

Company Profile

Headquarters: Tokyo, Japan
Major products: Manufacturing/sales of communication systems, information processing systems, and provision of related services
Further information: www.fujitsu.com

Fujitsu Limited operates in the ICT field. Alongside the provision of various services. Fujitsu is also involved in a total solution business that comprehensively provides development, manufacturing, and sales through to maintenance of cutting edge, high performance and high quality products and electronic devices.

Challenges and How Fujitsu Takes Responsibility

The human living environment functions precisely because of the blessings bestowed upon us by the Earth. Together with food and wood, nature fulfills untold functions for humans such as climate adjustment, water purification, and recreation. Recently, as the ecosystems on Earth deteriorate, the

protection of biodiversity has become a pressing topic in attempts to enable the sustainable provision of ecosystem services.

In addition to natural resources and energy, corporate activities are sustained by ecosystem services that form the basis of our society. In order to ensure the foundation of society is stable and continue corporate activities, it is necessary to make efforts towards the protection of the biodiversity that provides these ecosystem services in addition to reducing the burden on the environment.

In light of this situation, biodiversity protection has been raised as one of the targets in the mid-term environmental vision "Green Policy 2020" unveiled in July 2008 with the aim of promoting specific measures by 2020 for all targets set in the Leadership Declaration of the 'Biodiversity in Good Company' Initiative signed at the conclusion meeting of the 9th Convention on Biological Diversity. In addition to this and as an ICT company, Fujitsu is making use of its technology to proactively contribute to biodiversity preservation.



Fields of Action

- Sites and facilities
- Supply chains, commodities and materials
- Product
- Production and manufacturing processes
- Transport and logistics
- Personnel



Best Practice: Rainforest Regeneration Project and Eco-Tour Activities for the Study of Biodiversity (Malaysia Eco-Forest Park)

The Issue

It is said that a quarter of all species exist in rainforests, and as such they are extremely important and necessary ecosystems. However, the destruction of these rainforests is advancing at a great pace and the protection and regeneration of the remaining rainforests is a sizable challenge.

Furthermore, in order for the protection and sustainable use of biodiversity to make inroads into society, the challenge is to sensitize people about how the protection of biodiversity is possible.

The Response

To make efforts towards the protection of biodiversity on a global level as a global company, Fujitsu started a project in 1998 centering on South-East Asia for the protection and regeneration of rainforests. In addition to activities in Thailand and Vietnam, a rainforest regeneration project has been underway in Sabah, Malaysian Borneo since 2002 called "Fujitsu Group Malaysia Eco-Forest Park" with support from the Sabah Forestry Development Authority.

Also, since 2010, Fujitsu has been implementing the "Biodiversity Eco-Tour". The "Fujitsu Group Malaysia Eco-Forest Park" has been used as a biodiversity educational environment for employees and their families. In this eco-forest park visitors receive tours, where they learn about the regeneration of rainforests and can observe oil palm fields and primary forest as well as orangutan protection efforts. They also learn about the dangers biodiversity faces on Borneo.

The Results

In total, 37,500 indigenous dipterocarpaceae trees have been planted in an area of 150 hectares in the Fujitsu Group Malaysia Eco-Forest Park. These trees have entered the seedling tree growth phase, and maintenance work, growth surveys, and surveys of wild fauna are being implemented. For these trees to grow from seedlings to maturity, it will take a long time. The number of people involved in this project extends to 1,190, including employees and local residents. So that the eco-forest park once again becomes a place where a variety of species live, Fujitsu will continue maintenance and providing support. The park will continue to be used as a place for environmental education with the aim of increasing understanding about rainforest regeneration among employees and stakeholders.

