A hero brand with a quantified vision to 2100

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One of the world’s biggest

The Japanese global ICT company – the world's third-largest IT services provider and No.1 in Japan*

Committed to deliver local service globally

A rich history – over 75 years of shaping tomorrow with you

*2011 IT Services Vendor Revenue. Source: Gartner, "Market Share: IT Services, 2011” 9 April 2012
FUJITSU’s sustainability journey

1938
Park style design for Kawasaki plant

1990
Environmental Management System implemented

1993
Developed stage 1 of our Fujitsu Group Environmental Policy

1999
Reforestation activities commenced in Vietnam

2002
Biodegradable plastic parts included laptops

2003
Achieved zero waste emissions by all 13 plants in Japan

2007
Launched sustainability consulting in Australia

2009
IBUKI launched: world’s first dedicated satellite to monitor concentrations of carbon and methane across the planet

2011
Win the Banksia Award in Australia

2012
Green Policy Innovation: saving 15 million tons of CO₂ for our customers

Future
Green Policy 2020
Green Policy 21

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We aim to use the power of ICT to benefit society. Our business is to help make the world a better place.
Sustainability and Technology
Everything is speeding up, fast
A desire for real-time insight
Mobility is the norm
A new natural resource, Big data
Smarter Resource Consumption

Our wants and needs are expanding but our resources are fixed. Technology has a key role to play in securing our future.
Requiring super fast computing

How fast is the K computer?

- If the world’s 7 billion people could perform one computation per second, it would take about 24 hours a day for 17 days to complete 10,000,000,000,000,000 (one Kei) computations.

- The K computer can complete 10 petaflops of computations in just one second.
Powering innovative research

In partnership with Fujitsu, HPC Wales is enabling academic and commercial projects to use high performance computing for modelling weather patterns and climate change, simulation and prototyping, health and bioscience and creative design, to name but a few.
Advancing mathematical techniques

The Australian National University and Fujitsu are working together to advance mathematical techniques and resilient software for grand-challenge scientific simulations (including tsunami modeling and plasma physics) running on current and future supercomputers.
Greatest benefits are from cloud computing facilitate environmental improvements across an organization, industry or society.
Smart Transport

A traffic management system collects masses of data - from sensors planted in fleets of vehicles & roadside infrastructure that monitors traffic flow.
Smart Agriculture
The cloud solution was to implement satellite technology for field monitoring and mapping visualization data which was transferred in real time to the office.
Smart Communities

Environmental monitoring system in Map Ta Phut industrial estate, gathers data on pollutants using sensors.
Making a real difference
The role of ICT in mitigating the effects of the earthquake and tsunami that devastated the East Japan coast in March 2011
Sustainability and cost savings (who pays the bill?)
Measuring ICT Sustainability maturity?

ICT Sustainability Framework

Attitude
- Equipment Lifecycle
- End User Computing
- Enterprise & Data Center
- ICT as a Low-Carbon Enabler

Policy
- Procurement
- Personal Computing
- Desktop
- Mobile
- Data Center
- ICT Equipment
- Networking & Communications
- Outsourcing & Cloud
- Software Architecture
- Government & Compliance
- Teleworking & Collaboration
- Business Process Management
- Business Applications
- Carbon Emissions Management

Practice
- Recycle & Reuse
- Departmental Computing
- Printing & Consumables

Technology
- Disposal

Metrics
- Measure
- Monitor
- Manage
- Mitigate
2nd Report measuring End User Organizations

- 1,000 responses ~ Australia, Canada, China, India, New Zealand, United Kingdom and the United States of America
- ICT Sustainability declined was 56.4 now 54.3
- Only 14.2% of CIOs including ICT energy in the budget
- Size matters – bigger better, not everywhere though
- Canada leading the way
- Policy matters – e.g. waste
- Best Practice is possible, one wholesaler in the USA scored 97.0
What will ICT Sustainability look like in 2012?

- 1,200 responses ~ Australia, Canada, China, India, Japan, New Zealand, United Kingdom and the United States of America

- Will we improve or continue to go backwards?

- Will more organizations take advantage of the costs savings? e.g. 40% off the bottom line

- Will the CIO be responsible for ICT energy and the bill?
Case Study – Meridian Energy

Who are they?
- New Zealand’s largest energy provider
- Sustainability Leader, 100% renewable energy

What we did:
- ICT Sustainability Quick Start
- Benchmarked to Global Best Practice - 166/ 1000, rating of 60.3
- Detailed report outlining short, medium & long term strategies (Immediate: Up to 40% reduction of energy from End User Computing)
- ICT Foot Print using our own tools

The Future:
- CIO agreed to achieve global best practice of 80 or above
- Fujitsu developing program in line with ICT Sustainability Framework

“The whole Quick Start process gave us real insight into how we could reach beyond our current ICT targets of sustainability. The benchmark report gave us something further to strive for with clarity on how to get there”

- Alison Howard, Sustainability Performance Advisor, Meridian.
Case Study – Universities Alliance

Challenge
- To expand the ability of three leading Victorian Universities to support core activities of teaching and research with an IT infrastructure capacity that is both cost effective and which would reduce greenhouse gas emissions.

Solution
- Tier III data centre with advanced environmental features
- SLAs on PUE and renewable energy commitments

Benefits
- The concepts of sustainable data centres and emissions control become a business reality
- Net emissions from services are lower
- Pooled data centre resources of the University Alliance has halved costs
- Demonstrable leadership in sustainability
- Fujitsu takes on responsibility for Universities’ emissions under legislation

“The University’s decision to partner with Fujitsu was influenced by its demonstrated innovation in sustainability and its long-term commitment to developing sustainable data centre environments” – Edwina Cornish, Monash Senior Deputy, Vice-Chancellor
How do we define business sustainability?

- Efficiency
- Innovation
- Risk
- Performance
- Economic growth
- Intergenerational responsibility
- Brand
- Opportunity
FUJITSU Sustainability Business Model

- **Returns on capital**
  - Sales and marketing
  - Sustainable operations (reducing costs, emissions, energy, waste, water)
- **Risk Management**
  - Reputation Management (internal & External)
  - Operational risk Management
- **Growth**
  - Composition of business portfolio
  - Innovation and new products
  - Reaching new customers and markets
  - Regulatory Management

Adapted from the McKinsey Model

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Close: August 30th