THE POSSIBILITIES ARE INFINITE FUJITSU

An ICT Company's Efforts to Create Corporate Social Value

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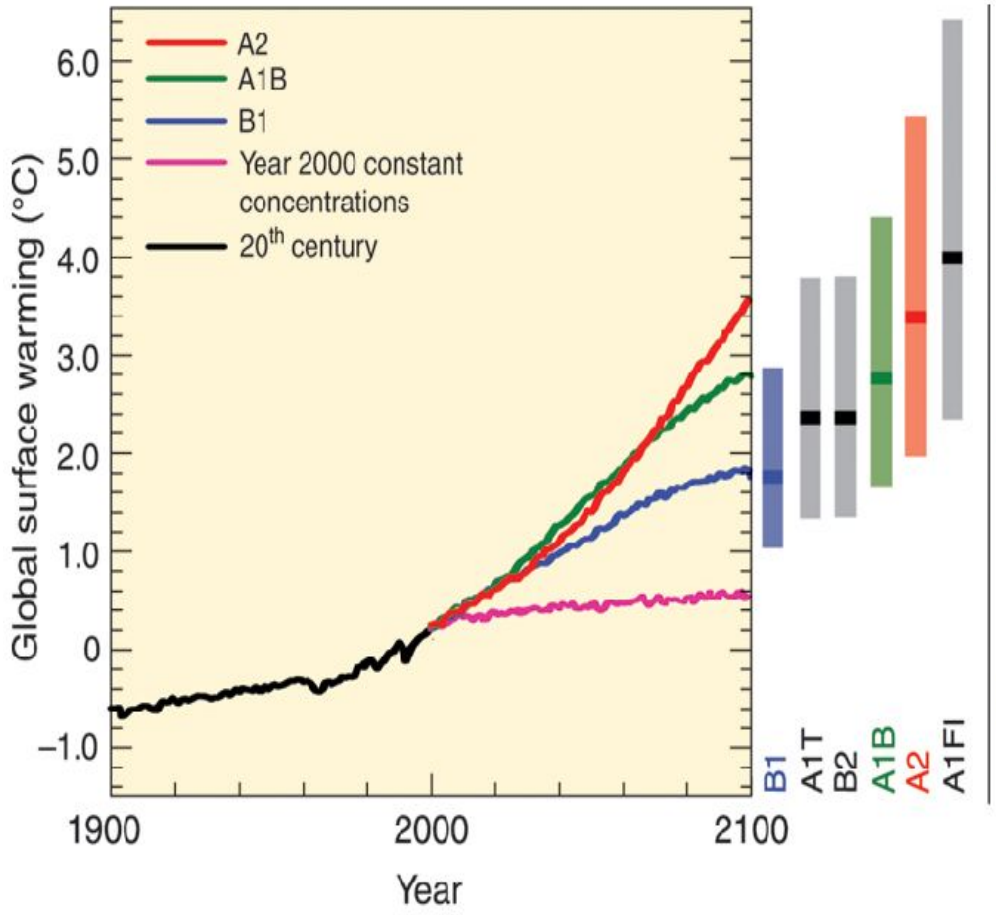
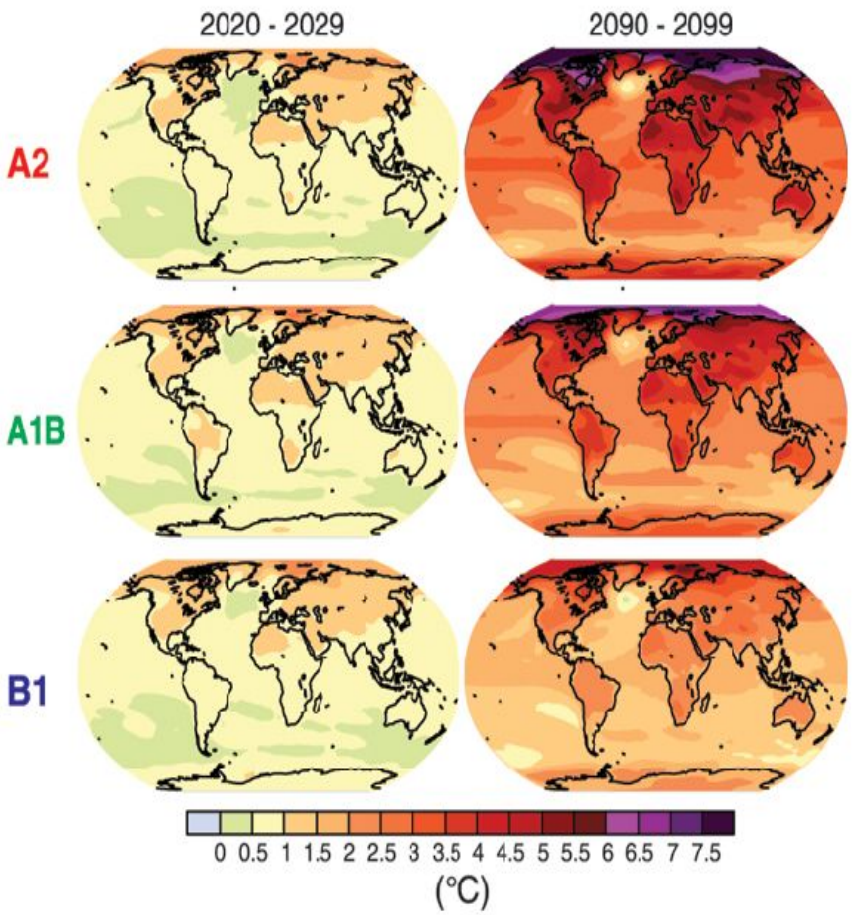
15th April 2008

Global Warming by GHG



<Increase in ground temperature (comparison with 1980 to 1999)>

*Increases in 2090 to 2099 based on 1980 to 1999



<Increase in annual average temperature in 21st century (comparison with 1980 to 1999)>

[Source: IPCC 4th evaluation report (Integrated report) (November 2007)]

Role of ICT Company against Global Warming

- **Minimize Environmental Load on Business Operations**
- **Reduce Environmental Load "Of" ICT itself**
- **Reduce Environmental Load "By" ICT solutions**

Minimize Environmental Load on Business Operations

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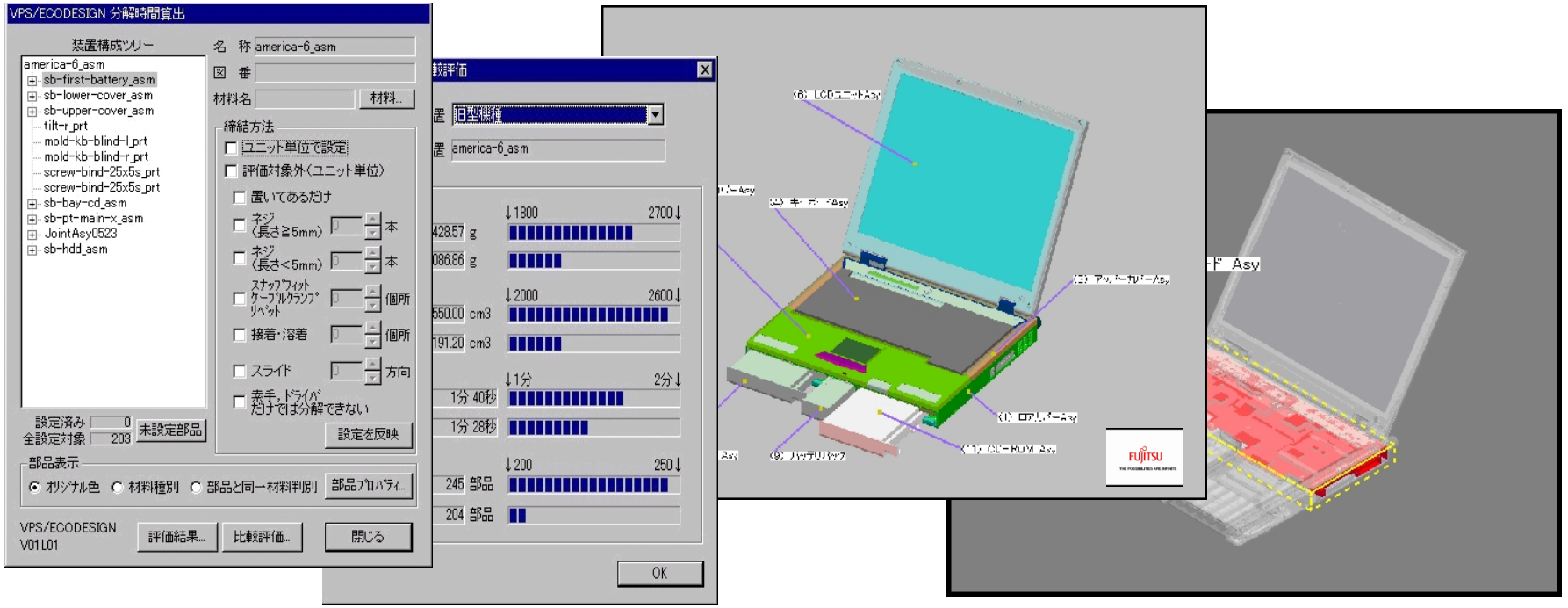
Environment-Conscious Efforts at Design Stage

- Manufacturing not making prototype
- Environmental load simulation
- Remote meeting sharing the blueprint
- Disassembly evaluation



Use of VPS (Virtual Product Simulator)

Major Strengths of ICT

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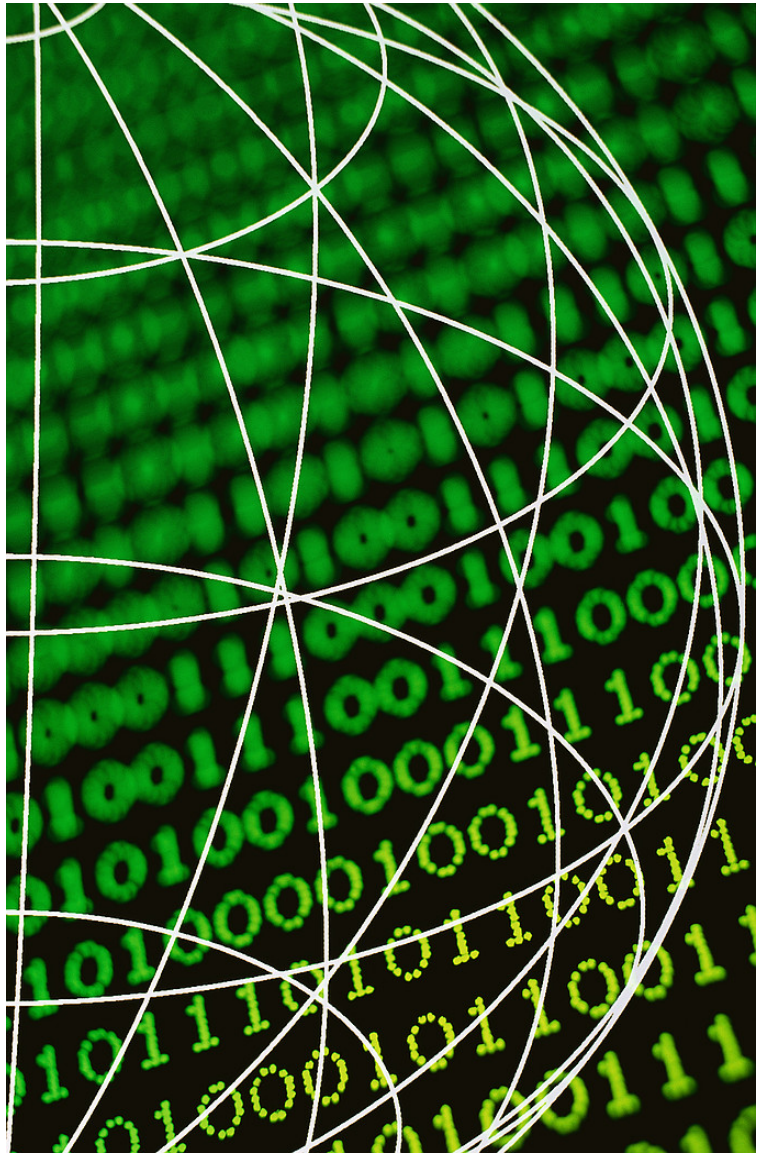

Labor saving / efficiency improvement

Downsizing

Reduction of paper

Dematerialization

Transcendence of time and space

Further progress of ICT is necessary for energy saving and the low carbonization securing convenience.

Corporate Social Value

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Contributions

-68Million ton-CO_2

Use of ICT

Online shopping
Online transaction
Telework
TV conferences
ITS
BEMS•HEMS, etc

Corporate Social Value of ICT Sector

"Total"
-38Million ton-CO_2

Difference Maximization

Estimated Power Consumption
+30Million ton-CO_2

Efforts for Environmental Load Reduction

<CO2 reduction by use of ICT in Japan, 2012>

[Source: MIC Japan]

Fujitsu's Approach

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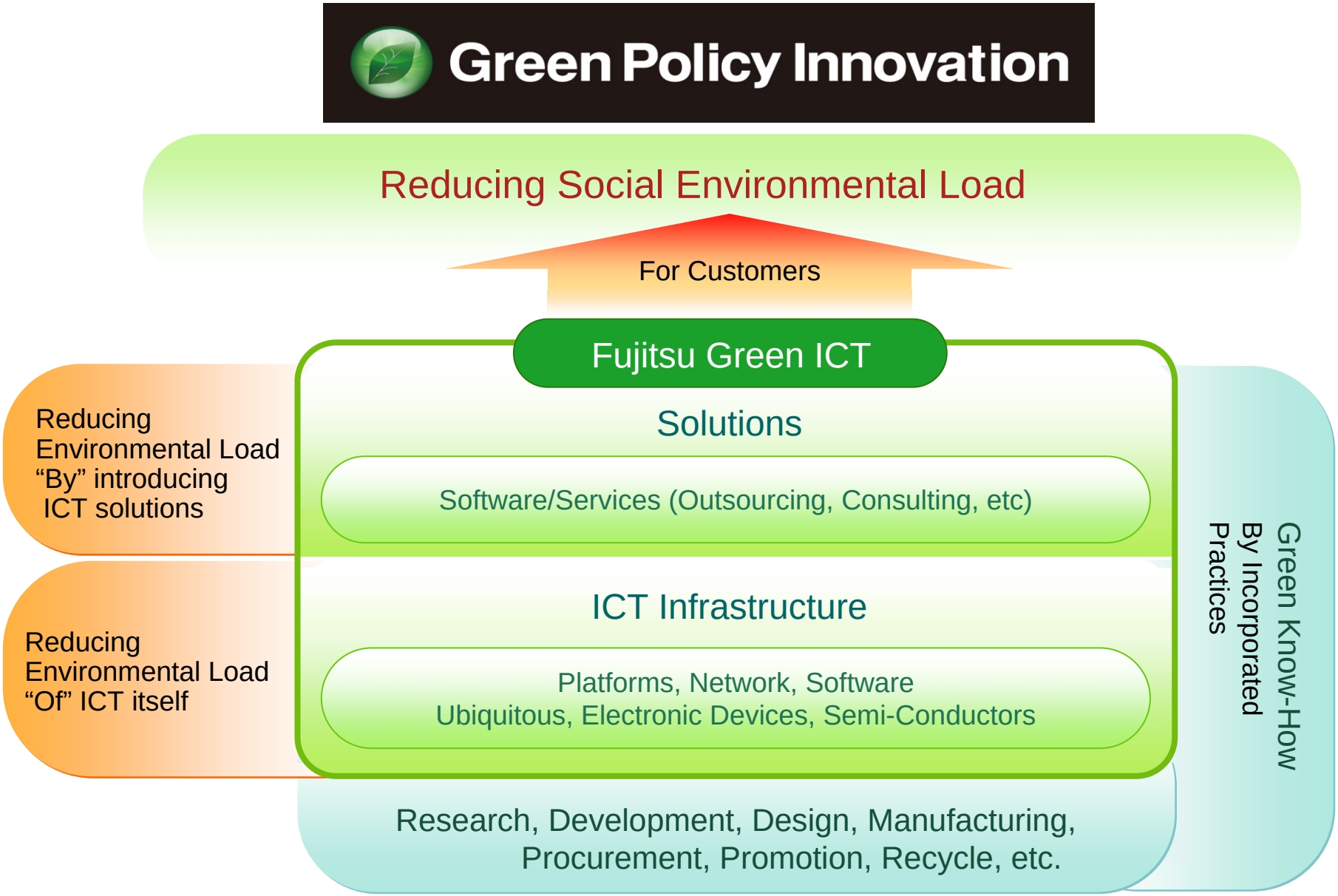
Reduce Environmental Load
"Of"
ICT itself

Reduce Environmental Load
"By"
Promoting ICT solutions

Provide Green ICT by concentrating Know-how & Technology of FUJICTSU Group

Contribution for Reducing Social Environmental Load



Carbon Reduction by “Green Policy Innovation”

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Reduce Environmental Load
“Of” ICT itself

accum. 760K ton-CO_2

Reduce Environmental Load
“By” ICT solutions

accum.6.3M ton-CO_2

CO_2 Emission
Reductions

FY2007-2010 (4years)

over 7 Million ton-CO_2

Note: This trial calculation is based on amount of Japanese market of FY2006.

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Environmental Load Reduction “Of” ICT itself

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Development of Environmental Materials

Made from corn＊

＊Made from industrial corn

Application to housing of PC

Equipment Design for Environment

- Reduced power consumption by 57%
- Reduced installation space into 1/8,
- Reduced number of cables into 1/3

By function integration and consolidation of the equipment

Network server

IPCOM EX2000

Environmental Conscious System Architecture

Reduced carbon emission by equipment integration and consolidation for IDC application

Blade Server

BX Series

Environmental Load Reduction “Of” ICT itself

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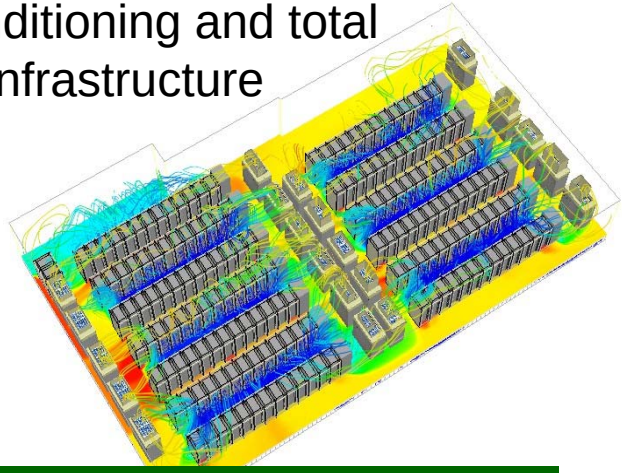
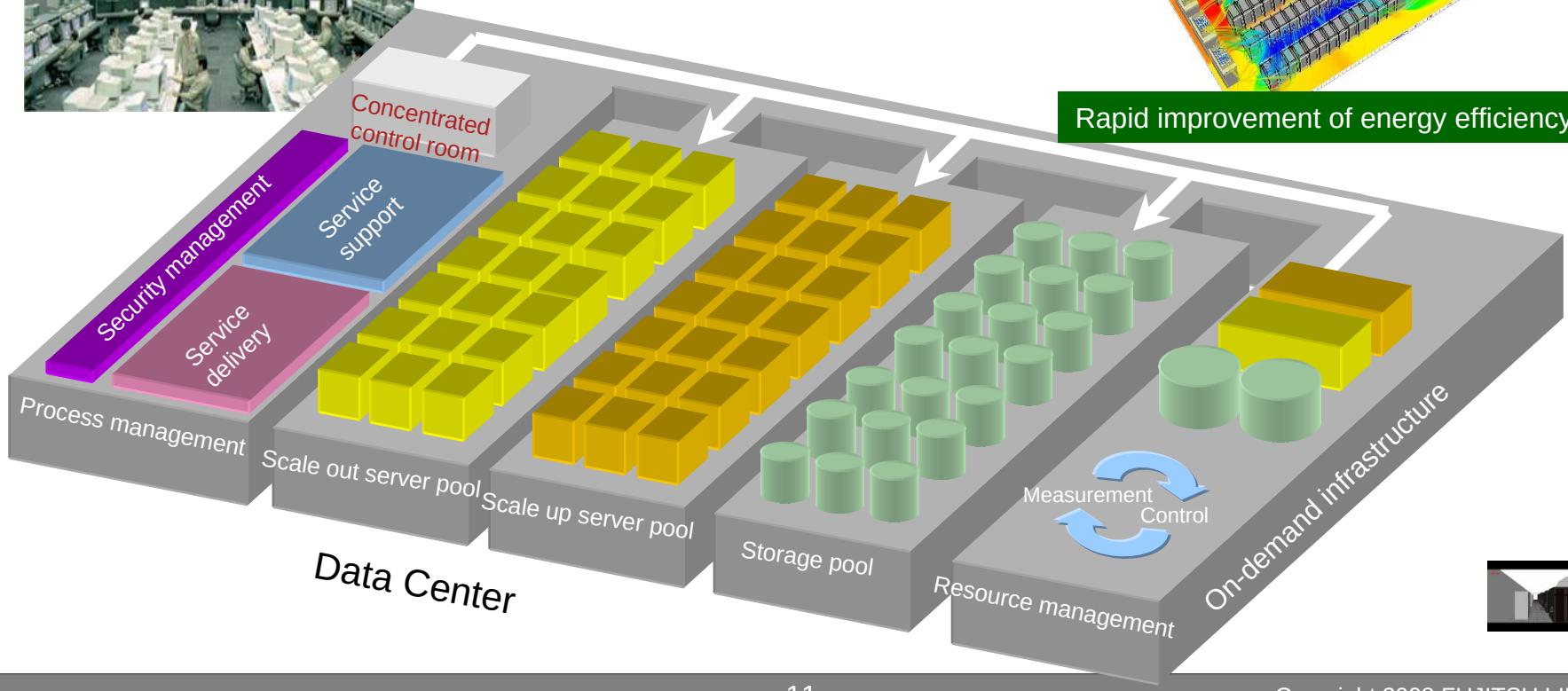
Energy saving and optimization of data center

Efficiency improvement of facilities of building and air-conditioning and total solution of energy saving and optimization including ICT infrastructure



Rapid improvement of energy efficiency



Environmental Load Reduction “Of” ICT itself

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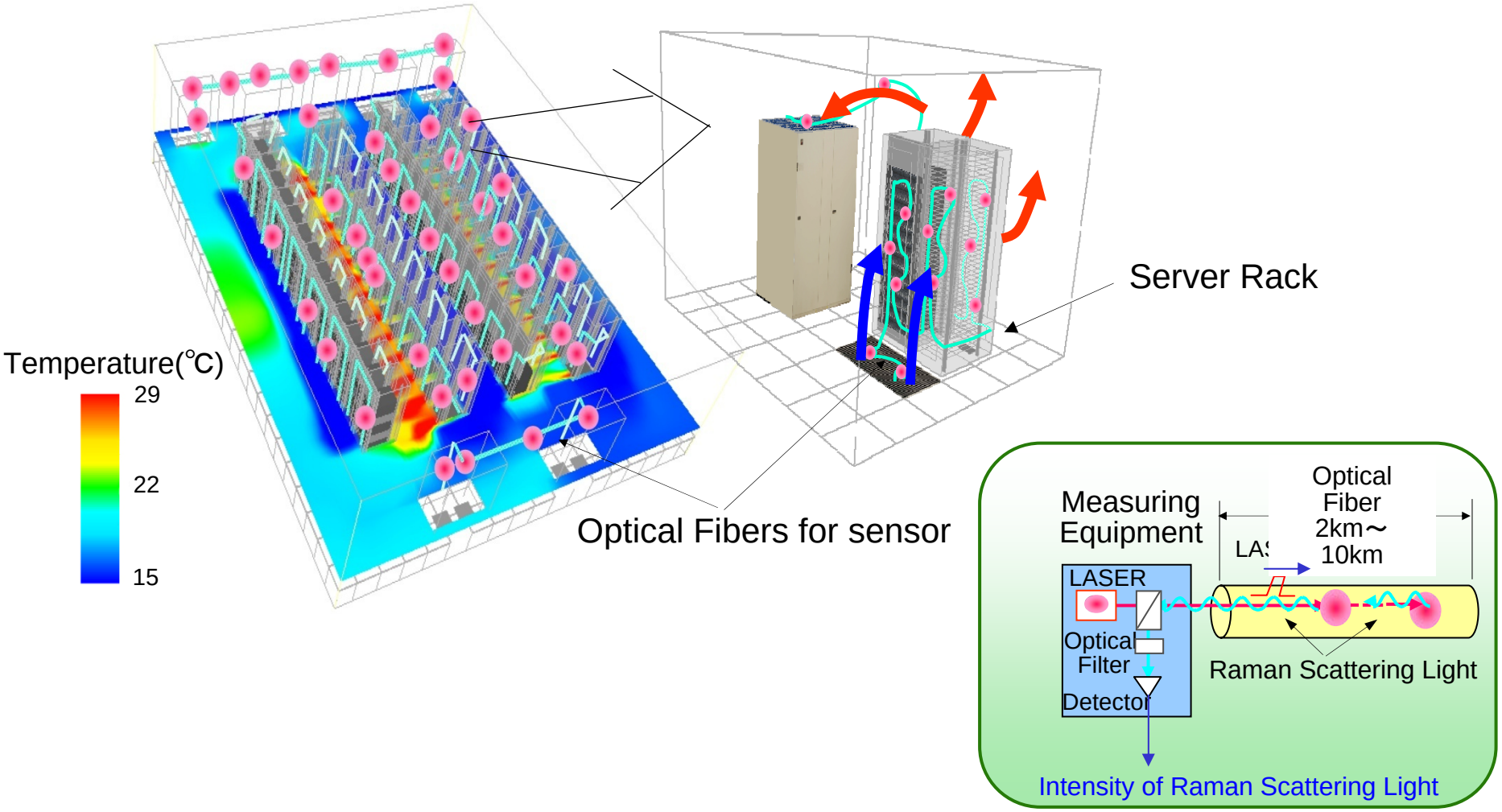
Optical Fiber-based Multi-Point Temperature Measurement Technology



Principle of temperature measurement

Carbon Reduction by “Green Policy Innovation”

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Environmental Effects Caused by ICT Solutions

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Effects by introducing ICT solutions

Increasing work efficiency, productivity and quality etc.

+

Environmental aspects

Electronic distribution of information

⇒ reduction of energy and raw materials related to products

Elimination of human movement and goods transportation

⇒ reduction of energy related to transportation

Efficient use of space

⇒ reduction of energy related to offices and warehouses

Evaluation Method of ICT Solutions

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Evaluation of *CO_2 emission* in *7 environmental factors* at *the operation stage* of an ICT solution

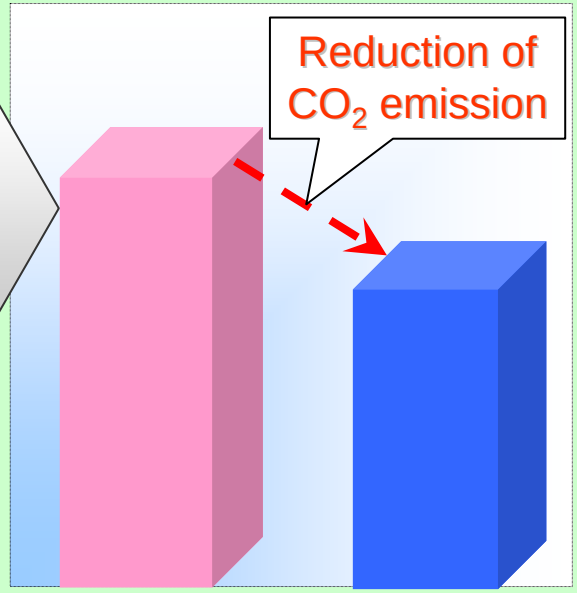
Conversion of 7 factors to CO_2 emission

Resource consumption	Use of paper (documents) and CD etc.
Human movement	Movement by train, bus and car etc.
Goods transportation	Transportation by truck and train etc.
Office space	Space for person and ICT equipment etc.
Warehouse space	Keeping documents and goods
ICT/Network equipment	Electricity for ICT/Network equipment
Network data communication	Data communication using internet etc.

Data base of environmental load units

Calculation of CO_2 emission before and after the introduction of ICT solution

Estimation of CO_2 emission



e-learning system ~ A case study with 5,000 trainees scale ~

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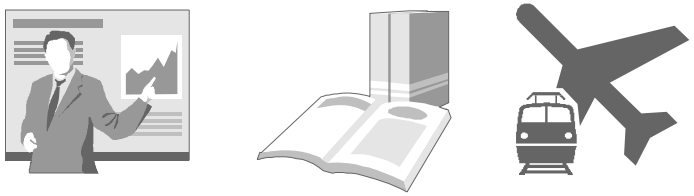
"Internet Navigware"

Before

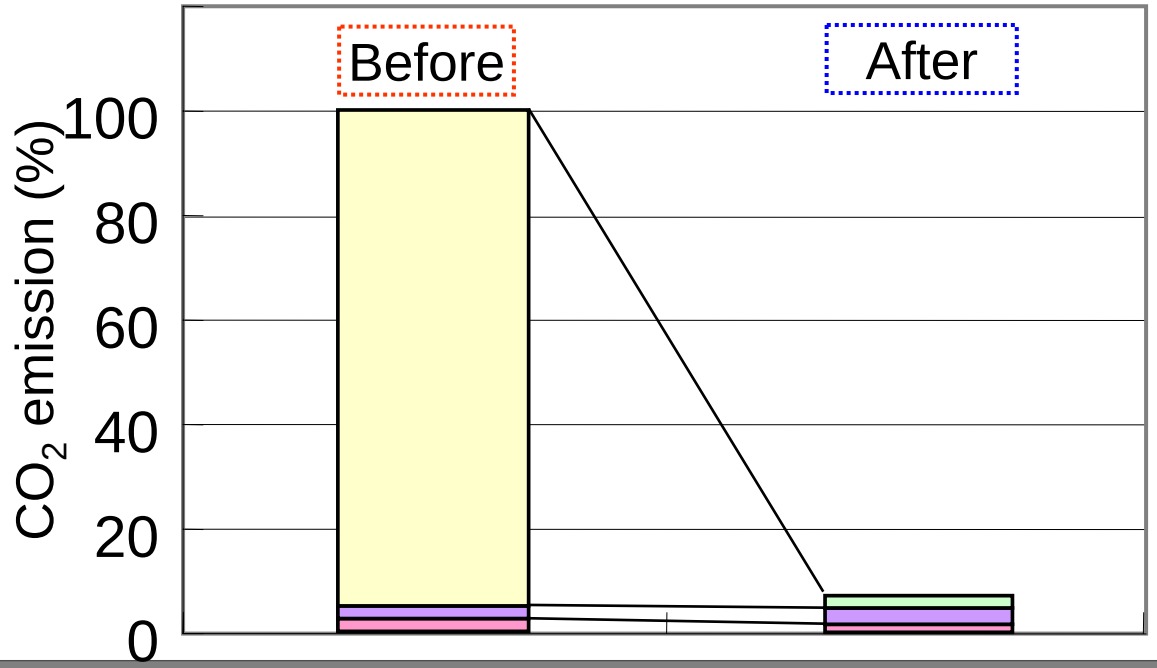
・Movement to the training institute

・Training by lectures with textbooks



After

Trainees can study the training courses at their desk via internet.



CO_2 Reduction Effect

93%

- ICT/Network equipment
- Office space
- Human movement
- Resource consumption

A Ward office inside business information system

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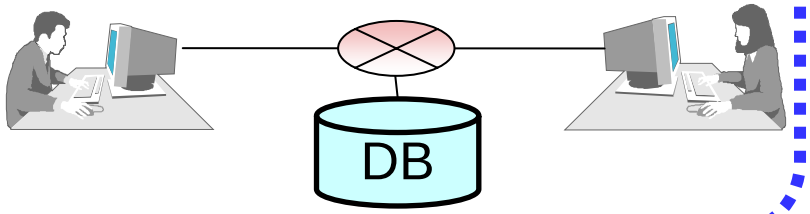
“IP Knowledge”

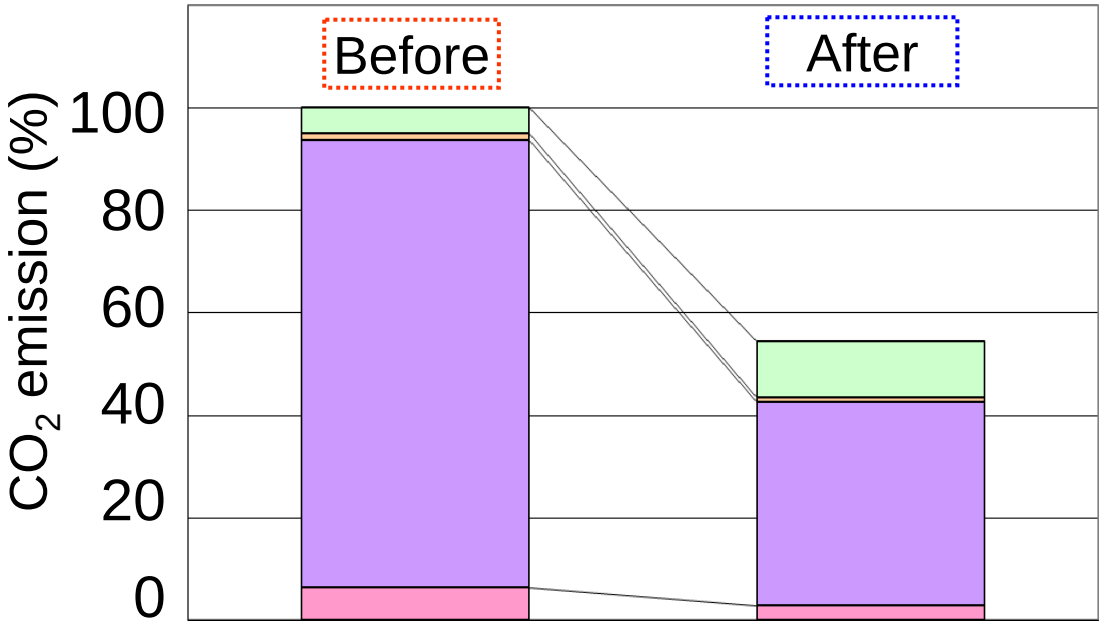
Before

All settlements processed with paper documents.

After

90% or more settlements are computerized.





CO_2 Reduction Effect

45%

- ICT/Network equipment
- Warehouse space
- Office space
- Resource consumption

Corporate Social Value of ICT Sector

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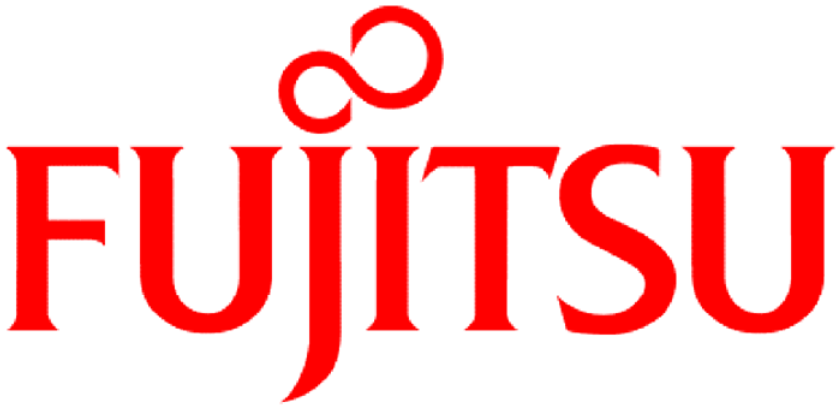
Standardization of the analysis & evaluation method, etc. are important.

- Building consensus about contribution of ICT to the whole of society
- Realizing the concept of CO_2 emissions credit through ICT

Maximizing Corporate Social Value of ICT sector

A positive efforts of related organizations including ITU is requested.



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