

Fujitsu's Approach to SDGs

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1. Introduction

Today, the world faces diverse threats. Although the world's economies have developed rapidly since the Industrial Revolution, there have also been major social issues such as explosive population growth, concentration of populations in cities, uneven wealth distribution, problems with the food & water supply, terrorism & armed conflict, and disasters caused by climate change.

Under such circumstances, businesses view the world with a mixture of both anticipation and trepidation. Are they agents of evil, causing social issues through their pursuit of economic benefits, or are they white knights that aim to solve these issues through innovation?

2. SDGs and the role of enterprises

In 2015, the United Nations drew up a plan for the resolution of social issues all over the world. This includes a list of seventeen sustainable development goals (SDGs) to be achieved by 2030, following on from the Millennium Development Goals (MDGs) set forth in 2000. However, while the MDGs were action targets that mainly called for national governments to support developing countries, the SDGs seek to provide a better life for people in every part of the world, including developed countries. It is expected that delivering these goals will require efforts to be made by NPOs, NGOs and individuals as well as governments.

The SDGs are not simply social contributions. Businesses are expected to contribute to achieving SDGs through their actual business activities, and indeed many global businesses are starting to act as centers for new business opportunities.

According to the Global e-Sustainability Initiative & Accenture Strategy report,* the realization of SDGs is expected to grow the market in the ICT sector alone to \$2.1 trillion. Institutional investors have also focused on the social responsibility of corporations, including their response to the SDGs. The UN's Principles for Responsible Investment (PRI) have already been signed by 1,700 organizations with over \$US 70 trillion of assets under management, and it is now becoming incumbent on businesses to accept their social responsibilities.

3. Fujitsu's approach

We believe that these SDGs will ultimately be achieved not

through the efforts of a single business, but through collaboration with many other businesses, NPOs, NGOs, international organizations and other bodies. At the January 2018 annual meeting of the World Economic Forum in Davos, Fujitsu President Tatsuya Tanaka had talks with many industry leaders on the subject of SDGs. In the same month, Masami Yamamoto was appointed as vice chairman of the World Business Council for Sustainable Development (WBCSD), which is a prominent organization promoting SDGs. Since then, he has played a central role in solving problems on a global scale. Through these efforts, we are forging new connections, building the momentum of SDGs, and seizing the opportunity to increase the scale of Fujitsu's business.

Some examples of Fujitsu's collaborative approach to SDGs are introduced below.

[Case 1] Contributing to the social preparedness by supporting the construction of a Global Database for Disaster Statistics

The Sendai Framework for Disaster Risk Reduction was adopted by the UN in March 2015. Within this framework, it was agreed that every country would make efforts towards achieving seven targets by 2030, including reducing the impact of natural disasters in terms of fatalities, the number of people affected, the direct economic effects, and damage to key infrastructure.

With the aim of monitoring progress towards these targets and compiling disaster statistics, the United Nations Development Programme (UNDP) and the International Research Institute for Disaster Science (IRIDeS) at Tohoku University established the Global Centre for Disaster Statistics in April 2015. While the UNDP operates in developing countries to help with collecting disaster statistics, releasing information, and planning government policies, Tohoku University is storing and analyzing the statistical data from each country and providing these countries with advice through the UNDP. At Fujitsu, we are providing free assistance in the design and construction of a global database (GDB) as a platform for the storage of disaster statistics, and we are also helping people make effective use of this database. We are currently involved in the preparation of a disaster design database for seven pilot countries in Asia, and from 2020 we plan to expand this initiative to 20 countries around the Asia-Pacific region.

Through these activities, Fujitsu is helping to improve the

* Reference: Global e-Sustainability Initiative & Accenture Strategy, "#SystemTransformation: How Digital Solutions Will Deliver Progress Towards the Sustainable Development Goals," 2016

disaster risk reduction capabilities of developing countries, and is contributing to the creation of societies that are able to withstand major natural disasters. (Figure 1)

[Case 2] Transferring environmental technology by participating in WIPO GREEN

At Fujitsu, we aim to contribute to conservation of the global environment by promoting our green technology widely throughout society, and we are participating as a partner in the WIPO GREEN framework operated by the World Intellectual Property Organization WIPO (a specialist UN organization that transfers and matches green technology and services to where they are needed). Over 400 of our intellectual properties related to green technology have already been registered in WIPO GREEN, and we are now working on licensing these technologies.

By working on this international framework, Fujitsu is promoting open innovation on a global scale through the dissemination and transfer of green technology. In this way, we are contributing to the efforts such as the realization of a low-carbon society and adaptation to climate change. (Figure 2)

4. Conclusion

At Fujitsu, our corporate philosophy is to use technology to make the world more prosperous, and with this in mind, we have developed business aimed at using IT to solve the problems of societies around the world. Our philosophy aligns perfectly with the SDGs. Moving forwards, we hope to serve as a white knight in solving societal problems through the use of innovative IT, and to contribute to sustainable global development in partnership with various other businesses and organizations.

Figure 1: Supporting the construction of a disaster statistics Global Database (GDB)

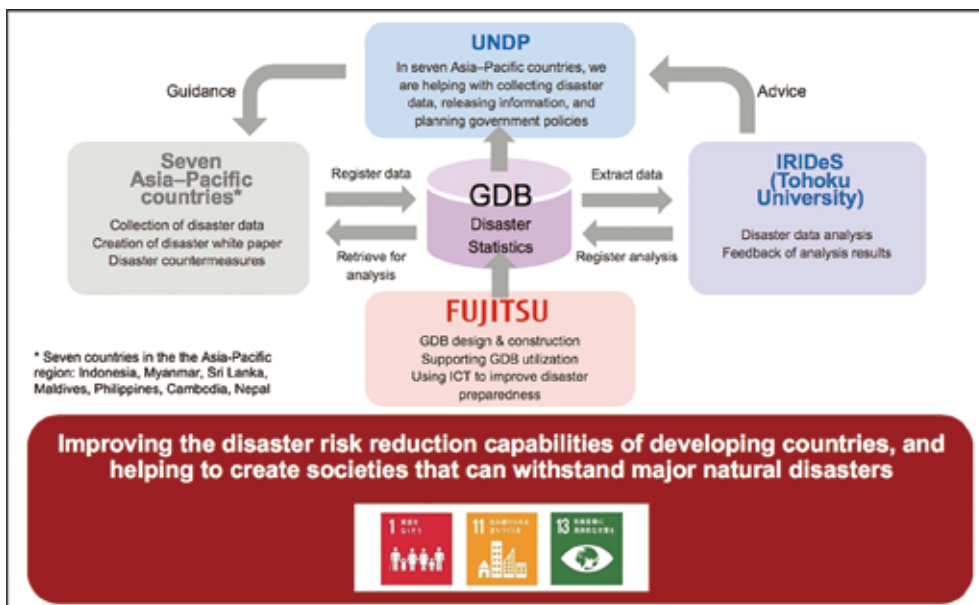


Figure 2: Participation in the WIPO GREEN framework

