed by these SDGs.
As Duncan Tait, SEVP and Head of EMEIA at Fujitsu describes: "It's something we at Fujitsu are placing a huge importance on[4] - the SDGs are a key element of realizing our vision. Just as the leaders we recently surveyed highlighted the importance of digital in ensuring positive societal impact, we're focused on co-creation with our stakeholders to help us meet these global targets. For example, by using technologies like AI, IoT and Cloud to establish sustainable food and agriculture processes, improve healthcare, and aid collaboration within businesses."
Fujitsu is using the UN SDGs as a framework to align its own innovation priorities and business goals with having an impact on wider society. We want to promote social impact, through our own business strategy and by raising this issue on our customers' agendas. We believe that digital technology combined with a co-creation approach can deliver outcomes that are not just beneficial to business but also to society as a whole.

Fujitsu has targeted five SDGS and is proactively engaged in co-creation initiatives around them.

Sustainable Food and Agriculture
Our objective: Increase food productivity and resilience. Fujitsu provides and continues to develop smart agriculture cloud services. Over 400 businesses in Japan use Fujitsu's agriculture cloud service Akisai[5], which uses technology and data to increase farming productivity as well as delivering greater efficiency into the food supply chain.

Wellbeing of People
Our objective: Realize a high quality of life for all in an aging society and eradicate difficult diseases through medical innovation. We have connected 7,000 hospitals, clinics, elderly-care facilities and drug stores in Japan. We have co-created sensor-based solutions for monitoring patients and elderly people in the Netherlands[6] and in Singapore[7]. We have developed AI solutions to make clinical diagnoses[8] .We are also working with research institutions to develop gene-based medicine and drugs to tackle diseases like cancer that are difficult to treat[9].

Decent Work and Sustainable Economic Growth
Our objective: Accelerate innovation and realize a human centric way to work. As well as providing employment for our own workforce of over 150,000 people globally, we are helping customers around the world to achieve new ways of working. Our digital workplace services[10] enable customers to support flexible working and we are continuing to develop AI solutions to support the workplace, for instance enabling speech translation[11] and support for the hard of hearing[12]. With our human centric experience design[13], we are accelerating open innovation and helping our customers to empower their people. Fujitsu has been included in the Dow Jones Sustainability Index for the 19th year running[14].

Sustainable Industrialization
Our objective: Realize intelligent industrialization through innovation. Fujitsu is developing innovative technologies to help manufacturing companies digitalize their businesses, for instance delivering smart factory solutions in China[15] and Thailand[16.] We are also supporting the development of digital talent for our customers through our Digital Business College[17]. In our own business sustainability is a key target, we achieved a 94.3 percent recycling rate for business IT equipment at recycling centers globally, with a reuse rate of over 99 percent. The Fujitsu Group was selected for the CDP's A List, the highest rating of corporate activities in response to climate change and management of water resources.

Sustainable Cities
Our objective: Enable intelligent mobility and increase safety and resilience to disasters. Fujitsu has co-created innovative services with many organizations, using our location information cloud service SPATIOWL as a platform for mobility. For instance, we are jointly developing innovative solutions for urban challenges in Singapore[18.] We globally provide HPC-based solutions to prevent and mitigate the damages by earthquakes, tsunamis and floods and we are working on a new supercomputer for which these use cases are a priority[19]. Our Digital Annealer technology[20] has huge potential to optimize the way cities work, from tackling traffic congestion to the way energy is distributed. We believe quantum-based computing will be the technology architecture that will enable the optimization of the next generation of autonomous vehicles.

Notes to editors
1 World Health Organization
2 https://sustainabledevelopment.un.org/?menu=1300
3 http://www.fujitsu.com/global/vision/
4 http://www.fujitsu.com/global/about/csr/vision/sdgs/
5. http://www.fujitsu.com/global/vision/customerstories/iwata-smart-agriculture/index.html
6 http://www.fujitsu.com/global/vision/customerstories/slingeland-hospital/index.html
7 http://www.fujitsu.com/us/Images/CS_2017Oct_ConnectedLife.pdf
8 http://www.fujitsu.com/global/microsite/vision/customerstories/hospital-clinico-san-carlos/index.html
9 http://www.fujitsu.com/global/vision/customerstories/research-center-university-of-tokyo/index.html
10 http://www.fujitsu.com/global/services/infrastructure/digital-workplace-services/
11 https://journal.jp.fujitsu.com/en/2017/11/20/01/
12 https://www.wired.co.uk/article/fujitsu-ontenna-deaf-people-vibration-clip
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16 http://www.fujitsu.com/global/vision/customerstories/siam-city-cement/index.html
17 https://journal.jp.fujitsu.com/en/2017/04/26/01/
18 http://www.fujitsu.com/global/vision/customerstories/a-star/index.html
19 http://www.fujitsu.com/global/about/resources/news/press-releases/2018/0621-01.html

20 http://www.fujitsu.com/global/documents/digitalannealer/services/da-introduction.pdf

Online resources
- Co-creation for Success
- CSR Report
- Environmental Report
- Integrated Report
- Fujitsu Technology and Service Vision
- Fujitsu Group Information Security Report
- Global CSR homepage
- Global Environmental homepage
- SDGs Microsite
- videos

Case studies:
- Disaster Management and recovery systems: Lake Biwa Development Integrated Operation & Maintenance Office The Environment Agency replaced its aging Floodline Warnings Direct system with a new cloud-based Fujitsu solution that can reach more people quickly in emergencies
- Read the Fujitsu blog: http://blog.ts.fujitsu.com
- Follow Fujitsu on Twitter: http://www.twitter.com/Fujitsu_Global
- Follow us on LinkedIn: http://www.linkedin.com/company/fujitsu
- 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

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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 156,000 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 4.7 trillion yen (US$41 billion) for the fiscal year ended March 31, 2016. For more information, please see http://www.fujitsu.com.

About Fujitsu EMEIA
Fujitsu promotes a Human Centric Intelligent Society, in which innovation is driven by the integration of people, information and infrastructure. In the Europe, Middle East, India and Africa region (EMEIA), our 27,000-strong workforce is committed to Digital Co-creation, blending business expertise with digital technology and creating new value with ecosystem partners and customers. We enable our customers to digitally transform with connected technology services, focused on Artificial Intelligence, the Internet of Things, and Cloud - all underpinned by Security. For more information, please visit http://www.fujitsu.com/fts/about/

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