

## Feature: Enhancing Quality of Life

"Enhancing Quality of Life" is part of the Fujifilm Group's Corporate Philosophy. The enhancement in quality of life as envisaged by the Fujifilm Group involves the creation of a sustainable society providing a richer feeling in not only the material aspect, but also the mental aspect of people's lives. With the aim of "enhancing the quality of life of people," our corporate philosophy is manifested in activities carried out in accordance with three themes: "Enhancing Quality of Life through Products and Services," "Enhancing Quality of Life through Our Relationship with Society" and "Pursuing Quality of Life through Communication."

### The Unwavering Values of the Fujifilm Group Corporate Philosophy

We will use leading-edge, proprietary technologies to provide top-quality products and services that contribute to the advancement of culture, science, technology and industry, as well as improved health and environmental protection in society. Our overarching aim is to help enhance the quality of life of people worldwide.

### The Shape the Fujifilm Group Aims for Vision

Anchored by an open, fair and clear corporate culture and with leading-edge, proprietary technologies, Fujifilm is determined to remain a leading company by boldly taking up the challenge of developing new products and creating new value.



## Feature: Efforts to Improve Quality of Life



### Enhancing Quality of Life through Products and Services

- 11** Absorption and Permeation for Healthcare
- 12** Making Prints at Convenience Stores
- 13** Striving to Enhance the Health of People Everywhere



### Enhancing Quality of Life through Our Relationship with Society

- 15** Fostering Culture to Provide Value to a Broad Range of People
- 16** JOHO-JUKU Information School Stimulating Creativity
- 17** "Mirai (Future)" Green Map
- 19** International Resource Recycling System
- 21** Business Endeavors to Create a Recycling-based Society



### Pursuing Quality of Life through Communication

- 23** Social Contributions Forum
- 24** Environmental Forum
- 25** Factory Operations and Working Together with Local Communities

Activities Manifesting the Corporate Philosophy





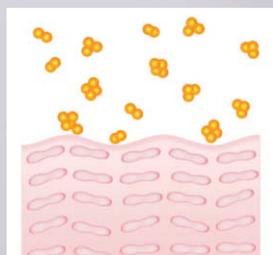
Healthcare  
Printing Service

# Absorption and Permeation for Healthcare

## Non-nanosized astaxanthin solution



Large particles result in opaque appearance. Does not permeate easily into skin.

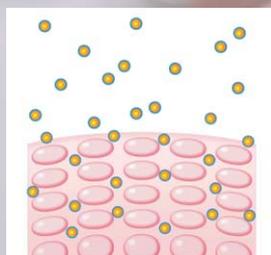


The small particles attract each other, join and become bigger, resulting in lowered permeability and absorption.

## Nanosized astaxanthin solution



Minute particles result in near transparency. Permeates easily into skin.



Fujifilm has coated the particles with a soft ultra-thin membrane, like a soap bubble, to prevent the joining of particles and improve permeability and absorption.

## Making Our Bodies Healthy Inside and Out

Healthcare is an important issue in our everyday lives, and health trends are continuing to show robust growth. At Fujifilm, we are always aiming to become increasingly engaged in enhancing people's quality of life, and we have entered the healthcare field and begun marketing supplements and cosmetics.

Creating effective applications from the diverse and original core technologies accumulated through our many years of pioneering work in the photography field, Fujifilm proposes unique products that are easily distinguished from those of other companies. To state one example, the main raw material of photographic film is composed of the same collagen that is contained in skin. The fading of colors in photographs is caused by oxidation, which also causes the discoloration and aging of our skin. We have a wealth of research achievements and know-how at our disposal in collagen-handling technologies and antioxidant technologies. Two factors that we emphasize in product development are permeability and absorption. Regardless of what exceptional substances may be extracted, if permeation and absorption are inadequate or ineffective, good results cannot be expected. Therefore, we have formulated an original technology concept known as FTD. An approach for extending effectiveness, FTD signifies functionally combined substances and materials (Formulation), which are aimed accurately at body locations while in a fresh and stable state (Targeting) and conveyed in proper quantities and with appropriate timing (Delivery). FTD requires advanced nanotechnology for the management of minute materials. This concept has been realized in the form of actual products, and is the real-world execution of a uniquely Fujifilm value proposal.

Astaxanthin, a carotenoid red pigment extracted from Haematococcus algae, is a naturally-occurring substance found in abundance in sea creatures such as salmon, shrimp and crabs. With antioxidant skin benefits 10 times that of beta-carotene and 1000 times that of vitamin E, astaxanthin has been receiving attention as an anti-aging skincare ingredient. Due to its sedimentation and fishy smell, astaxanthin is extremely difficult to process as an ingredient in products that are drunk or applied on the skin. At Fujifilm, we have mastered the characteristics of the material with our proprietary technology and dissolved astaxanthin components down to the nanometer level via emulsification and dispersion techniques, thus enabling thorough absorption into the body and accessibility to the public in the form of healthcare products that harness this excellent source of protective power provided by nature.

## Products data

- Astaxanthin formulations
- Deep permeation essence (left)
- Drink (center)
- Supplement (right)

URL <http://www.ffhc.jp/>  
(Available in Japanese only)



▼At Antenna Shop at Tokyo Midtown



FUJIFILM Corporation  
Life Science Products Division  
Kumiko Ujiie

Drawing on my experience in supplement development, quality assurance and the launch of a new call center, and taking advantage of my work in product development, I am now working in call center management/maintenance and product planning. With regard to working in a new field, everyone here feels highly motivated and undertakes tasks wholeheartedly. There are many women in the workplace, and the atmosphere ripples with energy. Comments from customers are handled using a system put in place to assure clear and specific responsiveness. For example, when receiving requests regarding packaging and pricing concerns, or methods of payment and ordering, our response policy is to provide improvement options. In answer to demands to try out our products, we have launched our Antenna Shop (P.15). Responding to requests for detailed information on the components of the supplements, we have added information on the packaging, and on our website we have disclosed a detailed list of components and amounts contained in milligrams. Future projects include providing conscientious aftercare for customers who purchase our products, and creating a structure for collecting a wide range of customer viewpoints. In the future, I hope to see Fujifilm's diverse technology lead to more valuable proposals, and also lead to the happiness of our customers through the strengths of our reliable, safe and sincere business structure.

This is only my frank viewpoint as a company employee who uses company products, yet I have to say that when I wondered "What does it feel like?" and then tried out a test sample for the first time, I was amazed by the incredible degree of permeability. It was exciting to witness the realization of Fujifilm's proprietary technology in the familiar form of a cosmetic; and at the same time to be able to experience the fruits of that technology myself. I was extremely satisfied with the usability and effect, so I distributed over 700 test samples to my family, friends, neighbors, the tennis team I belong to and the local community tennis clubs. Married women who enjoy sports (including myself) are particularly aware of the discoloration and wrinkling caused by exposure to the sun, and when people tried the products, there were many satisfied responses about the effects. A common request was that we seriously consider a way of making it easy for the elderly to make orders. I think that healthcare is an appealing and meaningful field, and I have high hopes for the increased participation of women. In the future, I hope to see more proposals for unique and wonderful products, and to thereby spread health and happiness, both in our company, and to the general public.



FUJIFILM Corporation  
Research & Development  
Management Headquarters,  
Administration Division  
Hidemi Tomono

# Making Prints at Convenience Stores

## Offering Value in Familiar Everyday Life Situations

With the diversification of people's lifestyles, values and the desire for convenience in our world today, convenience stores have become something that we cannot live without. Keeping up with customer's needs and the changing times, a great variety of services are now available at convenience stores. Fuji Xerox's multi-use copy machines are currently active at approximately 11,000 Seven-Eleven stores throughout Japan. In 2000, based on Fuji Xerox's past achievements in the building of networks in office settings, we successfully introduced the first Fuji Xerox multi-use copy machines in approximately 7,000 Seven-Eleven stores. It started when Internet use at convenience stores became more frequent. Until that time, Fuji Xerox had been concerned primarily with customers in office settings, and the entry into a new field—the distribution industry—was the launching of major project. Then, in November 2004, the self-service digital camera photo print-capable "New Multi-Use Copy Machine," a convenience store industry first, was introduced. This machine was developed jointly by Seven-Eleven Japan and Fuji Xerox, incorporating Fujifilm's peerless photo printing technology and undertaking improvements of such aspects as an easy-to-use control panel interface, as requested by numerous customers. As convenience stores in particular are patronized by a wide range of customers of all ages, special design considerations were taken into account with regard to concerns of understandability and safety. We are making every attempt to address the concerns of universal design, including the use of large-size text and easily distinguishable colors on the control panel to enable usage by people with poor eyesight, an external design that takes safety into account with the rounding off of sharp parts, and a construction that prevents children's hands from entering openings in the machine.

In January 2007, we started a new online service, the "Seven-Eleven Storefront Printing Service." Users with computers operating Windows Vista\* can easily select the photo data desired and make prints at any of the Seven-Elevens in Japan. It is possible, for example, to send printing reservation numbers to family and friends so that photos may be printed out in distant locations. Furthermore, as payment is made at the time of printing, usage is possible without a credit card, and the customer may rest assured that no registering of name, address or telephone number information is necessary.

Fuji Xerox is continuing to make new valuable proposals, both for office settings and for familiar everyday situations, and is utilizing the top-class technology of its digital full-color multifunction devices to bring about improvements in our quality of life.

\*A menu for accessing the "Seven-Eleven Storefront Printing Service" is available in the Windows Vista "Start" menu.

## Service data

### "Seven-Eleven Storefront Printing Service" Usage Procedure

1. Using a computer running Windows Vista, enter the photo data desired to be printed.



2. A printing reservation number is received via email. (Make note of printing reservation number.)



3. Go to Seven-Eleven. Enter the printing reservation number and print out. (30 yen per photo)



Refer to the website below for details. Customers without computers may make self-service prints on the spot at Seven-Eleven, by bringing in data on compatible media.

URL <http://www.fujixerox.co.jp/evolution/vista.html> (Available in Japanese only)



Fuji Xerox Co.,Ltd.  
Major Accounts sales  
Head Quarter  
Retail-Chain Business Group  
Manager

Kazuhiro Muto

At the time of our first introduction of machines in 2000, we had no experience carrying out installations on such a large scale (7,500 stores at the time), so we formed a project team that represented a cross-section of the entire company. Steered by executives, we moved ahead with our expansion into the convenience store industry. The entire company came together and struggled everyday to keep up the pace. The major difference from office machines is in the way customer support is handled. First of all, we reinforced our infrastructure for copying services with a center operating around the clock for 365 days of the year to deal with products exhibiting problems. Then, for on-site maintenance\* we arranged for the customer service engineers to work directly with the store owners. In this way, new improvement points and needs can be communicated directly. We are now working on expanding our maintenance response availability until 9:00 p.m. and raising the level of store satisfaction. As these things could not be realized by Fuji Xerox alone, we have requested complete cooperation from all of our domestic sales subsidiaries. Furthermore, keeping in mind the risks of unexpected trouble, earthquakes and the like, we have arranged an emergency contact system that brings together all sales subsidiaries, technology support departments, research and production departments, distribution departments and administration departments, and we are ready to respond with top speed and quality day or night.

\* When an inquiry is made due to product failure or defect, an engineer carries out support and repairs on-site.

The response to our "Seven-Eleven Storefront Printing Service" has been immense, and we are really feeling the results. Currently, when ranking the usage applications of our multi-use copy machines nationally, copying comes in first place and digital printing comes in second—a very favorable response. One great advantage of working with the internet is the capability, which we have now with Storefront Printing, for the customer to output photo data via the internet onto any multi-use copy machine in Japan. An even bigger benefit is that the improvement of software aspects (the touch-sensitive control panel, etc.) can be carried out with greater speed and flexibility. We can upgrade the software on all our machines throughout the country at the same time. This makes it possible to reduce the frequency of engineers being dispatched for customer service, so we are able to lower the environmental burden. As well, we can take advantage of the internet to collect data regarding which stores and services are being used—which is useful for our market analysis. I have the real sense that by using Fuji Xerox's skills in building networks, we can provide our customers with true value. I am looking forward to achieving greater progress with internet-based services in the future.



Fuji Xerox Co.,Ltd.  
Major Accounts sales Head Quarter  
Retail-Chain Business Group

Keisuke Nagatani



# Striving to Enhance the Health of People Everywhere

# In Fields of Medicine that Bring Hope to the Future

## Fujifilm's Interest in the Medical Sector Begins with X-ray Film

### Striving to End Breast Cancer. We Support the Pink Ribbon Movement



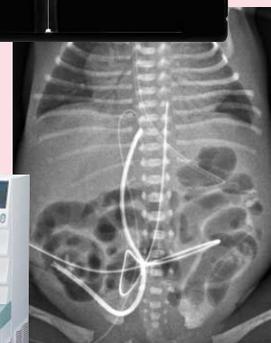
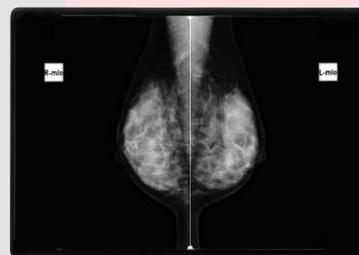
It is said that one in 30 Japanese women will contract breast cancer and the number of women dying from this disease is rising year by year. However, if detected at an early stage and treated, about 90% of such cases can be cured. With self-examination and regular image diagnosis checkups using mammography (breast X-ray), and ultrasound devices, the rate of early-stage detection will improve. Fujifilm was an early supporter of breast cancer diagnosis through its research in image processing, and first became involved in the medical sector as a provider of x-ray film. In 1983, we succeeded in commercializing FCR (Fuji Computed Radiography), the world's first system capable of digitizing x-ray images, and since that time Fujifilm has been a leader in the field of digital medical image diagnosis. At the same time, we have been participating in the Pink Ribbon movement—spreading the message of the necessity of breast cancer diagnosis both to citizens and to medical institutions and we are engaged in consciousness—raising activities to promote early-stage detection.



The Pink Ribbon Smile Walk

As part of the Pink Ribbon movement, we are developing activities to aid in the understanding of mammography diagnosis, in hopes of raising awareness and concern among women with regard to breast cancer and increasing the rate of early-stage detection and treatment.

Mammography image



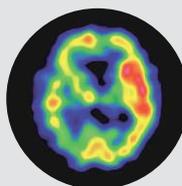
Exceptional application for imaging even in children and newborn babies



FCR (Fuji Computed Radiography)

## Contributing to Medical Care through Stable Product Supply

### The Need for Rapid and Reliable Supply of Radioactive Pharmaceuticals



◀Cross-sectional image of blood flow in brain, photographed by a gamma camera

Small doses of radioactive pharmaceuticals are administered intravenously, and radiation (gamma) is photographed. Low cerebral blood flow can be observed.

In many medical facilities today, diagnosis is often carried out with radioactive pharmaceuticals (testing agents containing radioactive isotope-emitting radiation), and this method of testing has become indispensable. Remarkable advancements are being made in nuclear medicine diagnosis, and many radioactive pharmaceuticals are being developed as well. These technologies and products are utilized in medical care situations for diagnosis and decisions regarding courses of treatment. FUJIFILM RI Pharma contributes to the medical care of many people via maintaining a stable supply of the radioactive pharmaceuticals that are of service in the nuclear medicine field. The level of radioactivity in radioactive materials weakens with time. With the passage of a few hours or days, the level decreases by half, and detection time becomes too long. In order to fulfill the stable, rapid and reliable supply necessary for radioactive pharmaceuticals, we have created an integrated supply system, including all stages of processing, from procurement to order acceptance, manufacturing and distribution. Orders received in the evening are processed immediately, and products manufactured at FUJIFILM RI Pharma's Chiba Factory are delivered across Japan the following morning. We believe that FUJIFILM RI Pharma has a great role and responsibility to fulfill—from its advancements in medical diagnosis that contribute to the future of all, to the prevention of diseases—and further, into every area of medicine.



## Our Concept of "Minimum Burden on Humans" The Realization of an "Easy on the Patient" Endoscope Insertable through the Nasal Passage

Fujinon, the arm of the Fujifilm Group responsible for the development of optical lenses and hi-vision cameras, is also developing endoscopes and other medical equipment. The "transnasal endoscope," which was commercialized in 2003, is a revolutionary product with a superfine 5.9 millimeter diameter that realizes the concept of "Minimum Burden on Humans" and can be inserted through the nasal passage. Starting with a special lens of 1 millimeter in diameter, the Fujifilm Group's optical and digital imaging technologies were exploited to their fullest in order to produce a commercial product with minimum burden on Humans. As conventional types of orally-inserted endoscopes usually have a tube thickness of around 9 millimeters, anesthesia is necessary when inserting through the mouth. Moreover, there are patients who, on having the endoscope passed through the throat, have had to deal with vomiting, discomfort or tears. Some of these people later become fearful or resistant of re-examination, and some of them even avoid examination altogether. The nasally-insertable endoscope, however, contributes to medical care that is easy on the patient, with greatly reduced sensations of vomiting and other discomfort, and there is a feeling of security from being able to communicate verbally with the physician during the examination. Inquiries for the hospitals that have adopted "transnasal endoscope" are increasing every year, and 93% of those who have experienced the transnasal endoscope request for future examination to be performed via the nasal passage.



## Aiming for Implementation within Five Years Cancer Treatments Developed with Easily-Absorbed Gelatins and Taking Advantage of Nanotechnology

Taking advantage of the nanotechnology prowess born out of our film manufacturing, Fujifilm is developing an ointment technology that extends the effectiveness of anticancer drugs. We are aiming to begin clinical studies in the U.S.A. in 2 years and to start implementation within 5 years. The ointment uses the same gelatin that is the main material used in our film. Using recombinant microorganisms, we have succeeded in the development of a gelatin that is easy for the body to absorb, and we are applying it for use in cancer treatment. This gelatin differs from the common cow-derived type, and there is no danger of infection from bovine spongiform encephalopathy (BSE). The gelatin is made into minute particles of approximately 100 nanometers in diameter and imbued with an anticancer agent. When applied to the skin, the components of the drug are exuded gradually and the effect of the drug is maintained. For cancers developing at points near the surface of the body, the anticancer agent can reach the affected part directly, so repeated intravenous treatments or injections are unnecessary. As there is the prospect of lower side effects than possible with injection treatment, which spreads anticancer agents throughout the body, we are aiming to contribute this technology to the prevention and treatment of diseases, and we are moving ahead toward implementation.

## DNA Isolation in 6 Minutes

### Our "Automated Nucleic Acid Isolation Systems" Support Life and Safety-related Research

DNA testing is now in common use across a wide spectrum of fields, including medicine, life sciences, food products, agriculture, livestock, criminal investigation and personal identity confirmation. The performance of DNA testing necessitates a pretest procedure of extracting DNA from samples of blood or other cells. As conventional DNA isolation requires manual procedures such as precipitation, centrifugation and washing, it has created a great burden on university researchers and inspection agencies alike. Exploiting Fujifilm's life science technology, we have succeeded in commercializing systems that automate DNA isolation procedures. With our automated nucleic acid isolation system QuickGene-810, we have achieved the rapid processing times of 6 minutes for DNA (deoxyribonucleic acid) extraction and 13 minutes for RNA (ribonucleic acid) extraction. Providing stable DNA testing environments that are rapid and safe, we are contributing our support to a wide scope of research and testing concerns relating to human life and safety.



QuickGene-810  
Automation enables DNA isolation in 6 minutes  
(Manual DNA isolation takes 60 minutes)

FUJIFILM SQUARE  
JOHO-JUKU

## Fostering Culture to Provide Value to a Broad Range of People

### A Space for Experiencing the Splendor of Photography

In February 2007, the Fujifilm Group concentrated the FUJIFILM Holdings and the headquarters functions of the two main operating companies—Fujifilm and Fuji Xerox—in Tokyo Midtown, and started a new endeavor.

In March 2007, Fujifilm opened FUJIFILM SQUARE, its first complex showroom centered on a photograph gallery. Various projects are being employed to enable people to experience the splendor of photography in this center for conveying information on the culture of photography that can be enjoyed by all. This also serves as a space for the many people visiting Tokyo Midtown to enjoy themselves in a relaxed atmosphere, with a variety of sections including an antenna shop selling skincare products and nutritional supplements, FUJIFILM-TOWN, which provides an interactive introduction of Fujifilm's technology using a diorama and video, and a café where people can rest while browsing photo collections. Through FUJIFILM SQUARE, we would like to convey that Fujifilm is involved in the enhancement of quality of life not only in photos, but also in a variety of other forms. In April 2007, Fujifilm opened the Ginza Velvia-kan building on land in Ginza 2-chome Namiki Dori where Fujifilm's headquarters was located from 1949 until 1969. Ginza Velvia-kan provides a broad range of value to the community and society based on the theme of "enabling adults to enjoy rich lifestyles" and contributes to the further development of Ginza.

The art collection of engraving that has been gathered by Fuji Xerox since 1988—as one of its acts of philanthropy—was also put on display in the Fuji Xerox Art Space that was reopened in the commercial Galleria in Tokyo Midtown. The collection has been systematically gathered to enable an overview of 20th century art, and 20-40 pieces from the collection are chosen according to themes to be put on display to provide a place for a wide range of people to encounter artistic works.

The area in and around Tokyo Midtown also includes the National Art Center, the Suntory Museum of Art and Mori Art Museum, and the area plays a role of communicating culture and art in Tokyo. We would like a variety of information to be conveyed by FUJIFILM SQUARE and the Fuji Xerox Art Space for the enjoyment of many people, and we hope they will serve as centers for fostering the culture of photography and art.

01

02

03

04

05

15

- 01 FUJIFILM PHOTO MUSEUM**  
Fujifilm's collection including valuable antique cameras is on display for the public here. Visitors can come into contact with the history of photography, the changes of the times and the progress of the culture of photography.
- 02 Gallery PHOTO IS**  
Exhibitions are held every month in a variety of fields and on a variety of themes.
- 03 FUJIFILM TOWN**  
In addition to using a diorama and video to provide an interactive introduction to the various technologies and services provided by FUJIFILM, nostalgic television commercials from the past can also be viewed here.
- 04 FUJIFILM Healthcare Lab**  
This is an antenna shop selling nutritional supplements and skincare products leveraging the technology we have cultivated over many years of research. In addition to receiving explanations from expert staff, visitors can try out our range of skincare products.

- 05 Ginza Velvia-kan**  
Unique and trendy stores housed here help create a classy urban lifestyle for a mature audience.  
**URL** <http://www.midcity.jp/velviakan/>  
(Available in Japanese only)

### Information

#### FUJIFILM SQUARE

**Address** 1F & 2F (Tokyo Midtown)  
9-7-3, Akasaka, Minato-ku, Tokyo  
**Tel** 03 (6271) 3350  
**Operating hours** 11am-8pm (except in the New Year's break)  
Entry free of charge  
**URL** <http://fujifilmsquare.jp/english/index.html>

#### Fuji Xerox Art Space

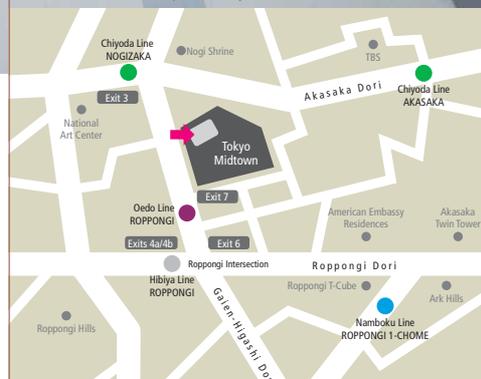
**Address** 3F Tokyo Midtown Galleria,  
E-301, 7-3, Akasaka 9-chome, Minato-ku, Tokyo  
**Tel** 03 (6271) 5260  
**Operating hours** 11am-9pm (except when changing between  
exhibitions and in the New Year's break)  
Entry free of charge  
**URL** <http://www.fujixerox.co.jp/event/hanga/>  
(Available in Japanese only)



FUJIFILM SQUARE



Fuji Xerox Art Space



# JOHO-JUKU Information Seminars Stimulating Creativity

## Provision of Programs Leveraging Research in Our Main Business

We are continuing to operate the "JOHO-JUKU" information seminars that leverage the expertise in "knowledge" such as "information" and "know-how" that Fuji Xerox has researched for many years. JOHO-JUKU is a program for youths such as junior high school students that encourages creativity through intellectually stimulating experiences that cannot be experienced at school, and fosters the ability to generate ideas and concepts. The seminars provide practical courses using unique materials based on the research results obtained in the everyday operations of Fuji Xerox's main business. Six years have passed since the beginning of this endeavor and because it has been well received by its participants, trial courses were started for university students in October 2006.

## Course Details

JOHO-JUKU is mainly held during the spring, summer and winter holidays. Each course takes a full day—starting with self-introductions from participants, confirmation of course objectives and then practical exercises. Lectures take up 10 to 20 percent of the total time, and most of the time is allocated to practical activities where participants use their heads and hands. In addition to activities such as "Webpage Creation" and "Creation of Electronic Picture Stories" centered on individual work, "Introduction to Java Programming" was carried out in pairs and "Truck Manufacturer Management Game," "Story Telling," "Illustrative Presentation" and "Idea Creation and Patents" were carried out in teams with many sections involving collaboration, providing a place for students from different schools to communicate with each other.

The staff supporting the classes is made up of people that have completed JOHOJUKU, university students and volunteers—making the seminars significant as a place for junior high school students to experience involvement with society across generational boundaries, ensuring that children completing the course do so with a feeling of satisfaction. Many participants decide to come again and many others became volunteers to provide assistance, which has led to the creation of a community centered around JOHO-JUKU.

Details on the course can be found at the website below.

URL <http://www.fujixerox.co.jp/company/juku/course.html> (Available in Japanese only)

## Start of JOHO-JUKU for Adults

In October 2006, a JOHO-JUKU for adults was held utilizing past management skills and based on the results. The first session titled, "Let's Think about Creativity" was made up of a program considering "What is Creativity?" and the "Requirements of Creativity" reviewing the environment for encouraging the creation of ideas and the techniques used for conceiving them, in addition to actual "Conceptualization Practice." We received many responses from participants such as "I was able to experience a variety of concepts without being fettered by stereotypes," and the seminar has gained recognition for stimulating creativity. The "Multilevel Workgroup 2006" class (learning about multilevel representation techniques in the three major artistic fields of literature, music and art) was also held for participants in and after university, based on the research on "multilevel representation of information" currently being conducted by Fuji Xerox.



Completion Ceremony of the 5th JOHO-JUKU



Backdrop to the Lecture for University Students

## Information

### Inquiries about JOHO-JUKU

Address JOHO-JUKU, Corporate Research Group, Fuji Xerox Co., Ltd.  
Greentech Nakai, 430 Sakai, Nakai-cho, Ashigara-kami-gun,  
Kanagawa 259-0157

Tel 0465-80-2355 (Admissions Office)  
Tue./Thu./Fri. 10:15am~3:00pm (Closed on Mon./Wed.)

FAX 0465-81-8951

A special application form is required to apply for participation on JOHO-JUKU.  
Please contact the Admissions Office to receive an application form.



# “Mirai (Future)” Green Map



## Create an Environmental Map of Your Local Neighborhood Using Universally Understood Pictograms and Symbols!

The Green Map project was a global initiative to create environmentally themed maps using a set of universally understood “Green Map Icons.” Started in New York in 1992, there have now been green maps made in over 50 countries around the world. One of the main features of Green Maps is that local members of the general community individually collect information about the local environment in which they live, then come together to organize the information into a single map. Given the open and free format for the green map project, there are often times when children and youngsters notice things overlooked by adults. In the summer of 2004, a *Mirai* Green Map project (*mirai* is Japanese for “future”) was launched, providing a unique opportunity for kids from across Japan to make their own green maps based on details personally gathered about their surrounding environment and then they sent the maps to the Green Map office for publication on the internet. Based on a team built around Dr. Masahiro Horiuchi of Tama Art University, who originally came up with the idea for the *Mirai (Future)* Green Map project, the project also provided an opportunity for collaborative research between Tama Art University and Fujifilm.

To participate in the *Mirai (Future)* Green Map project, participants were first required to order a starter kit from the *Mirai (Future)* Green Map website, which included instructions about the meanings of map icons and how to make a green map. Participants would then actually venture outdoors to make their map, where they could learn about local history, culture and nature while experiencing their surrounding environment first hand. Next, by organizing what they learned into an actual map using the green map icons, participating kids also learned skills for oral and visual communication. Once received by the Green Map office, publishing the completed maps online also gave many participants a great sense of accomplishment. By providing such opportunities to local youth, Fujifilm aims to make a lasting contribution to society by sharing the significance of environmental education with future generations.



From left:  
Tama Art University, Industry-University Joint Research Project, Assistant Researcher, Ms. Haruko Sugimura  
Tama Art University, Industry-University, Joint Research Project Assistant Researcher, Ms. Minako Yamamoto  
Tama Art University, Associate Professor, Dr. Masahiro Horiuchi  
Tama Art University, 3rd year student in Design Studies, Faculty of Art and Communication, Ms. Yurie Oka  
Tama Art University, 3rd year student in Design Studies, Faculty of Art and Communication, Mr. Daisuke Noguchi

### Example of Green Map Icons

The *Mirai (Future)* Green Maps provides 125 universally understood icons in an icon tool set like the one below. The icons are classified into several categories like culture, life, vegetation, animals, resources, pollution and transportation.



### Bring *Mirai (Future)* Green Maps to Your Neighborhood!

Please visit the *Mirai* Green Map website to order your starter kit.

URL <http://mirai-greenmap.jp/>  
(Available in Japanese only)



### A Green Map Example

This Green Map was made by Ms. Midori Kato, a 5th grader at Yushu Minami Elementary School in Chiba Prefecture's Ichihara City.



### Mirai Green Map Office

Tama Art University Industry-University Joint Research Project Horiuchi Laboratory

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URL <http://mirai-greenmap.jp/> (Available in Japanese only)



The panels presented here by representatives from Tama Art University are green maps used in the "Mirai Green Map exhibition," held in 2006 at the Zenrin Map Museum in the city of Kita-kyushu. Preparations are currently underway to hold another "Mirai Green Map exhibition" in Tokyo in 2007.

**Let's hear what members from the Horiuchi laboratory had to say about the *Mirai Green Map* project during their visit to Fujifilm Headquarters.**

**Dr. Horiuchi:** 

I came up with the idea of the *Mirai (Future) Green Map* project in order for the kids and youngsters that are going to be tomorrow's leaders to realize for themselves what is important for maintaining a healthy environment into the years to come. This is why I chose an approach where participants could notice something by actually experiencing the surrounding environment first-hand, instead of merely passing on the knowledge intellectually. Also, no one would understand the significance of what they are observing if they just looked at things in an ill-defined manner without any direction. This is where the green map icons come in. They provide tools for comprehending the environment being observed. Participants first write down whatever comes to mind. Then, the green map icons are placed on the map so that students can grasp the positive and negative aspects about the environment in their local community.

We successfully completed the *Mirai (Future) Green Map* project as part of an environmental education program but we really hope the program gains additional attention and broadens in appeal. Our next steps are to improve the design of the starter kit (to gain the attention of more youth) and we are working on improving the green map website by adding more visual affects to make it easier to understand. Upon reviewing how the project was announced, we found that a mail magazine format garnered a more positive response than typical hardcopy paper formats, so we plan on using a range of formats for future announcements. There were quite a few cases where starter kits were sent but no green maps were created, or the green maps were created but not mailed to our office, so we surveyed users and noticed that submission rates increased when we supplied an envelope with postage paid in advance. We now realize that it is important to take care of these finer details in the future.

Initially, I envisaged the *Mirai (Future) Green Map* project as a summer homework project for students to complete on their own, but we've seen an increase in cases of teachers that are enthusiastic about environmental and information-sciences education introducing green maps into their regular school curriculum. Also,

we heard from many elementary schools that less and less total study hours are being used for education about the environment or surrounding region. The green maps, however, can be incorporated as a map building exercise for classes on life sciences, social studies, geography or sciences, and we plan on selecting a few model schools to investigate this further. In an effort to widen the reach of green map educational initiatives at schools, we are also building a teacher's manual based on feedback from teachers, as well as providing more information on the green map website.



**Ms. Yamamoto and Ms. Sugimura:** 

The *Mirai (Future) Green Maps* can be made by students as an independent research project during their summer vacation, and I think quite a few participants made many more new discoveries by doing this as a team project. Several students made the maps with friends, adults, their families and school staff, or with other local community groups. We visited students at three schools to gather more information about the green map project: 2nd graders at Jinryo Elementary School, Kasugai City in Aichi Prefecture; 5th graders at Tawara Elementary School, Taito Ward in Tokyo; and 5th graders at Nohara Elementary School, Gojo City, Nara Prefecture. Looking at the Green Maps sent to our office from these locations, we visited each location wondering what sort of places they were based on. Here we learned a lot of things from teachers, mothers and kids such as how the kids decided to participate in the Green Map project, how they were engaged in the project, how they changed through the project, and how they felt about their accomplishment. In this way, we really gained an appreciation of the Green Map project as a valuable method for student enrichment education. One thing that was common among all the schools was a remarkable shift in student awareness about the environment, and we were surprised by how the students gained a positive outlook and a heightened awareness of environmental education. For example, the area in Taito Ward has very little natural vegetation, and the local ward government office is building biotopes on the roofs of public buildings. Many of the students learned for the first time about the many biotopes in their neighborhood when gathering information to make their green maps. When the students noticed a biotope project at another nearby elementary school, they became bent on building a biotope at their own school, and became determined to build biotopes on the rooftops of all elementary schools within Taito Ward. Our visits allowed us to learn about many of the different discoveries caused by the *Mirai (Future) Green Map* project, and this served as valuable information for many teachers and parents around the country. We would like others to learn about our experience with the Green Map project, and are in the process of making a report to be included on the green map website.





# International Resource Recycling System

## “Craftsmanship” and “Zero Landfill” Activities to Cut Back on New Resource Investments as Much as Possible

### Efforts in Japan

At Fuji Xerox, a company-wide policy to “promote resource recycling by aiming for “Zero Landfill”<sup>\*1</sup> for all items” was initiated in order to reduce the environmental burden of Fuji Xerox products. Through this policy we are actively working to address environmental concerns as much as possible in terms of all the processes in our product’s life cycles: from planning, to design, procurement, and recycling. Starting in 1995, Fuji Xerox started to reuse various parts from copiers and other multifunction devices collected from customers for production and sales, making sure they offer the same level of quality as newly fabricated products. Parts that cannot be reused are actively recycled, and we achieved “Zero Landfill” status as of 2003 after implementing a nationwide “Zero Landfill System” in 2000.

\*1 Zero Landfill: No waste materials land filled or processed with simple incineration.

### Domestic Efforts during the Fiscal Year of 2006

The recycling rate for used products in Fuji Xerox was 99.99% (0.01% was from process loss) in 2006, and we are maintaining this recycling system on a national level throughout Japan. The number of units produced using reused parts was 14,000 for 2006, with the cumulative total reaching 290,000 overall. As a result, we managed to save 2,000 tons in new resource investments for 2006, which translates into a reduction of 15,500 tons of CO<sub>2</sub> emissions.

Furthermore, in May 2006, Fuji Xerox launched a new “DocuCentre C2100” color-copier multifunction device for office applications that incorporates the latest in technology, which is the result of efforts to develop recycle-based products using reused parts guaranteed to offer the same quality as a new product. Recent years have seen a rapid switch in demand from black-and-white to color-compatible machines in the copier market, but used parts that were collected were primarily using for black-and-white machines, since differences in technical architecture prevented reuse in color-compatible machines. However, volumes of used parts collected from color machines rose in 2006. Fuji Xerox has been producing color-compatible machines since 1997, and has been working to develop product designs



The DocuCentre C2100 color multifunction device for office applications: Paving the way into the market for recycle-friendly products.

and manufacturing techniques aimed at driving up reuse rates for color machine parts. By combining such techniques, Fuji Xerox is pushing product planning intended to boost recovery volumes for used color-machine parts, and these efforts have paid off with the launch of the new DocuCentre C2100, a color multifunction device that contains reused parts. Outfitted with the latest in technology and offering the same level of quality as a completely new machine, the DocuCentre C2100 has been well received by a wide-range of clients, and has allowed Fuji Xerox to significantly expand levels of reused parts in our products.

Given that the primary production capacity of Fuji Xerox has been relocated to China, in April 2004 we started reusing parts from Chinese built equipment in Japan. Fuji Xerox incorporates used parts into the production lines of new equipment using unified production lines, but the lack of a production line for new equipment in Japan prevented us from using a unified production system for those parts that were made in China, yet sold in Japan. Nonetheless, operating on the principle that reusing used parts generated in Japan was mandated by our commitment to Corporate Social Responsibility as an equipment manufacturer, Fuji Xerox estab-

Regions Covered by the Fuji Xerox International Resource Recycling System



lished reused parts production line in Suzuka Fuji Xerox which is the largest production site in Japan for Fuji Xerox and its affiliates. Doing so allowed us to achieve the Fuji Xerox policy targets of continuing to reuse parts from used products while still maintaining Chinese production bases.

## Efforts Overseas

Furthermore, in order to reduce our environmental burden overseas to the same degree as within in Japan, Fuji Xerox Eco-Manufacturing Co., Ltd. was established in December of 2004 as a recycling center in Thailand in order to run an international resource recycling system in the Asian Pacific region. Used products in nine Asian Pacific countries and territories\*2 are recovered at local sales locations, before being shipped to Fuji Xerox Eco-Manufacturing for dismantling, sorting and restoration into 70 categories including steel, aluminum, optical lenses, glass, copper, etc. This new recycling system also features a tracking system that takes weight measurements at each process to prevent illegal disposal in mid-process. A basic policy and four guiding principles were developed to guide the construction of the Fuji Xerox international resource recycling system.

\*2 Australia, Philippines, Hong Kong, Indonesia, Korea, Malaysia, New Zealand, Singapore and Thailand.

## Basic policy for building the international resource recycling system

1. Fuji Xerox shall fulfill its responsibility as a manufacturer to avoid risk and manage factory operations.
2. Ensure uniform recycling quality through comprehensive, unilateral integration of recycling systems.
3. Reduce the environmental burden in each country and territory of operation.

## Four guiding principles

- (1) Prevent illegal disposal by recovering used products, which is the responsibility of the manufacturer.
- (2) Do not import waste materials.
- (3) Do not cause environmental burden on importing countries.
- (4) Return a positive contribution to importing countries.

By strictly adhering to these four guiding principles, Fuji Xerox aims to reduce the environmental impact of our operations in the Asian Pacific region.

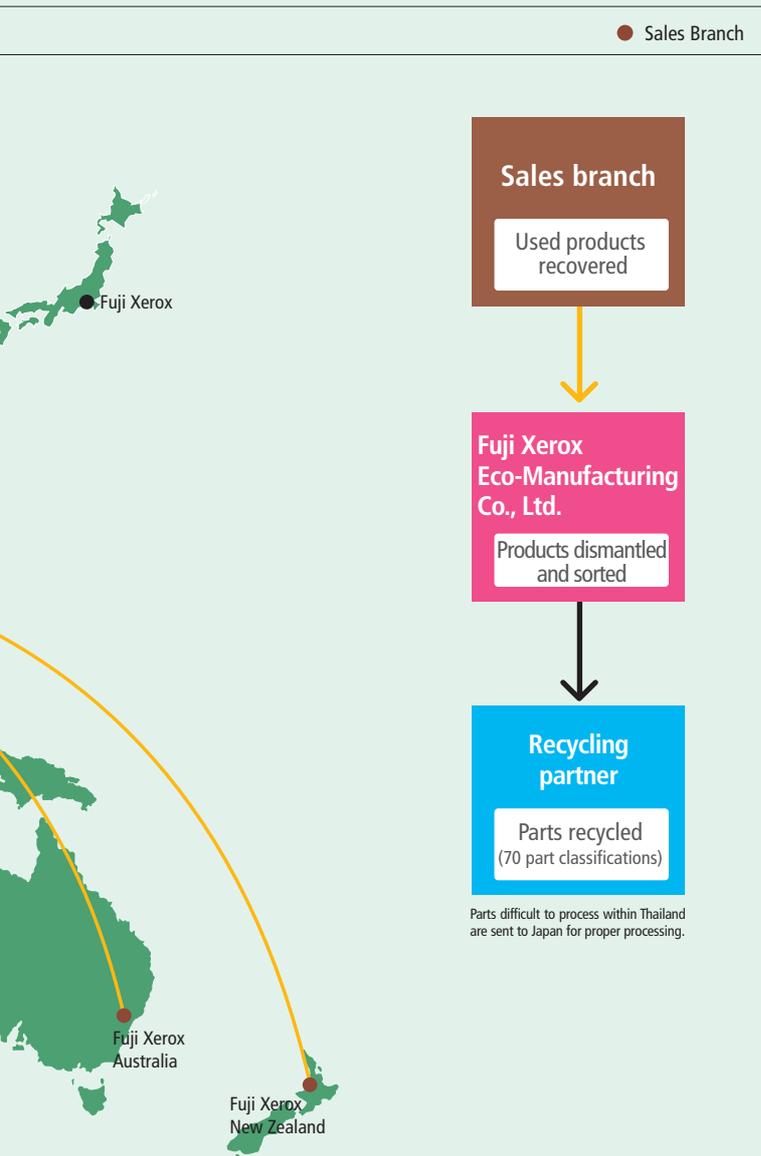
## Efforts Overseas during the Fiscal Year of 2006

Fuji Xerox aimed for a 99.5% target recycling rate for used products, but the recycling rate for 2006 fell short at 99.1%.

Product recovery throughout the Asian Pacific region proved challenging due to differences in market structures across various countries. Since having consistent, uniform cooperation amongst the nine Asian Pacific countries and territories including Thailand is crucial to developing a smooth and uninterrupted international resource recycling system, an international resource recycling system workshop was held in Bangkok, Thailand in May 2006, where Fuji Xerox representatives from the nine Asian Pacific locations met to discuss conditions and issues unique to their respective operations. Based on these discussions, Fuji Xerox Eco-manufacturing is currently visiting various overseas sales branches to seek out ways to solve recycling related issues together with local staff. Furthermore, we would like to set our sights on possibilities in China, and delve ways to develop a "Zero Landfill" program over there.



Dismantling and sorting process for a used machine.



## Corporate data

### Fuji Xerox Eco-Manufacturing Co., Ltd.

Location: Chonburi Industrial Estate, Sriracha, Bo Win, Chonburi, Thailand

Number of employees: 361 (as of March 2007)

Business operations: Comprehensive recycling services for used copier equipment including recovery, dismantling, and parts restoration.

Main partners: Local total management partner is MITSUI & CO. (THAILAND) LTD.  
Recycling partners: 16 companies (12 in Thailand and Asia, 4 in Japan)

Processing capacity: 20k-30k machines per year; 500k cartridges per year.

Lot area: 10,400m<sup>2</sup>

# Business Endeavors to Create a Recycling-based Society

## Fujifilm's "QuickSnap" Inverse Manufacturing System: Winner of the "Inverse Manufacturing Grand Prize" for 2006

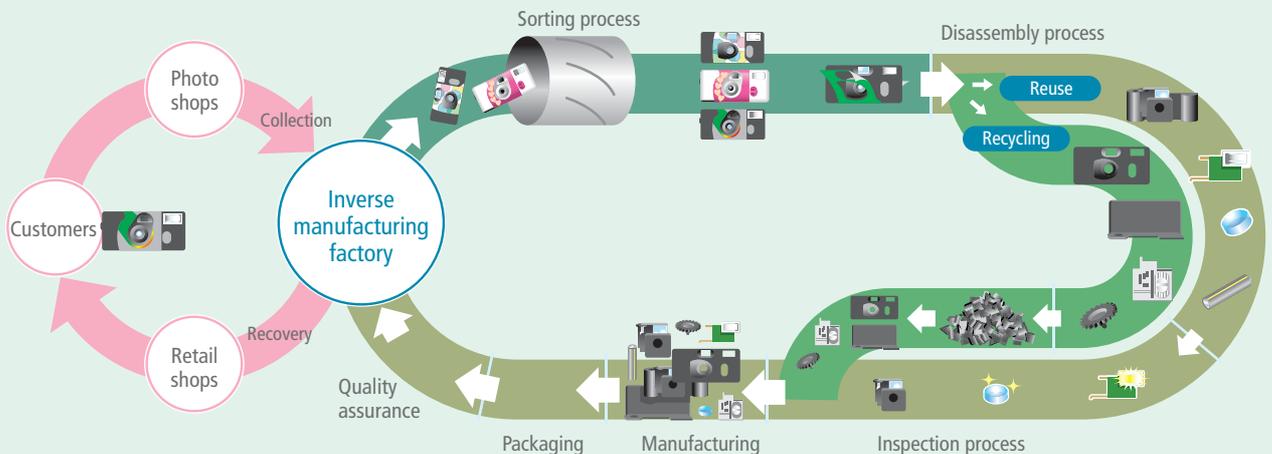
Machine parts reuse and recycling initiatives got off to an early start with the *QuickSnap* product line, and the series was produced using an inverse manufacturing system set up in 1998 designed to comprehensively implement the 3Rs (Reduce, Reuse and Recycle). After producing *QuickSnap* for over 20 years, we now have LCA (Life Cycle Assessment) evaluation systems in place that are generating even further improvements in environmental performance. *QuickSnap* use the least number of parts as possible, and now offer other design features like interchangeable parts that can be used in other models, and designs that allow assembly without the use of screws or adhesives in order to make product dismantling easier during recycling. The rewinding knobs and front covers, which cannot be reused, are made into recyclable pellets. In the beginning of the 1990s, 36% of *QuickSnap* were recycled by weight, but

now that figure has risen to 95%.

In 2006, the *QuickSnap* inverse manufacturing system was awarded the "Inverse Manufacturing Grand Prize," which publicly recognizes achievements from various companies over the past 10 years for developing various types of inverse (circular) production techniques. For Fujifilm, this award is testimony to how our *QuickSnap* offers a superb example of inverse, recycling-oriented manufacturing that manages a product's entire lifecycle, makes effective use of resources and improves environmental efficiency.

We plan on drawing on the example of the inverse manufacturing system for *QuickSnap* in upcoming environmental education initiatives, with the hopes of raising awareness of circularity production techniques for future generations to come.

Inverse Manufacturing System for QuickSnap



## Fuji Xerox A3 Compatible Color Laser Printer Winner of the "Energy Conservation Grand Prize" for 8 Years Running

The Fuji Xerox A3 compatible color laser printer, DocuPrint C3050 was recently awarded the "Energy Conservation Center Chairman's Award" for the 17th Energy Conversation Awards 2006 (Energy and Systems) hosted by the Japanese Ministry of Economy, Trade and Industry. This marks the eighth year in a row for a Fuji Xerox product to receive an Energy Conservation Award, which is also a first in the industry. Previous winning products include color and black-and-white multifunction devices, copiers, and both low-speed and high-speed printers. In addition to allowing our customers to cut back on energy consumption while using Fuji Xerox devices, these awards also stand as testimony to our commitment to developing a wide line up of products with low energy consumption.



DocuPrint C3050

## Developing an Advanced Resource Recycling System at the New Fujifilm Headquarters Achieving Zero Emissions



Waste is classified and deposited in recycle stations (New Headquarters)

In January and February 2007, headquarters functions of FUJIFILM Holdings, Fujifilm and Fuji Xerox were consolidated into the Tokyo Midtown complex in Tokyo's Roppongi district. Taking this opportunity to start building top-of-the-line, world-renowned systems of environmental preservation into the new corporate headquarters, a project team was put together in March 2006 with members from Fujifilm, Fuji Xerox, and several other related companies. Ultimately, this project team formulated a waste management system based on the three pillars of "achieving zero emissions," "protecting information security," and "strict legal compliance."

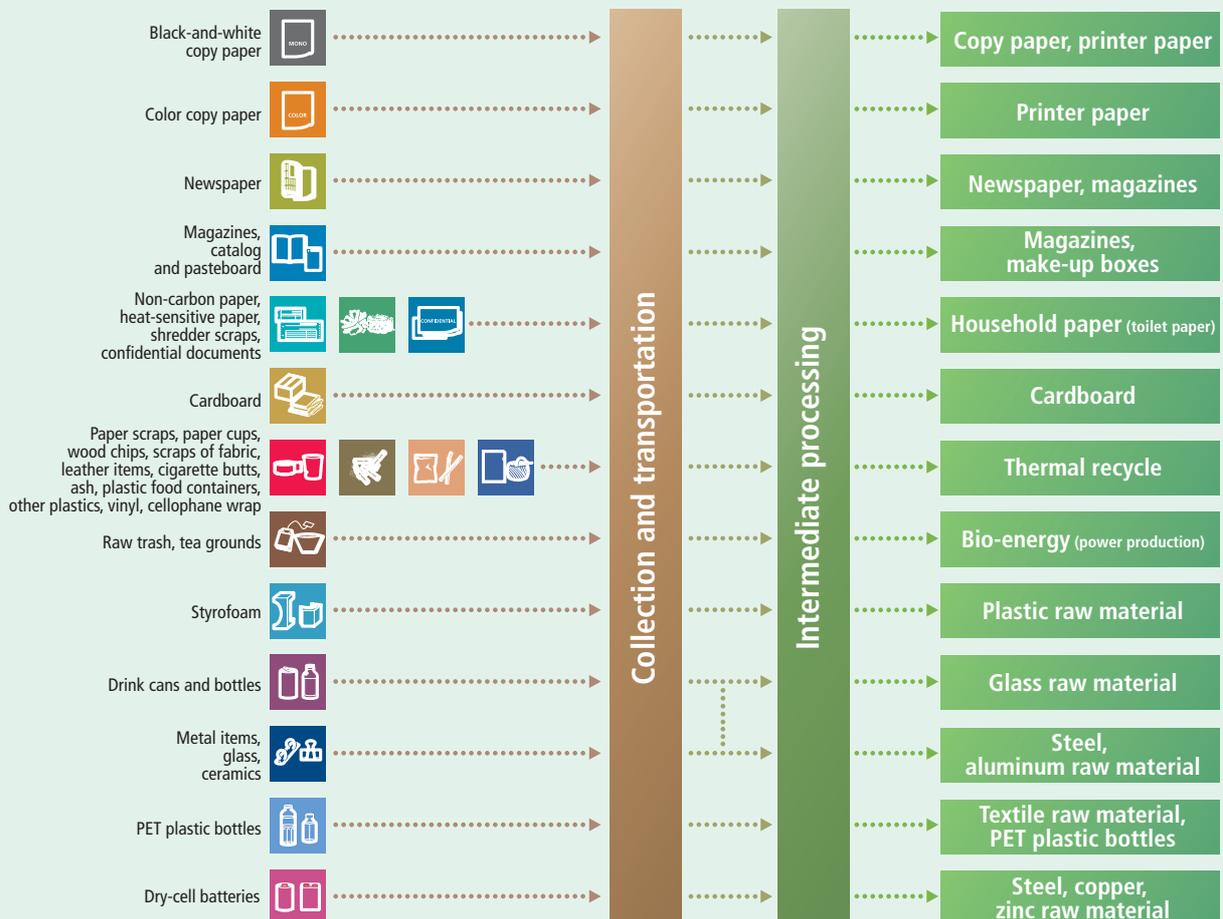
Of particular note was the "achieving zero emissions" initiative, which aimed for a high level of resource recycling by attempting a new waste sorting system started in September 2006 at all of the Fujifilm headquarter offices. Based on feedback from employees, we were able to set up a waste sorting system at the new Fujifilm headquarters that separates waste into 20 categories. This includes 8 classifications for paper waste, which allowed us to set up a paper resource circulation system that includes: 1) Recycling black-and-white copy paper as copier paper (horizontal

recycling); 2) Recycling color copy paper as printing paper; 3) Using paper recycled from confidential documents (paper shredder scraps or dissolved documents) for toilet paper used within the company (an example of closed recycling). We are also aiming to achieve higher quality recycling of non-paper waste.

The new headquarters features three "recycling stations" on each floor where employees individually sort waste into 20 different categories based on visual displays. Also, displays at each station clearly indicate how the separated wastes are then processed and recycled afterwards (see diagram below).

Furthermore, the new headquarters features security solutions for confidential documents designed to make every possible effort to prevent the leaking of confidential information, such as bar-code and GPS tracking functionality on collection boxes for dissolved documents, and onsite disposal for various recording media. We also have checks in place to ensure legal compliance of Fujifilm third party contractors, and through the combination of all these security and waste processing initiatives, we are confident our office buildings offer the latest in environmental compliance.

### The "Resources" that we separate are effectively used in the following ways.





# Social Contributions Forum

## Fuji Xerox Supports Individual Employee Contributions to Society

The 4th Fuji Xerox Social Contributions Forum was held over two days from February 16 to 17, 2007. In order to offer events that provide an opportunity to exchange information about and promotion of social action programs, the forums are continuously being renewed. The event was attended by the former President of Fuji Xerox, Mr. Arima, who had the following enthusiastic words for the participating employees: "Social contribution programs at Fuji Xerox are unique in that they are individually led by company employees. Also, the experience gained through such activities by our employees helps them to grow as human beings, which I think in turn really helps to invigorate Fuji Xerox as an organization. In short, the social action programs of Fuji Xerox employees provide a significant pillar supporting the quality of our company."

### Day 1

The first day saw 72 people involved in promoting social contribution programs gather together from 40 companies including both Fuji Xerox and its affiliates. Representatives from the FUJIFILM Holdings CSR Division also attended this year's event for the first time.

Each participating company gave examples of social action programs underway at their respective organizations. One of the most impressive examples was how Fuji Xerox Kumamoto handled the issuing of ID cards for athlete participants, coaches, staff and volunteers involved with the 4th "Special Olympics (SO) National Summer Games, KUMAMOTO" held in November 2006. Since the event involved handling sensitive personal information, Fuji Xerox employees had to handle various registration tasks onsite at the SO office over several days. While this proved to be a rather arduous task, several of those involved believed the experience could be put to positive use toward future endeavors by Fuji Xerox.

Finally, the event provided a useful opportunity to exchange ideas about social action programs for 2007.

### Day 2

Under a theme of "Learning about different ways to participate in volunteer programs," the participants from day one were joined by representatives from NPOs, as well as employees and various volunteer supporters from outside companies and organizations. In total, the group numbered 160 people, who split into three separate conference rooms to communicate openly about various volunteer possibilities. In the main conference hall, six third-party organizations gave descriptions about their respective social action programs.

## Message

Fuji Xerox Co., Ltd.  
Former General Manager of CSR Department  
**Hiroaki Yoshizawa**

At Fuji Xerox, we have a management team with a deep understanding of social contribution, as well as an extensive history and a great deal of activity when it comes to social action programs. Social contribution at Fuji Xerox does not stem just from a sense of responsibility toward society, but stands as a valuable pursuit that is a source of company pride, with employees acting individually under the active support of the company. In order to continue into the future, we are calling upon Fuji Xerox employees to extend the scope of these valuable activities and programs.

(The names and presentations of participating organizations are listed below.)

- Japan Platform  
Financial contribution social action program: "How to use disaster relief contributions"  
<http://www.japanplatform.org/>
  - Nature Conservation Society of Japan  
Educational social action program: "Learning about nature"  
<http://www.nacsj.or.jp/> (Available in Japanese only)
  - Japan Blind Marathon Association  
Running social action program: "Blind Marathon"  
<http://www.jbma.or.jp/> (Available in Japanese only)
  - Tokyo YMCA "Japanese Mothers for International Students" Movement  
Communication social action program: "Japanese conversation with student from abroad"  
<http://www.tokyo.ywca.or.jp/ryugakusei/>
  - NPO Palette  
Sales event social action program: "Cookie and cake sale + job support for the mentally challenged"  
<http://www.npo-palette.or.jp/>
  - Able Art Japan  
Craft-making social action program: "Inclusive Design"\*  
<http://www.ableart.org/>
- \* Inclusive design: A concept similar to universal design, which emphasizes diversity and design aesthetics despite individual differences.

In the second conference hall, representatives and participants shared their experiences participating in the Fuji Xerox six different social action programs: Art by Xerox, JOHO-JUKU (Information Seminars), the support program for making large font text-books (kakudai kyokasho seisaku shien), the Setsutarō Kobayashi Memorial Fund program, the Social Service Leave, and the Hasu Club\*. During the lunch break, the group enjoyed a performance by Abdul Abudusaimi Abudureheman, recipient of the 2006 Setsutarō Kobayashi Memorial Fund. Mr. Abudureheman gave a performance on the Rawap, a traditional instrument from Mr. Abudureheman's native country, the Uighur Autonomous Republic, in China.



A Rawap performance by Abdul , from the Uighur Autonomous Region.

In the third conference hall, a book fair to sell CDs and used books was held by the Child Fund which is engaged in educational support and hygiene education in developing countries. There was also a cookie and cake sale hosted by the Palette Confectionary, and a corner selling charcoal briquettes by the "Society for the Preservation of the Hayachine Region." Each of these groups has received the support of the Hasu Club.



A charity sale of used books was also held.

\* Hasu Club is an independent club organized by Fuji Xerox employees that gather every month to support a certain social cause with the money that comprises the left over fraction (less than 100 yen) portion of their pay stub.

Please see the following website for more information on Fuji Xerox social action programs.

URL <http://www.fujixerox.co.jp/company/social/> (Available in Japanese only)

# Environmental Forum

## Providing Society with Environmentally-friendly Technology

On March 1st, 2007, the sixth "Fujifilm Group Environmental Forum, 2007" was held at the Fujifilm Kanagawa Factory (Odawara). These environmental forums have been held annually since 2002, with the aim of providing a venue for sharing information about a range of environmental technologies and policies underway and cross-pollinating these endeavors throughout the Fujifilm Group. Participants of over 400 people for 2007 exceeded the last year by over 100 people, making this year's event the largest to date, which stands to demonstrate the rising consciousness of Fujifilm employees to environmental concerns.

### Poster Session

Forty-five posters were on display demonstrating environmental activity in factories, environmentally friendly product designs, as well as various examples of environmentally friendly technology before-and-after putting on the market from the Fujifilm, Fuji Xerox, and other Fujifilm Group companies, and helped drum up an enthusiastic exchange of opinions among participants.

(A part of presentation titles)

- "Innovative energy conservation technologies from Fujifilm Advanced Research Laboratories"
- "Energy conservation and zero emission activities at the Tokyo Mid-Town new company headquarters"
- "Digital Printing (CTP) for newspapers that use no lining papers"
- "Management of chemical substance content" "Integrated Management System"
- "Product examples and case studies of universal design and usability assessments"

### Keynote Speech

Mountain climber Mr. Ken Noguchi was invited to deliver a keynote speech. (Fujifilm is planning a "Mt. Fuji Cleaning project" in the Fall of 2007 with employees that have volunteered and Mr. Noguchi.)

### Oral Presentations

Seven examples of environmental initiatives and the results of research projects were presented from several divisions of Fujifilm and Fuji Xerox. Presentations included explanations of recent regulatory trends for environment like complying with the new European RoHS and REACH directives, as well as descriptions of "water conservation efforts at the Fujinomiya Factory" designed for sustainable resource allocation, as well as a description of "developing and implementing returnable packaging" (P. 76) from the logistics department.

(Presentation titles)

1. Recent regulatory trends for environment: REACH, RoHS, and GHS
2. Compliance to RoHS directives in digital cameras
3. Compliance to RoHS directives in the market for minilab equipment
4. Developing alternative technologies for potentially environmentally sensitive compounds in X-ray film
5. Research into improving the processing capacity of active sludge at the Kanagawa Factory
6. Water conservation efforts at the Fujinomiya Factory—thoughts on sustainable resource allocation
7. Environmental improvements by implementing a circulatory (recycle-oriented) delivery system



Backdrop to the Keynote speech

## Report

### Keynote speech, "Changing Japan from Mt. Fuji" Mr. Ken Noguchi

(An excerpt from Mr. Noguchi's speech)

I still recall today how much it disturbed me when I heard from other mountain climbers from around the world that "Mt. Fuji is the dirtiest mountain in the world." However, I cannot deny the fact that Mt. Fuji even has a "white river" made from toilet paper. In Mt. Fuji discarded filth is getting into the soils that feed the mountain's natural spring water. When we first recruited people to clean Mt. Fuji, less than 100 people showed. Now however, there are more numbers of sympathizers and participants for this cause, and there is now no trash to be found above Fuji-gogome as climbers had started picking up their trash from that point. In 2006, nearly 4,800 people participated and succeeded in picking up 80 tons of trash from the mountain. I think this is due to our patient efforts finally paying off. The importance of not giving up is in my blood from climbing mountains. For example, on a mountain, not having a strong will to come back alive can lead to death. Just because you are physically exhausted and completely worn out, it doesn't mean that you must give up and die. You're finished once you accept the thought of failure in your head. This is what I learned from climbing mountains. Even when it comes to the problem of global warming today, scientists are giving up by saying the situation is hopeless—but once you give up, you're finished. We can never give up.



Mr. Ken Noguchi

Mountain climber, born 1973 in Boston, USA. Successfully climbed Mont Blanc at the age of 16. Reached the summit of Everest in 1999. Became the world's youngest climber to climb the highest peaks on the world's seven major continents at the age of 25. Has been an active supporter of clean-up efforts on Mt. Everest since 2000. Is currently active under the slogan, "Change Japan starting with Mt. Fuji." Recipient of the 1999 Tokyo Citizen's Cultural Medal of Honor.



Harmonious with the Local community

# Factory Operations and Working Together with Local Communities

The market for liquid crystal display applications continues to expand at a record pace following the explosion in demand for large-size liquid crystal televisions, personal computers and mobile phones. Film components that control optical and color properties are indispensable for manufacturing liquid crystal displays, and Fujifilm is a supplier of these types of film applications. As one of the world's leading manufacturers offering the latest in advanced technology for making Thin-layer Precision Coating Technology necessary for film production, Fujifilm leads the market for components and materials used in liquid crystal display applications. Faced with growing demand in the global market for liquid crystal displays, Fujifilm is ramping up production capacity to fulfill our responsibility as a major supplier. In October 2006, the first production facility of FUJIFILM Kyushu Co., Ltd. was set up in Kikuyo-town, Kumamoto Prefecture to serve as a production base that steps up production capacity for FUJITAC, a typical TAC film component used in liquid crystal displays. At the moment, work is also underway on the second and third production facilities, which are scheduled for completion in August 2008. Environmental considerations have been taken in building these plants, and extensive investments have been made for environmental protection facilities. The first plant features a cogeneration system that efficiently uses energy from the natural gas used for plant operation, which contributes to reductions in plant CO<sub>2</sub> emissions. In addition, efforts were made to use pumped out groundwater as much as possible in order to conserve the area's rich natural water resources. In these ways, FUJIFILM Kyushu is striving to operate its facilities in a manner that emphasizes environmental protection and coexistence with the local region.



## Environmental Protection Efforts with Local Communities

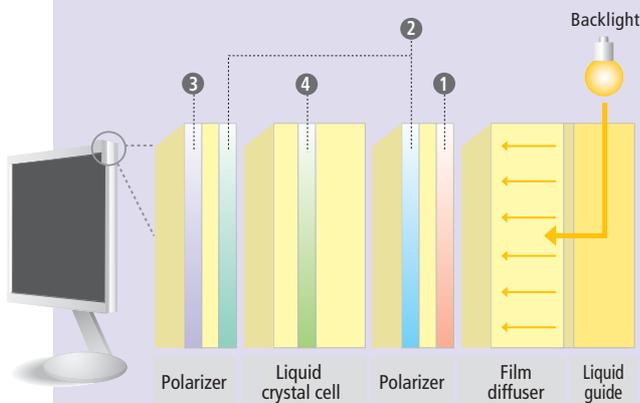
### Contract Concluded with the Minami-Aso Village in Kumamoto Prefecture on Joint Stewardship of a Watershed Protection Forest

FUJIFILM Kyushu believes that contributing to Kumamoto Prefecture's expansive efforts at water resource conservation plays an important role in being a company that establishes close ties with the local community. To these ends, FUJIFILM Kyushu is constantly on the look out for new ways to contribute to the local community through its water conservation efforts, such as actively seeking out new uses for rain water within their facilities, as well as rigorously conserving water and reusing water resources. Together with the cooperation of the Minami-Aso village in Kumamoto Prefecture Fujifilm concluded an agreement in February 2007 to engage in a reforestation project designed to provide wetlands protection in Minami-Aso, which is situated in the upper basin of the Shirakawa river system and provides a crucial watershed for the local water table. The project will result in around 13,000 trees being planted, including deciduous oaks, Japanese maples, and Yamazakura oaks. (Additional project details are included below.)

The Minami-Aso village was formed on February 13, 2005 through the consolidation of the the Aso County's Choyomura, Hakusui-mura and Kugino-mura, yet retained the word "village" (Japanese: mura) in its name in order to emphasize the importance of the area's natural surroundings. During the signing ceremony, Minami-Aso village mayor,



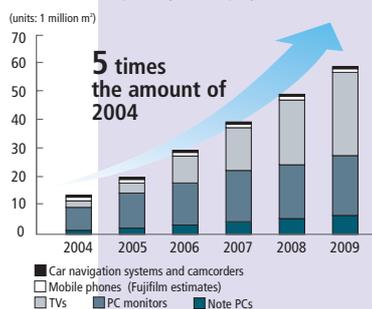
▼ Cross-sectional diagram of a Liquid Crystal Display (TN-TFT LCD)



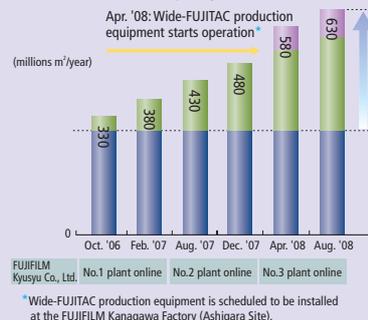
## Four primary components supplied by Fujifilm

- ① TAC film: Provides superb transparency and prevents optical warping to allow stable and beautiful imagery.
- ② Wide View (WV) film: Film that compensates for minute differences in viewing angle which tends to be problematic in liquid crystal displays, and allows viewing a clear image regardless if viewed from above or from an oblique angle.
- ③ Antireflective (CV) film: Film that reduces screen distortion caused by outside light.
- ④ Transer film: This film creates a color filter by transferring red, green, blue and black tones to the glass panel.

▼ Growth in Liquid Crystal Display surface area



▼ FUJITAC Production Capacity



### Project details

- (1) Location: Upper basin of the Shirakawa River that flows into Kumamoto City from Aso. Forested area: 5.24ha
- (2) Trees planted: Nearly 13,000 broad leaf specimens (deciduous oaks, Japanese maples, and Yamazakura oaks)
- (3) Contract period: 15 years starting February 6, 2007
- (4) Contract signatories: President of FUJIFILM Kyushu, Mitsuo Yamaguchi  
Village mayor of Minami-Aso, Mr. Teruaki Imamura



FUJIFILM Kyushu (town of Kikuyo, Kumamoto Prefecture)

Mr. Imamura, addressed the crowd with the comment, "I am truly happy to have the attendance of Fujifilm for this first contract signing after the founding of Minami-Aso." Fujifilm plans on continuing such environmental efforts into the future.

▼ **First Forestation Project by FUJIFILM Kyushu Employees and President**

The area designated for forestation is on a 5.24ha plot of wilderness under the jurisdiction of Minami-Aso that offers breathtaking views of the area's surrounding natural beauty. On March 13, 2007, FUJIFILM Kyushu employees, including President Yamaguchi, descended upon the forestation site (Minami-Aso village, Aso County) with garden hoes in hand as part of the first reforestation project under the directorship of Kumamoto Prefecture's Aso Forestry Association. Despite the lingering cold in the month of March, the group succeeded in planting around 300 Yamazakura broad leaf oaks on the site, and in total 13,000 were successfully planted later that year by May 9.



▲ First forestation project  
▼ Area of the watershed protective reforestation project (outlined in red)



**Cultural Promotions with Local Communities**  
**FUJIFILM Kyushu Agrees to a First Partnership under the Minami-Aso Ehon-No-Kuni Picture Book Project**

The *Minami-Aso Ehon-no-kuni* project, started in May 2006 with local Minami-Aso volunteers, is an event for promoting local culture, protecting the environment and facilitating cultural exchange under the keyword of *Ehon* (Japanese for picture book). The *Minami-Aso Ehon-no-kuni* project stands as a new model for community promotion that brings together a partnership between local residents, private business and government, and involves running a picture book library as well as holding hand-made picture book workshops and picture-book reading events.

As a first partner of the *Minami-Aso Ehon-no-kuni* project, FUJIFILM Kyushu President Yamaguchi signed an "Ehon-no-kuni" peaceful agreement with the project leader Mr. Takashi Miyamoto in the presence of Kumamoto Governor, Ms. Shiotani. A project to make "Photo Ehon" (photo picture books) based on coverage of the Minami-Aso area was also a great way for Fujifilm to emphasize participation within the photography field—its main business—whilst moving forward its support. In May 2007, the 2nd anniversary of the *Minami-Aso Ehon-no-kuni* project was held to commemorate the first full year of the project, where FUJIFILM Kyushu held an exhibition of Photo picture books in addition to help run the entire event. Fujifilm also participated in the anniversary finale held on May 27, where we enjoyed words of encouragement sent by video from mountain climber Mr. Ken Noguchi, who, with the support of Fujifilm, had just finished scaling the Chinese side of Mt. Everest. After the video presentation, Mr. Noguchi was contacted in Katmandu by an international telephone call, where he expressed his desire to leave the beautiful scenery of both Aso and the Himalayas for future generations. In these ways, FUJIFILM Kyushu is working to support healthy community development in Aso through efforts like the *Minami-Aso Ehon-no-kuni* project, while actively seeking to promote exchange with local communities and contribute to local culture development.

URL <http://www.aso.ne.jp/~ehon/> (*Minami-Aso Ehon-no-kuni*)  
(Available in Japanese only)



▲ 2nd anniversary of the *Minami-Aso Ehon-no-kuni* project

▼ Photo picture book (photo-ehon) exhibition

▼ Video letter from Mr. Ken Noguchi

