

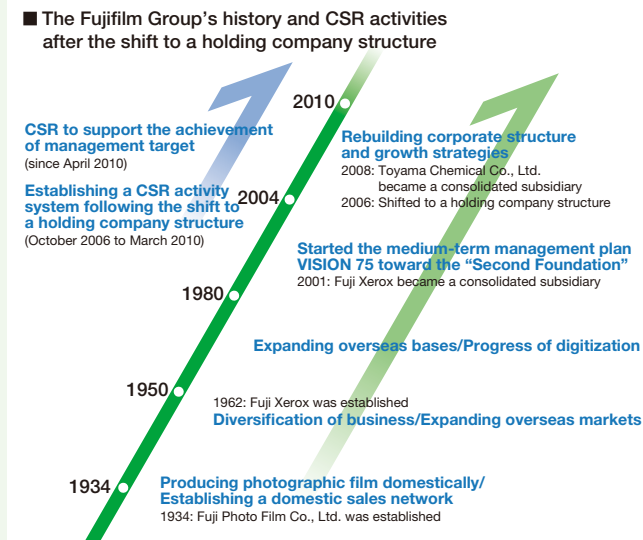
CSR Activity Report

Our *CSR Activity Report* features the Fujifilm Group's leading activities in fiscal 2011 concerning its medium-term CSR plan and issues involving CSR. In addition to its actions on the nine priority issues, activities that the Group regards as vital are also presented.

The Fujifilm Group's Medium-Term CSR Plan.....	24
Quality Improvement in Compliance and Risk Management Activities.....	28
Corporate Governance.....	30
Overall View of the Environmental Burden of the Fujifilm Group.....	32
Promoting Anti-Global Warming Measures.....	34
Design for Environment.....	38
Effective Use of Resources.....	41
Biodiversity Conservation.....	42
Improving Chemical Substance Management.....	44
Effective Utilization and Training of Human Resources.....	46
Occupational Health and Safety.....	49
Integration of Business and Social Contributions.....	50
Improved Communications with Stakeholders.....	54
column 1 Power-saving measures in response to the chronic power shortages.....	57
column 2 Fujifilm Group offers a hand in recovery from the Great East Japan Earthquake.....	58

The Fujifilm Group's Medium-Term CSR Plan

The Fujifilm Group examines issues involving CSR from the perspectives of both a corporation and stakeholders, and promotes CSR activities through specifying priority areas and deciding concrete measures.



The Fujifilm Group's Approach to CSR

The Fujifilm Group's Approach to CSR is to contribute to the sustainable development of society by putting into practice the Fujifilm Group's Corporate Philosophy, and realizing its Vision through sincere and fair business activities.

We will:

1. fulfill our economic and legal responsibilities, and respond to society's demands by contributing as a corporate citizen to the development of culture and technology in society and environmental preservation.
2. constantly reassess whether our CSR activities are responding adequately to the demands and expectations of society and whether those activities are conducted properly, through dialogue with our stakeholders, including customers, shareholders, investors, employees, local communities, and business partners.
3. enhance corporate transparency by actively disclosing information to fulfill our accountability for our business activities.

Guidelines for Biodiversity, Procurement Policy, Quality Policy, and Occupational Health and Safety Policy.

FUJIFILM Holdings, Fujifilm, Fuji Xerox, and all other Fujifilm Group companies in and outside Japan will continue to adopt this CSR approach together, aiming to make contributions to the sustainable development of society.

The Fujifilm Group's CSR promotion system

For the smooth operation of the entire Group's CSR activities, the Fujifilm Group established the CSR Committee chaired by the President of FUJIFILM Holdings in 2006. The Committee takes decisions to promote the CSR activities of the entire Group.

The CSR Department of FUJIFILM Holdings, which is the Secretariat of the CSR Committee, is responsible ensuring rigorous CSR management by the Fujifilm Group. The CSR Department prepares the ground for various activities, makes relevant decisions, communicates with stakeholders, supports the CSR activities of Group companies, and audits the CSR activities of the entire Group. The CSR department in each Group company prepares and implements plans for CSR activities, strengthens governance by ensuring rigorous compliance and management of risks, communicates with stakeholders, and reports on activities to the FUJIFILM Holdings CSR Committee. The Group as a whole engages in CSR activities, following the PDCA cycle.

Results of activities conducted under the Medium-Term CSR Plan (fiscal 2011)

In fiscal 2011, the second year of the Medium-Term CSR Plan (Fiscal 2010 to 2012), the Great East Japan Earthquake and serious flooding in Thailand had a major impact on our business. However, we were able to achieve almost all targets in our CSR priority targets, such as the anti-global warming measures, the promotion of environmentally friendly design in new and revised products, and the effective use of resources, thanks to the efforts made by all Group companies across the world to achieve our business and CSR target.

As for communication with stakeholders, however, we felt we were unable to communicate with them sufficiently, although we disclosed information on our website, held in-house dialogue meetings, and introduced third-party opinions in the Sustainability Report. Also for biodiversity conservation activities, we have not had enough results although we have made steady progress by incorporating relevant provisions in our rules on land use surveys and on environmentally conscious design practices.

In fiscal 2012, we will implement the measures and plans for each of the priority issues and foster the achievement of our business plan through the progress of the Medium-Term CSR Plan (Fiscal 2010 to 2012). For details of the CSR activities report, please see the following pages (26 and 27), and for the major activities conducted this fiscal year, please see pages 28 to 58.

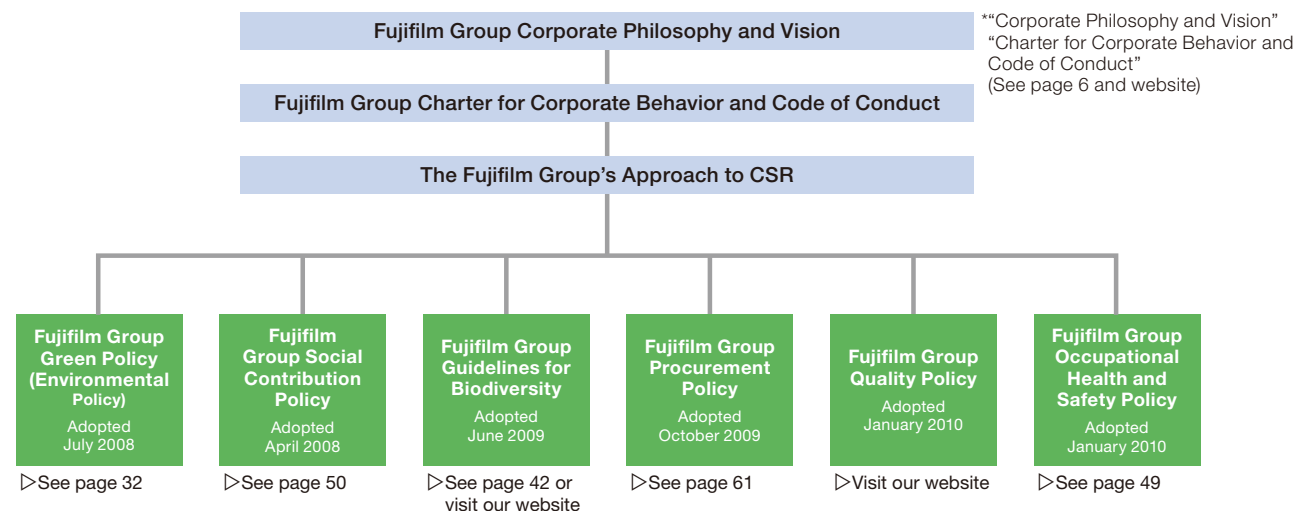
The Fujifilm Group's CSR

Following the shift to a holding company structure in 2006, the Fujifilm Group formulated its Corporate Philosophy and Vision under the theme, "Second Foundation." Incorporating these ideas, we have also set forth the Fujifilm Group Charter for Corporate Behavior and the Fujifilm Group Code of Conduct, both of which apply to all Fujifilm Group companies. In the Charter for Corporate Behavior, we uphold five principles, including "Respect for Human Rights," while in the Code of Conduct we define compliance as "more than simply not breaking the law and acting correctly in the light of common sense and ethics," and declare that

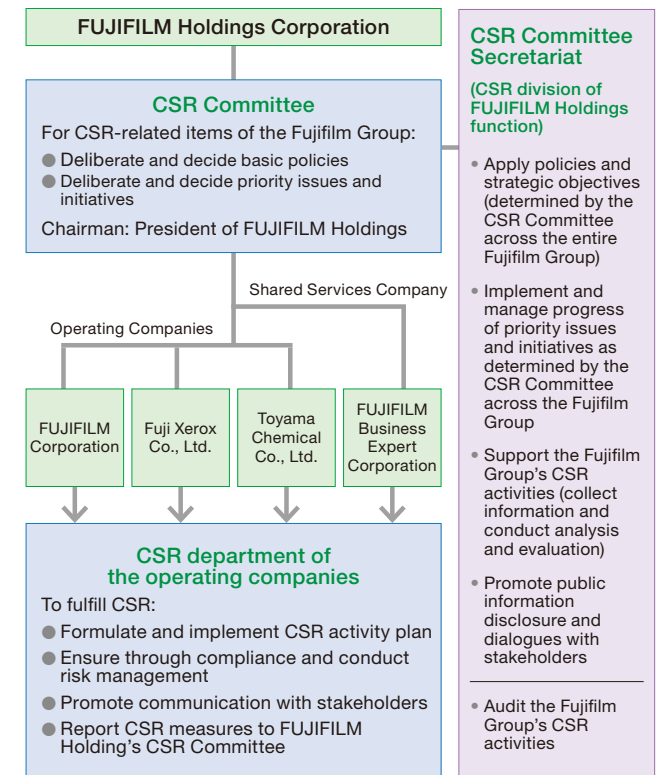
all Group employees, including senior executives, will conduct themselves in line with these action guidelines.

Moreover we have made the following statement to encourage all Fujifilm Group employees to commit themselves to the fulfillment of corporate social responsibility (CSR) in their daily business operations: The Fujifilm Group's Approach to CSR is to contribute to the sustainable development of society by putting into practice the Fujifilm Group's Corporate Philosophy, and realizing its Vision through sincere and fair business activities. In order to conduct specific activities by taking this approach, we announced the following six policy statements over the period from 2008 to 2010: Green Policy, Social Contribution Policy,

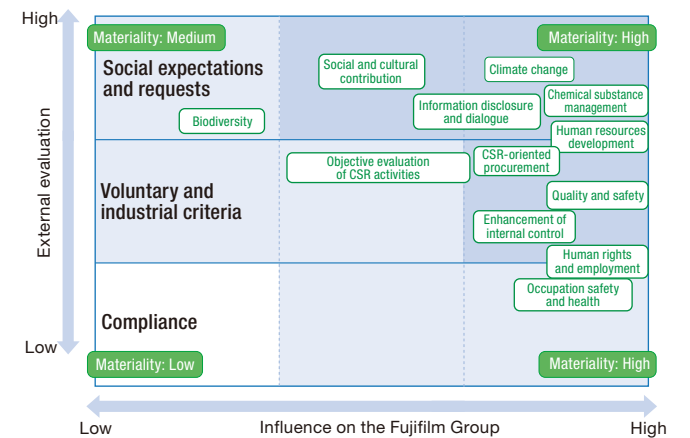
■ The Fujifilm Group's Approach to CSR and Related Policies



■ The Fujifilm Group's CSR promotion system



■ Materiality of priority CSR issues



The Fujifilm Group's CSR issues are defined by (1) the significance of each issue to the Group, and (2) the assessment of compliance with laws, regulations, social expectations and demands. These are reflected into planning by identifying priority issues, as above.

CSR Activities Conducted in Fiscal 2011

Aspirations

1. Foster the fulfillment of CSR to support the achievement of management target among Fujifilm Group Companies
2. Achieve business growth while reducing environmental impacts, and aim to further improve CSR brand value

Medium-Term CSR Plan (Fiscal 2010 to 2012)

Promotion Policy	Priority Issue	Medium-Term Target	Main Achievement (Progress) in FY2011
Ensuring the soundness of corporate culture to support structural reforms (enhancement of the corporate foundation)	Improvement of the quality of compliance/risk management across Group companies	(1) Make all employees aware of the Charter for Corporate Behavior and the Code of Conduct (2) Improve the risk issue management system	<ul style="list-style-type: none"> Conducted information sessions on compliance targeting managers of Group companies in Japan to raise compliance awareness of all employees (Held 60 sessions for a total of 3,000 managers) Made preparations for the introduction of the anti-corruption program (for some Group companies in North America, Germany, UK, Japan, and Southeast Asia) Reviewed risk factors of the entire Group, including earthquakes and other natural disasters
	Enhancement of communications with stakeholders	(1) Improve the Sustainability Report (2) Make effective use of stakeholder dialogue	<ul style="list-style-type: none"> Improved the Sustainability Report (inclusion of the third-party opinion and graphic data) Continuously improved the website for shareholders and investors Incorporated customers' opinions for the continuous improvement of products and services Held an in-house dialogue meeting (for human exchanges) Expanded CSR-oriented procurement through the self-check system
Utilization and development of human resources to increase the Group's comprehensive strength	Use and development of diversified human resources	(1) Develop reform leaders (2) Develop core managers (3) Focus on the allocation and accelerate the development of global human resources	<ul style="list-style-type: none"> Improving synergy among the Fujifilm Group: <ul style="list-style-type: none"> Held Fujifilm-Fuji Xerox joint training sessions (for reform leaders and synergy creation) at each job function Provided future managerial leaders of Group companies with training For the global business operations: <ul style="list-style-type: none"> Dispatched more members outside Japan for the establishment of new overseas bases Held a range of overseas training sessions (including basic training and management training) to foster human resources development Obligated clearance of certain standard of TOEIC to improve language skills Created framework for globalization (lectures, revising training courses)
Differentiation through environmental protection (provision of eco-friendly products and services to help improve quality of life (QOL))	Promotion of anti-global warming measures across the Group	(1) Fujifilm: Improve CO ₂ emissions per unit of production by 40% at six major factories in Japan relative to FY1990 (2) Fuji Xerox: Improve CO ₂ emissions per unit of actual output by 35% at five major factories in Japan relative to FY1990 (3) Encourage employees and their families to reduce their CO ₂ emissions ★ Long-term target: Reduce the life cycle CO ₂ emissions by 30% worldwide by FY2020	<ul style="list-style-type: none"> Fujifilm: Decreased per-unit CO₂ emissions by 35% <ul style="list-style-type: none"> Implemented energy conservation measures for production lines across the company (recovered waste heat and improved power generation efficiency) Fostered energy conservation (for air conditioning and lighting equipment) based on the common rules at offices and other non-production sites Fuji Xerox: Decreased per-unit CO₂ emissions by 40% <ul style="list-style-type: none"> Visualized the use of electricity at production lines to conserve more energy Replaced air conditioners of factories with more energy-saving units and implemented power saving measures not only in summer but throughout the year Continued activities to encourage employees and their families to reduce their CO₂ emissions <ul style="list-style-type: none"> ICE Project (record-high number of participants) Promotion of safe and eco-friendly driving
	Development and dissemination of environmentally conscious products and services	(1) Develop and offer products and services with higher environmental performance than that of present ones for the main products (2) Continue design for environment (DFE) for all products	<ul style="list-style-type: none"> Developed technologies to recover raw materials from used products for reuse for same products and a system to recover used products and began to spread them <ul style="list-style-type: none"> CTP/PS closed-loop recycling "Disc-to-Disc recycling" for CDs/DVDs Developed new energy saving technologies to supply environmentally conscious and user-friendly power-saving multifunction devices/printers Developed the integrated software to visualize whole environmental burden of offices Developed plastic materials with low environmental impacts Implemented more environmentally conscious packaging design
	Biodiversity conservation	(1) Add "biodiversity conservation" to product development criteria (2) Steadily conduct local environmental protection activities (3) Formulate guidelines on the land usage around each site	<ul style="list-style-type: none"> Implemented biodiversity conservation measures based on the rule for Design for Environment (including assessment on the use of biological resources) Continuously conducted local environmental protection measures Now formulating guidelines on the land usage around each site
	Effective use of resources	Enhance 3Rs, including reducing the use of resources, in line with CO ₂ emission reduction activities Target: Decrease the use of energy per unit of production quantity by 18% across the company (relative to 2009)	<ul style="list-style-type: none"> Adopted a recyclable work uniform Began to develop and spread the technologies to recover materials from end-of-life products for reuse and a system to recover products (CTP/PS closed-loop cycle and "Disc-to-Disc recycling" for CDs/DVDs) Decreased per-unit energy use by 11% (relative to 2009)
	Improvement of chemical substance management	(1) Enhance the management of chemical substance safety across the supply chain (2) Adopt a new risk assessment method for chemical substances (3) Enhance global governance to ensure compliance with laws and regulations (not only in Japan, United States, and Europe but also in emerging economies, including China)	<ul style="list-style-type: none"> Began managing information about the use of chemical substances in products based on the JAMP framework Began using a new risk assessment method for the management of chemical substances (use of a hazard and exposure matrix table) in Fujifilm Enhanced the Green Procurement Standards <ul style="list-style-type: none"> Audited factories outside Japan on the management of chemical substances Improved and enhanced information communication channels with subsidiaries outside Japan
Social contribution to add more value to business (Achievement of business results from the viewpoint of stakeholders)	Promotion of social contribution activities linked with core business	Continue activities based on the social contribution policy	<ul style="list-style-type: none"> Continued holding the "10,000 people's photo exhibition" Started the "album cafe" project on a full scale to provide people with opportunities to create albums Conducted support activities through medical support organizations Published textbook digitization manual to disseminate enlarged textbooks for children with visual difficulties Supported the repair of ancient documents Photo restoration activity for tornado victims in the United States Continued desert greening activities in China Gave support to recovery from the mega-earthquake (through Hirono-cho support, photo restoration activity and dispatch of employees to afflicted areas as volunteers)

[Self-evaluation]

○: Achieved successful results △: Made some progress ×: More effort required

Self-Evaluation	Page in Report	Main Target for FY2012
○	Activity Report (pages 28 and 29) Data and Information (page 60)	<ul style="list-style-type: none"> Information sessions on compliance for all employees in Japan (once a year, plus continuous measures) Preparations for the introduction of anti-corruption program (to some Group companies in China and other regions) and ensure compliance at Group companies where rules already introduced Make responses to risk issues of the entire Group Introduce the information security rules on a global scale
△	Activity Report (pages 27, 37, 40, 43, 45, 48, 53, 54-55 and 71) Data and Information (page 61)	<ul style="list-style-type: none"> Proactively conduct PR activities for CSR Improve the Sustainability Report (enhance linkage with the website), strengthen dialogues with third-party opinion Make effective use of stakeholder dialogue Foster CSR-oriented procurement based on the self-check system
○	Activity Report (pages 46 to 48) Data and Information (pages 62 and 63)	<ul style="list-style-type: none"> Start leadership training course to develop global managers Improve the Group's infrastructure to make better use of human resources through personnel system review and exchange human resources in the Group Encourage human resources in the sales and production fields to display more of their abilities Encourage and strengthen the local human resources Develop Japanese employees with an international sense
○	Activity Report (pages 34 to 37) Data and Information (pages 64 and 65)	<ul style="list-style-type: none"> Complete project to reduce fuel costs <ul style="list-style-type: none"> Continue implementing energy conservation measures at production lines across the company Foster energy conservation (air conditioning and lighting equipment) at offices and other non-production sites based on common rules Continue encouraging employees and their families to reduce their CO₂ emissions
○	Activity Report (pages 38 to 40)	<ul style="list-style-type: none"> Formulate calculation rules for demonstrating the reduction in CO₂ emissions for products and services, and adopt the rules for Design for Environment Disclose environmental attributes of products and services actively Develop materials and products with low environmental impacts (hardware/software)
△	Activity Report (pages 42 and 43)	<ul style="list-style-type: none"> Improve safety evaluation level for ecosystem Enhance biodiversity conservation assessment based on the rules for Design for Environment Conduct steadily local biodiversity conservation activities (continuing) Develop the Guidelines for Land Usage in Production Sites
○	Activity Report (page 41) Data and Information (page 66)	<ul style="list-style-type: none"> Foster project to reduce fuel costs Foster project to reduce waste Expand CTP/PS closed-loop recycling Promote reuse of cooling water to curb per-unit water use Decrease per-unit VOC emissions from film-forming process
○	Activity Report (pages 44 and 45) Data and Information (page 67)	<ul style="list-style-type: none"> Enhance safety management of chemical substances across the supply chain Enhance global management of chemical substance information Continue strengthening the regional system to monitor and ensure legal compliance in each region
○	Activity Report (pages 50 to 53, 58)	<ul style="list-style-type: none"> Conduct activities based on the Social Contribution Policy

OPINION On the Medium-Term CSR Plan



Mr. Mitsuo Ogawa

President
Craig Consulting

Profile
In addition to CSR consulting, Mr. Ogawa also works on management strategy, M&A, business rehabilitation, personnel affairs consulting, and other fields. He formed a partnership with Nihon Keizai Shimbun, Inc., and has supported the Nikkei CSR Project since its startup in 2004.

Greater sophistication in CSR framework in step with business diversification

In response to suggestions from experts last year to lay out a three-year roadmap based on the Medium-Term CSR Plan, Fujifilm has this year disclosed its performance data, self-assessments, and plans for the coming year. Fujifilm Group's disclosure of its CSR targets and clear intention to apply the PDCA cycle can be evaluated highly.

However, I would like to point out two issues. One is some imbalance in the fields under the CSR promotion policy. In view of the reinforcement efforts to be directed towards health care and documentation business in the future, I propose that the company implement not only Responsible Care (RC), which is the standard for chemical manufacturers, but adopt a CSR framework that applies to a wider range of operations, such as ISO 26000, to examine whether balance is maintained across the company's activities. The other proposal is to develop KPIs by defining and disclosing quantitative targets as far as possible, especially in progress control of medium-range targets of social significance. In environmental issues, quantitative targets have been defined in many cases. However, I look forward to Fujifilm also defining and establishing targets for programs that serve as keys in business activity, such as "utilization and development of diverse human resources," to present the stance of a leading company and to serve as a model for the rest of the industry.

Response to the third-party opinion

We have worked on information disclosure that clearly states what results have been delivered by the activities of our Group under its medium-term CSR plan and what the issues still remain. We plan to pursue this method to gain understandings of how our Group engages in PDCA activities.

Also, the next year will be the time for us to develop a new medium-term CSR plan. In establishing what the priority issues are, we plan to look into the issues both in the environment and society at large, with attention to ISO 26000, etc., and develop a plan with clear assessment based on our materiality of priority CSR issues, engaging in the establishment of KPIs identified in the suggestion. (CSR Group, General Affairs Division, FUJIFILM Holdings)

Quality Improvement in Compliance and Risk Management Activities

Each and every employee of the Fujifilm Group is endeavoring to create a corporate culture that fosters compliance and risk management toward the fulfillment of the Group's corporate social responsibilities.



Fujifilm Group Compliance Statement

In all aspects of our corporate activities, we emphasize compliance and endeavor to create new value. If compliance requirements conflict with business profits or the demands of third parties, we give priority to compliance. An open, fair, and clear corporate culture is the basis for all our activities.

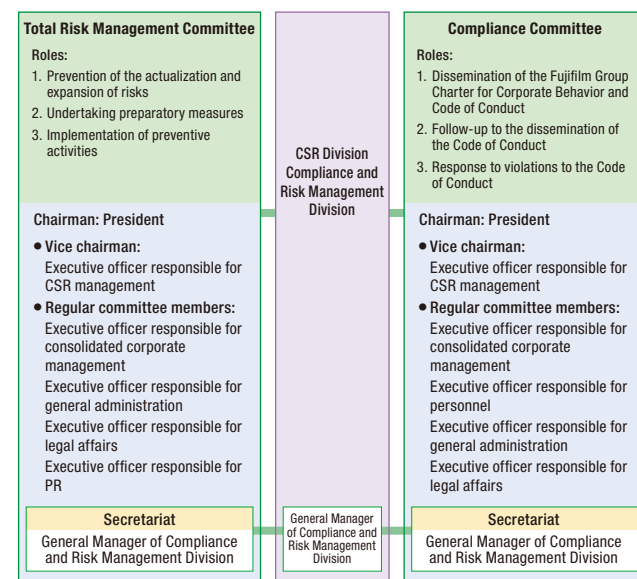
Charter for Corporate Behavior and Code of Conduct

The Fujifilm Group's approach to compliance

As a set of fundamental policies, we have formulated the Fujifilm Group Charter for Corporate Behavior. We have also established the Fujifilm Group Code of Conduct to better guide each employee to act and behave in compliance with laws, regulations and social ethics and make it clear that we give the first priority to compliance in our business activities.

Moreover we have established a division that is exclusively responsible for promoting compliance and instilling a compliance-based mindset throughout the Group within each of our principal operating companies: FUJIFILM Corporation and Fuji Xerox Co., Ltd. We also maintain offices to provide consultations and support communications regarding infringement issues related to the Code of Conduct and compliance both within and outside the operating companies. This effort is meant to facilitate the early detection of illegal or improper behavior and ensure prompt and appropriate response measures. All the communications and information are kept confidential and reported to the CSR Committee chaired by the president of FUJIFILM Holdings.

Compliance and risk management promotional organization (Fujifilm and its affiliates)



The Fujifilm Group's risk management

Each operating company establishes and maintains its own appropriate risk management systems. Following prescribed procedures, the operating companies report their risk management activities, including preventive measures and countermeasures against materialized risks to the CSR Committee secretariat. With regard to significant risks in Group operations, the CSR Committee takes a group-wide perspective in examining potential countermeasures and effecting their implementation.

As a holding company, FUJIFILM Holdings supervises business execution by subsidiaries from the standpoint of its shareholders, while also conducting operations common to the Group in a unified, efficient and appropriate manner. Meanwhile, the company provides guidance, support and supervision in the establishment of systems by its subsidiaries. Thus, it aims to ensure the appropriate conduct of business across the Group.

In particular, the Fujifilm Group Code of Conduct clearly defines the Group's stance toward antisocial forces and illegal organizations that threaten the social order and public security. The Group strictly adheres to the principle that it shall not only avoid activities which may benefit such parties but also eliminate any relationship with such parties.

Corporate ethics and compliance promotion system (Fuji Xerox and its affiliates)



Enhancing compliance by awareness-raising through training and introducing corruption prevention rules

Fujifilm has held an information session on compliance every year since 2003, targeting employees of the company and also those of its affiliates. Management-level employees who attend the information sessions organized by the CSR Promotion Department hold a meeting with their staff on compliance issues later at their workplaces. In this way, all employees become aware of the importance of compliance. In addition, seminars on compliance for management-level employees have been held since 2004. As of 2011, approximately 140 seminars had been held with 4,200 attendees in total. Moreover, in fiscal 2011, the company began enhancing the education of senior managers within its overseas affiliates.

The effectiveness of such educational measures is monitored through an annual survey of employees' awareness.

Also, in April 2012, anti-corruption programs were introduced into Fujifilm and some of its affiliates in Japan, North America, Europe, and Southeast Asia. Although important measures have been taken to ensure fair sales and procurement activities, prevent corruption and restriction on gift-exchanges and entertainment under the Fujifilm Group Code of Conduct, extra rules have been set out in response to the enhancement of laws on the anti-corruption programs across the world. In the future, these rules will be applied to other affiliated companies and eventually to the entire Fujifilm Group.

Fujifilm has been implementing measures to counter company-wide risks identified based on the risks being faced by each division, and in the fiscal year ended March 31, 2012, in response to the Great East Japan Earthquake, the company reviewed company-wide risks to supplement and strengthen its countermeasures.

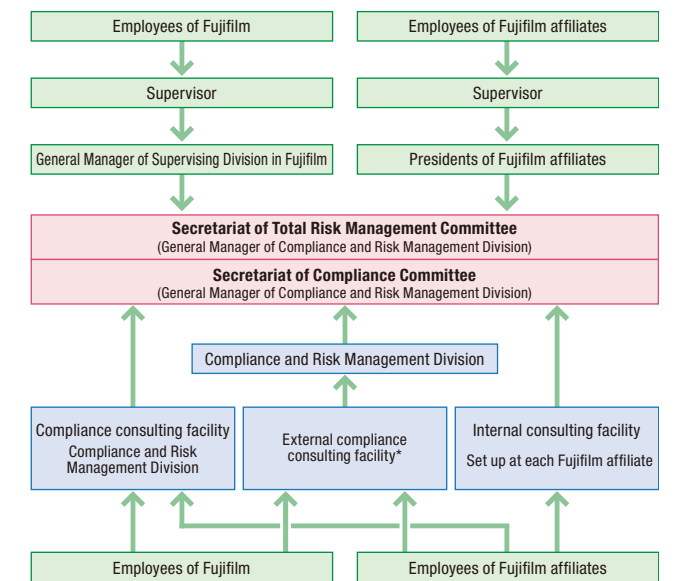
Respond to risks by visualizing potential risk

Fuji Xerox attributes importance to actively managing risks in daily business operations, such as emergencies, product accidents, information security incidents, and violations of laws and regulations, based on its ALL-FX Risk Management Rules. The company manages potential risks based on their probabilities and impact on management, sets out staff responsibilities, and defines and implements measures against such risks.

In fiscal 2011, the company conducted activities for the recovery of the areas afflicted by the Great East Japan Earthquake, and steadily achieved its business continuity targets.

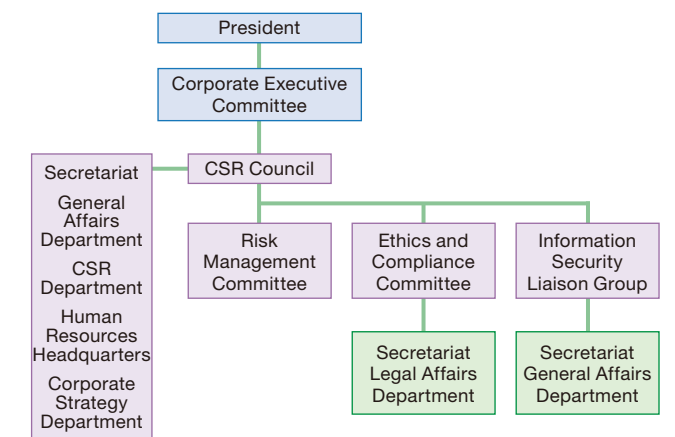
In fiscal 2012, the company will enhance measures against future major earthquakes based on the lessons learned through the experience of the Great East Japan Earthquake. Also, we will identify the risks at all affiliates, both within and outside Japan, visualize such risks, and prepare better responses across the company.

System to collect information on risk (Fujifilm)

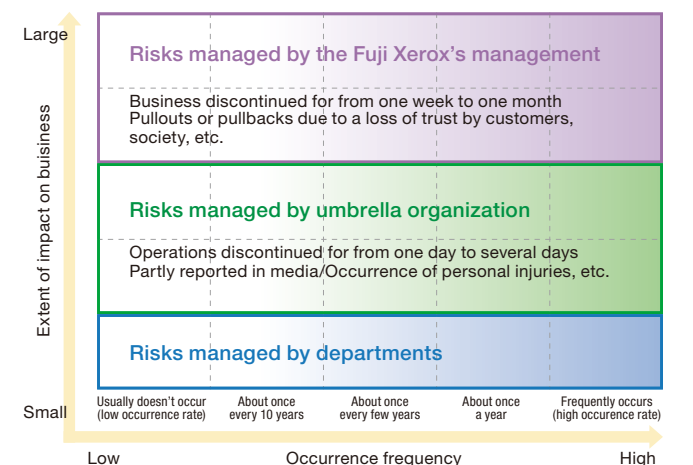


*External compliance consulting facility is set up for employees in case where, for whatever the reason, they feel they cannot directly report to company or supervisor, even if they find risk-related information. The Group implements follow-up inspections once every six months.

Risk management system (Fuji Xerox)



Risk map for managing risk (Fuji Xerox)



Corporate Governance

We are strengthening and enhancing corporate governance in an effort to raise corporate value and constantly improve the transparency and soundness of our Group management.



Basic approach to corporate governance

We recognize that a corporation's main mission is to keep improving its corporate value. To promote the accomplishment of this mission, we implement measures to strengthen and expand its corporate governance systems and thereby aim to win the trust of all stakeholders. Such measures are what underpin our Group-Wide efforts to achieve corporate governance consistent with a holding company and maximize corporate value. The Fujifilm Group aims to constantly improve the transparency and soundness of its Group management.

Corporate governance structure

FUJIFILM Holdings has positioned the board of directors as the organization for determining basic Group management policies and strategies and other important matters relating to business execution, as well as supervising the implementation of business affairs. The company's Articles of Incorporation stipulate that the board can consist of up to 12 directors. Currently, the board has 12 directors, including one outside director. To better clarify their missions and responsibilities, the directors have a one-year term of office.

Additionally, FUJIFILM Holdings has adopted an executive officer system to facilitate speedier business execution. Executive officers carry out business affairs in accordance with the basic policies and strategies formulated by the board of directors.

Meanwhile, FUJIFILM Holdings has adopted a remuneration system under the stock option program* to make its directors and executive officers, excluding outside directors, share a mutual interest—the effect of stock price fluctuations—with its shareholders. In this way, the directors and executive officers are in actual fact encouraged to have stronger drive and morale toward achieving higher corporate value.

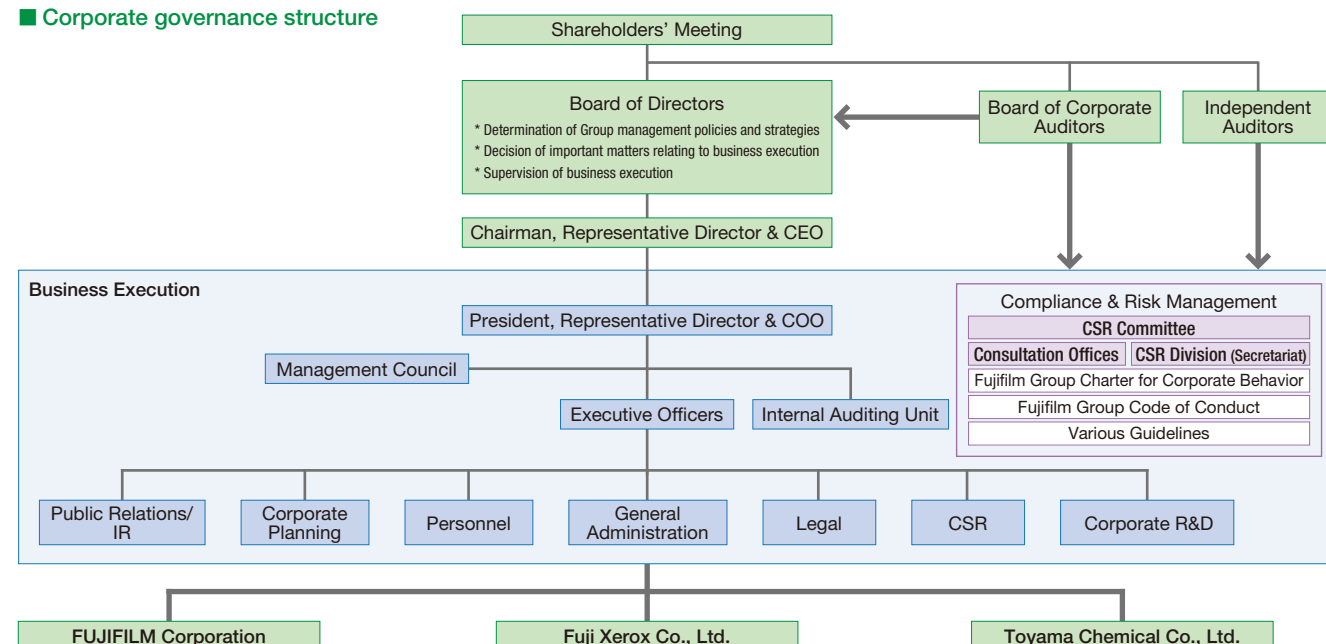
Audit

FUJIFILM Holdings has adopted a corporate auditor system with a board of corporate auditors, which currently consists of five members, including three outside corporate auditors. Each auditor attends the board of directors, while full-time corporate auditors attend all Management Council meetings in order to assess our overall business operations.

In addition, FUJIFILM Holdings has the Internal Audit Division with a staff of 14, which is independent of the business execution divisions. The division is responsible for auditing the Group companies, in cooperation with or sharing tasks with the internal audit divisions of such companies, in order to assess and verify that the execution of these processes is fair and valid.

***Stock option program:** Company's program whereby directors or employees are granted a right to purchase the company stock as a part of compensation for their work, at a price established in advance and within a designated period of time.

Corporate governance structure



Application of Integrated Management System (IMS)

For the "improvement of quality in all business operations," Fujifilm introduced an Integrated Management System (IMS*) that brings together various management systems to nearly all of its offices and plants in Japan, as well as Group member companies, by the end of 2011.

The largest Integrated Management System in Japan

With the completion of introduction at the Fujinomiya Factory and Yoshida-Minami Factory in 2011, the Group's principal manufacturing plants, including Kanagawa Factory where IMS is already in operation, have acquired consolidated certification for quality management system (ISO 9001), environmental management system (ISO 14001) and occupational health and safety management system (OHSAS). In addition, certain segments of the Group, such as the head office and sales companies, management systems in the area of information security, and customer complaint handling have also been integrated.

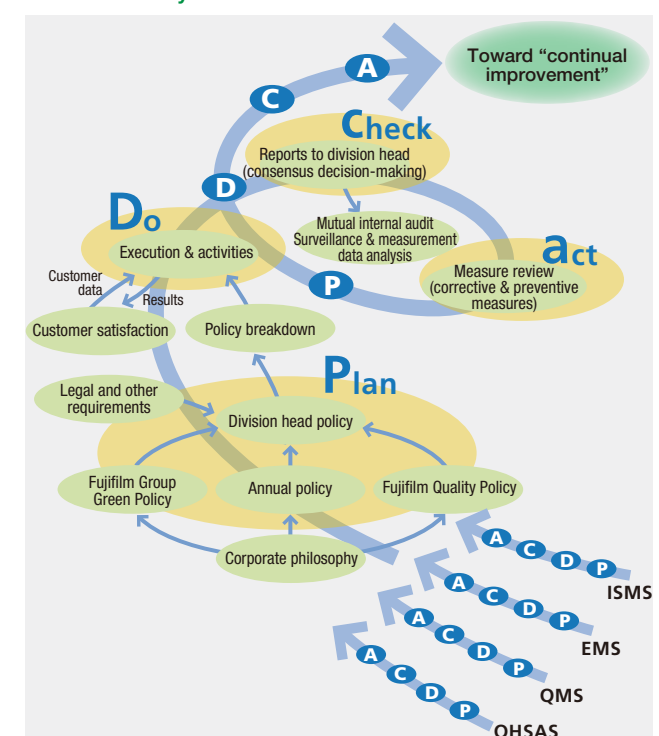
As a result, IMS operation for Fujifilm and the Fujifilm Group has created Japan's largest integrated management system based on the quality management system and environmental management system and covering roughly 16,500 persons at 32 companies and 163 offices and plants.

For the promotion of "Improvement of Quality in All Business Operations"

Amid business globalization and the expansion in business fields and segments, IMS is being utilized for greater precision in planning and security in execution, founded on full optimization, clarification of issues, and identification of the business risks and promotion factors.

Various bodies and processes that have previously been organized and executed under independent management systems

The PDCA cycle under IMS



have been made activities under a series of business operations and processes under IMS, enabling group-wide optimization of such operations without management segmentation. Additionally, this has achieved improvement in the quality of internal and external audits, as well as a marked improvement in efficiency and speed.

The Fujifilm Group has seven IMS activity bodies (shown in the table below), with each operating under its own specific IMS manual and striving toward "greater customer satisfaction." The ISO management system is being applied within these IMS manuals. However, there are ideas introduced to encourage activities closely rooted to each business operation, such as adapting to the characteristics of each activity body and using their own respective terms to express their ideas.

IMS introduction at nearly all Fujifilm Group companies has been completed in 2011. This has laid the standards to promote the "improvement in quality of all business operations" that Fujifilm aspires to achieve through IMS and is expected to deliver further results in the future through interactive improvement. In fact, many cases of business achievements based on IMS have already been reported and will be applied across the Group.

In the future, this movement is expected to be expanded to newly consolidated Group companies.

*** IMS (Integrated Management System):** Management system that consolidates a number of management systems, including QMS (Quality Management System), EMS (Environmental Management System), OHSAS (Occupational Health and Safety Management System), and ISMS (Information Security Management System).

The seven IMS activity bodies at Fujifilm

Fujifilm IMS activity body	Description	Consolidated standards	IMS certification date
1 Head office Group IMS	Activities by approx. 9,100 persons belonging to FUJIFILM Holdings, Fujifilm head office divisions & group companies	Consolidated manual for five standards, namely, QMS, EMS, OHSAS, ISMS & complaint handling (each organization administering two to three consolidated standards)	2006
2 Kanagawa Factory IMS	Activities by approx. 4,000 belonging to Fujifilm Kanagawa Factory, research institute & group companies at the site	Consolidated manual for three standards (QMS, EMS & OHSAS) and management of the standards	2009
3 Fujinomiya Factory IMS	Activities by approx. 1,700 belonging to Fujifilm Fujinomiya Factory, research institute & group companies at the site	Consolidated manual for three standards (QMS, EMS & OHSAS) and management of the standards	2011
4 Yoshida-Minami Factory IMS	Activities by approx. 1,000 belonging to Fujifilm Yoshida-Minami Factory, research institute & group companies at the site	Consolidated manual for three standards (QMS, EMS & OHSAS) and management of the standards	2011
5 Fujifilm Kyushu IMS	Activities by approx. 300 belonging to Fujifilm Kyushu	Consolidated manual for three standards (QMS, EMS & OHSAS) and management of the standards	2008
Fujifilm Opto Materials IMS	Activities by approx. 400 belonging to Fujifilm Opto Materials	Consolidated manual for two standards (QMS & EMS) and management of the standards	2004
Fujifilm Electronic Materials IMS	Activities by approx. 200 belonging to Fujifilm Electronic Materials	Consolidated manual for three standards (QMS, EMS & OHSAS) and management of the standards	2008

QMS: Quality Management System
 EMS: Environmental Management System
 OHSAS: Occupational Health and Safety Management System
 ISMS: Information Security Management System

Overall View of the Environmental Burden of the Fujifilm Group

Activities are underway for better “environmental quality” in all corporate activities of the Group, in compliance with our environmental policy, the Fujifilm Group Green Policy.



Fujifilm Group Green Policy

Basic Policy

“Sustainable development” is the most important issue for our planet, the human race, and all business entities in the 21st century. The Fujifilm Group companies around the world aim to stay at the forefront of efforts to attain this goal in terms of environmental, economic, and social terms. We will strive for customer satisfaction as well as our contributions to “sustainable development” by achieving high environmental quality in products, services, and corporate activities.

Action Guidelines

- We will promote environmental burden reduction and product safety assurance with the following four items in mind:
 - Our efforts are pursued throughout all corporate activities.
 - Our efforts are pursued throughout the entire product life cycle.
 - We give overall consideration to economic and social implications.
 - Biodiversity conservation
- We will improve our management of chemical substances and the chemical content of products to reduce environmental risks.
- We will comply with legal regulations as well as Fujifilm Group regulations, standards, and requirements that are individually agreed on.
- We will strengthen partnerships with our business partners, collaborate in government and industrial activities, and actively participate in community activities.
- We will actively give full disclosure of the information regarding our involvement in and accomplishment of various environmental activities to all associated individuals, including local communities, governments, and Fujifilm Group company employees, to facilitate open communication.
- We will heighten the environmental awareness of every Fujifilm Group employee through employee education, so that we can fortify our infrastructure to face the challenges posed by environmental issues in the future.

*Please see page 64 for FY2012 Priority Targets

Assessment of the total image of environmental burdens based on LCA (Life Cycle Assessment)

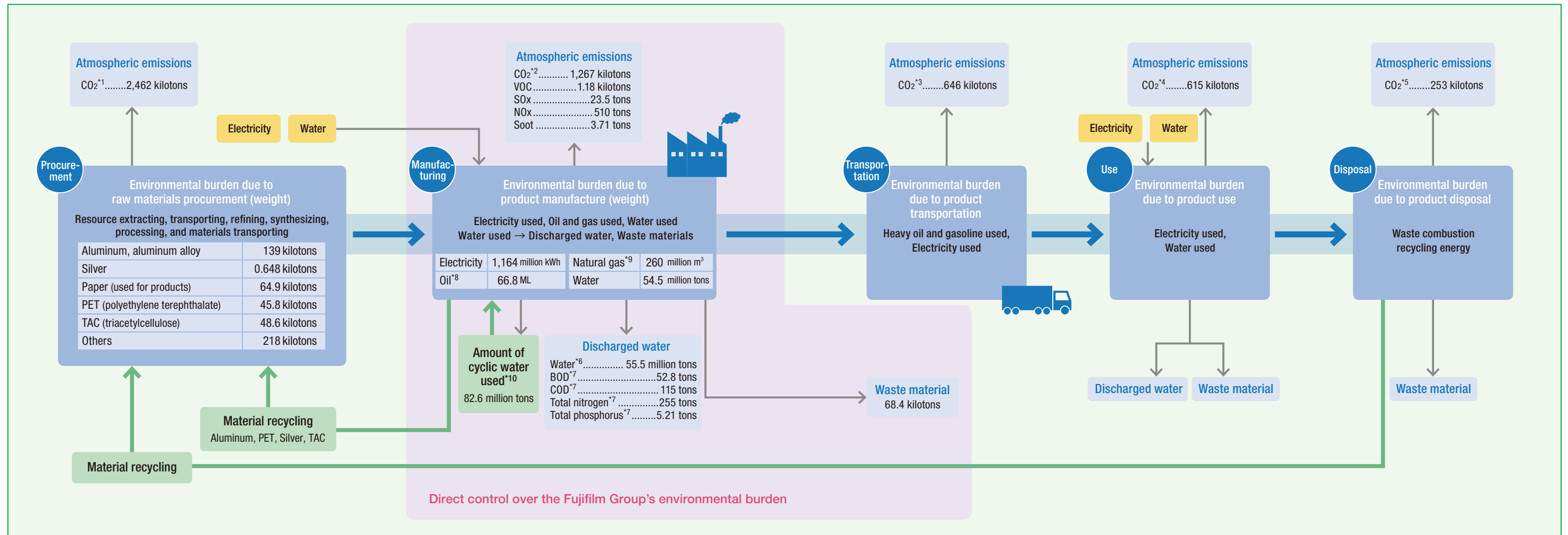
The Fujifilm Group is engaged in a variety of activities founded on the objective of promoting and paying due attention to reduction of environmental burden and assurance of product safety in all of its corporate activities and product life cycles.

In order to assess the overall impact on the environment, the Fujifilm Group has adopted the LCA method.* Environmental burden (greenhouse gases converted in the form of CO₂) is measured in each stage of our operations—from the “procurement” of materials used to manufacture products, through “manufacturing” and “transportation,” to the “use” and “disposal” of products by users. This method enables an assessment of the level of environmental burden in each life stage, and effective engagement in programs and measures aimed at reducing such burdens.

* **LCA method:** “Life Cycle Assessment,” a method for quantitative evaluation of the overall environmental burden throughout all the stages of a product’s life, from “procurement” of materials to “manufacturing,” “transportation,” “use,” and “disposal.”

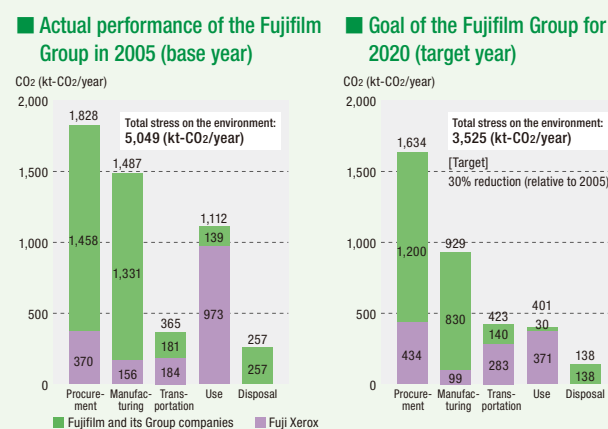
- *1 Environmental burden due to raw materials procurement (CO₂ emitted during the process of extracting, transporting, refining, synthesizing, processing, and transporting raw materials) is calculated for the main raw materials procured.
- *2 Environmental burden due to product manufacture is calculated based on the total amount of energy (electricity, petroleum, and gas) consumed in the production process.
- *3 For the calculation of environmental burden due to product transportation, estimates are made based on domestic and overseas transportation methods and distances traveled. The typical amount of CO₂ emissions per unit of weight and distance for each method and correction factors such as the yield rate are multiplied by the weight of the raw materials procured.
- *4 For copy machines, printers, and fax machines, environmental burden due to use of products is calculated as energy consumption for a 5-year period for the machines installed this year. For other products, the estimated number of machines in operation is multiplied by typical energy consumption.
- *5 Environmental burden due to product disposal is calculated based on the estimation of stress on the environment caused by the disposal of the raw materials procured.
- *6 Wastewater released as a result of business activities
- *7 Volume released to public water
- *8 Total of heavy oil A, heavy oil C, kerosene, light diesel oil, and gasoline (Amounts of the petroleum-based products are summed after appropriated energy conversions, and the total is expressed in terms of the amount of heavy oil A.)
- *9 Total of natural gas, liquefied natural gas (LNG), urban gas, butane, and liquefied petroleum gas (LPG) (Amounts of the gases are summed after appropriate energy conversions, and the total is expressed in terms of the amount of urban gas.)
- *10 This includes the amount of water used in a cyclic manner.
(For the above, data from the input-output table and other sources are used to obtain CO₂ emissions per unit of output.)

Environmental burdens evaluated based on life cycle assessment (FY2011 results for Fujifilm Group)



Promoting Anti-Global Warming Measures

Action to curb global warming is being executed from all perspectives to achieve the long-term goal of “reducing CO₂ emissions for the entire life cycle by 30% by fiscal 2020.”



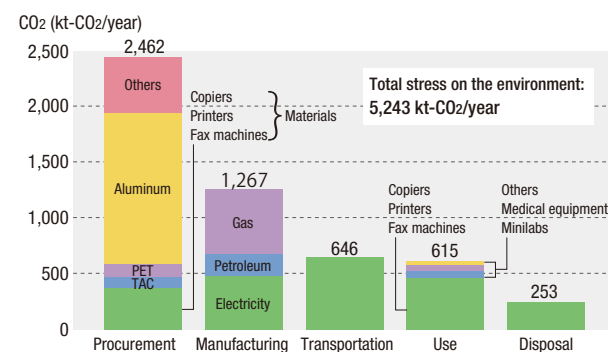
Basic approach to anti-global warming

The Fujifilm Group announced its long-term goal of “reducing CO₂ emissions for the entire life cycle by 30% by fiscal 2020 (relative to fiscal 2005)” in April 2010. In addition to corporate activities in areas directly linked to CO₂ reduction, activities have been expanded across the entire life cycles of products and services (“procurement” of materials and “manufacturing,” “transportation,” “use,” and “disposal”), executed in a wide range of fields in order to cut CO₂ emissions by 1,524,000 tons/year in absolute terms over CO₂ emissions for the standard fiscal 2005 year level of 5,049,000 tons/year, achieving 3,525,000 tons/year in fiscal 2020.

CO₂ output in fiscal 2011 (Entire life cycle of products and services)

We faced a severe economic environment in fiscal 2011; however, business efforts led to growth of sales and production output over the standard 2005 level. This has led to growth in raw material procurement volume and the resultant increase in CO₂ output in the area of “procurement.” In addition, flood damages in Thailand during the summer of 2011 forced heavy dependence on air freight led to growth of CO₂ output in the area of “transportation.” CO₂ output in the area of “procurement,” however, will be reduced by

FY2011 results for Fujifilm Group



Fujifilm Group's main CO₂ reduction measures

Action area	Relevant stage	Principal CO ₂ reduction measures
Development and dissemination of products with less environmental impact	Procurement, use and disposal	<ul style="list-style-type: none"> Multifunction devices (copiers, printers, faxes) with less energy consumption (document field) Non-processing CTP plates requiring no developing solution (graphics systems field)
Reducing CO ₂ emissions at factories and offices	Manufacturing	<ul style="list-style-type: none"> Fuel shift from heavy fuel oil to gas (Japan) Use of methane gas generated at waste disposal sites as fuel (United States) Wind power generation at factory site (Netherlands) Developing and introducing energy-saving technologies such as waste heat collection and steam collection (production sites in Japan, Western nations, China, etc.) Introducing Solar Power Generation (United States)
Recycling	Procurement	<ul style="list-style-type: none"> Developing, introducing, and expanding the use of a recycling system for scrap aluminum from the production of CTP/PS plate (graphics systems field)
Efficient distribution	Transportation	<ul style="list-style-type: none"> Paths optimization Improving loading ratio Promote modal shifts Using light and compact packaging Promoting eco-driving

the closed-loop recycling system for CTP/PS plates (plate materials for printing) in the future.

Notwithstanding, the use of natural energy sources, such as wind power and solar power generation, as well as many other energy saving measures implemented as shown below, succeeded in cutting down CO₂ emission from “manufacturing” of products, etc. Furthermore, the development of multifunction devices and products that have advanced in the conservation of power consumption has led to a decrease in CO₂ emission in “use” of products according to the plan.

FY2011 CO₂ emission by region* (manufacturing)

Region	CO ₂ emission (Unit: kt-CO ₂ /year)
Japan	897
Americas (USA, Canada & Brazil)	145
Europe (Netherlands, Germany, Belgium, UK & France)	91
China	116
Asia excl. China & Oceania (Australia, South Korea, Singapore, etc.)	18
Group total	1,267

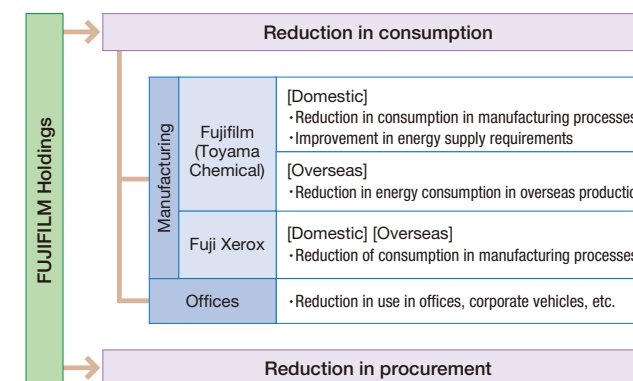
* Calculation method is identical to that in “Annual Changes in CO₂ Emission” (page 65)

Across-the-board engagement of the entire company in CO₂ and fuel cost reduction activities

Since July 2010, the Fujifilm Group has embarked on the Energy Cost Reduction Project for Electricity, Gas and Fuel, for which the goal is to halve the growth in energy costs for the entire Group, including overseas operations, in anticipation of an expansion in manufacturing and a sharp rise in fuel costs by fiscal 2012. By upholding cost-cutting as an organization-wide goal, the project aims at making progress more visible and at accelerating reductions in energy consumption and CO₂ emissions. The achievement of dramatic cost reduction and energy conservation requires the deployment and application of technologies and knowledge of each business center and operation and an accumulation of positive results. Targets have been set out for the production and office divisions, which are to share various energy-saving measures and information for concerted efforts toward the goal.

In fiscal 2011, we succeeded in achieving this goal through various actions, including the introduction and company-wide application of new energy conservation technologies in the flat thin panel production line, the startup of wind power generation at the Netherlands plant, and improvement of the temperature/humidity control system for the production process clean room at Fuji Xerox Suzuka Factory. This was in conjunction with the consolidation of offices, a re-examination of office lighting—such as the use of task lights, and improvements in air conditioning in the administrative office divisions. In the office divisions in particular, great success was achieved, marking a 200% reduction compared with the target for the period up to fiscal 2012. In fiscal 2012 which will be the final year of the Project, new energy reduction measures will be implemented in order to reach the targets.

Fuel Cost Reduction project promotion organization



New line of offset-printing materials with energy-saving technology

In response to the growing demand for CTP plates for offset printing, a new CTP plate production line employing state-of-the-art energy-saving technology has started up in January 2012 at FUJIFILM Manufacturing Europe B.V. (Netherlands).

Specifically, we introduced our own independently developed recyclable energy system, the Cogenerative Thermal Oxidizer (CTO), which has upgraded waste heat usage efficiency by integrating the waste gas combustion system and a natural gas cogeneration facility* that can be operated separately. This has enabled the effective use of waste heat in the waste gas

combustion system while generating energy (electricity, steam, and hot water) necessary for the new production line. Compared to lines of the past, waste heat use has improved 11%, and CO₂ emissions have been reduced by roughly 5,500 tons a year.

*Natural gas cogeneration facility: System that generates electricity with high-energy-efficiency engines and turbines fueled with natural gas, which at the same time collects waste heat generated in the form of steam and hot water.



A steam motor for the Cogenerative Thermal Oxidizer (CTO)

Electricity supplies from wind power generation at the plant

At the plant in the Netherlands, electricity supplies from wind power generation started in September 2011. At FUJIFILM Manufacturing Europe B.V. (Netherlands), the Fujifilm Wind Farm, the first wind power generation station in the region, was opened. This project was implemented in accordance with the Green Policy of the Fujifilm Group in its drive to create a sustainable society and has been managed jointly with the Dutch energy company, ENECO. Five wind turbines have been installed at the plant. The maximum height of those is 140m (including tower and rotor). Each of the wind turbines can generate 2MW electricity. They are able to generate more than 15% of the total energy consumed at the plant.

The startup of wind power generation has made reduction of CO₂ emissions by approximately 12,000 tons per year possible. As it started from September, we reduced 7,600 tons of CO₂ in fiscal 2011.



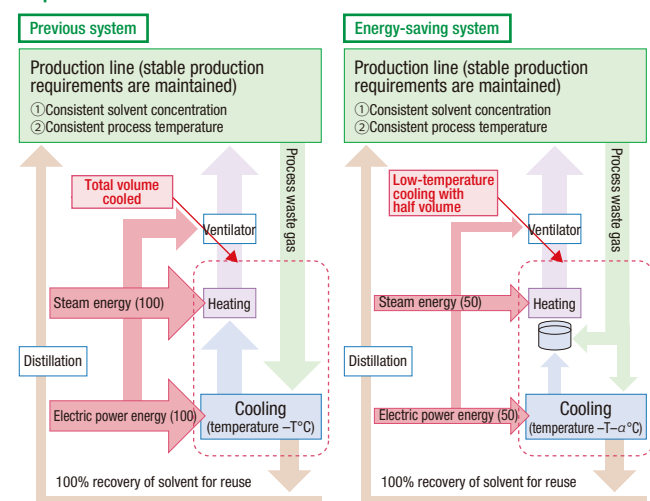
Five wind turbines have been installed at FUJIFILM Manufacturing Europe B.V. (Netherlands) and started operations to gather natural energy

Energy-saving technology for solvent recovery process applied to all FPD-manufacturing plants

Nearly 100% of the solvents used in manufacturing polarizer protection film for LCD and other flat panel display (FPD) materials are collected for reuse, curbing release of substances of environmental concern. In this process, the released solvent gas is cooled and condensed (liquefied) for efficient collection. The issue in this process, however, was how to reduce the energy being consumed. Through collaborations between the FPD manufacturing division and the Production Engineering and Development Center, process technology that reduces energy consumption by 30–60% over the conventional method has been developed. As an innovative technology realizing both reduction of environmental burden substances and energy conservation, it has been introduced in all applicable production lines in fiscal 2011.

In fiscal 2012, it was introduced for the state-of-art production line at Fujifilm Kyushu, where CO₂ emissions are expected to be reduced by 25,000 tons CO₂/year (energy conservation of 530,000 GJ) through this technology.

Key points in energy conservation in the solvent recovery process



Key points in energy conservation: Minimize cooling and heating energy
Systemized the amount of cooling air and recovery of solvent to minimize electric power energy (cooling) and steam energy (heating) -> Establishment of condition and deployment of technology for stable production and effective recovery of solvent

Low-carbon distribution promoted through improved freight transport and loading efficiency

The basic distribution scheme in exporting products and semi-finished goods from Fujifilm's four domestic plants to overseas destinations had been to ship out from Keihin Port via its distribution center in Yokohama City. However, Fujifilm Logistics has reduced truck transportation distances and cut down CO₂ emissions by moving shipment from Fujinomiya City, Shizuoka Prefecture, to nearby Shimizu Port. Transport volume via Shimizu Port, which represented approximately 25% in 2009 had increased to around 40% in 2011. Moreover, per-container loading for WP paper (used as base color paper for color photos) was increased by approximately 40% by applying various new ideas, contributing to drastic freight cost-cutting, together with a reduction in CO₂ emissions.

Fuji Xerox started integrated shipping (shared shipping) since 2008. For freight bound for the Hokkaido, Tohoku, Kanto, and Tokai regions, supplies are loaded at Oimachi, Kanagawa Prefecture, followed by addition of machinery and parts in Shinagawa-ku, Tokyo. For shipment to the Koshinetsu, Chugoku, Shikoku, and Kyushu regions, machinery parts are transferred from Shinagawa-ku to Osaka, where they are loaded together with machinery and supplies. Shared shipping has increased loading efficiency (freight volume on a 10-ton truck) by 10%, which translates to freight for 50 10-ton trucks per month—realizing both a reduction in CO₂ emissions and a dramatic cut in shipping costs. Since 2011, cross-docking operations started for deliveries from Suzuka, Toyama, Niigata, and Takematsu to the greater Tokyo area, with freight temporarily stored at the East Hub center in Shinagawa-ku and reloaded by destination. This scheme has reduced freight volume by an equivalent of 22 10-ton trucks per month.

In the future, dramatic CO₂ reductions are being planned through a modal shift to maritime shipping and integrated shipping for the entire Fujifilm Group.

Solar power generator introduced at printing ink plant in Kansas City (USA)

FUJIFILM North America Corporation has introduced solar power generation at its printing ink plant located in Kansas City, Missouri.

An opening ceremony was held on April 20, 2012, with Mr. Masahiro Ota, then-President of Graphics Systems Division, FUJIFILM North America Corporation, employees of the division, and local administrative officials in attendance. The solar power generation facility comprises 216 modules and is capable of generating 60,000 kWh a year. The output is equivalent to the driving energy consumed by 600 vehicles for a year.

FUJIFILM North America Corporation is active in promoting energy conservation and reduction of greenhouse gas emissions. The launch of the new system follows the introduction of a similar



Top: Opening ceremony held on April 20, 2012
Bottom: Solar power generation facility capable of annual output of 60,000 kWh

system at the company's Hawaii office building and distribution center. We plan to make effective use of recyclable energy and implement energy conservation measures now and into the future.

Promoting energy conservation with a system to visualize energy consumption

In our 2020 greenhouse gas mitigation targets announced in 2009, Fuji Xerox pledged to reduce our CO₂ emissions throughout the entire product lifecycle and to provide solutions to reduce our customers' and society's CO₂ emissions by seven million tons. As a part of the efforts, the company has developed a self-analysis system to visualize energy consumption called EneEyes, with which all employees can analyze their energy consumption from various perspectives, and has been conducting the system's verification experiments system at Fuji Xerox R&D Square, the company's research and development site that was opened in Yokohama in 2010.

The power supply and demand situation dramatically changed in March 2011 after the Great East Japan Earthquake occurred. Following the scheduled blackouts in spring, the nation's power-saving edict was issued in summer. Many companies tried to reach the energy saving targets by implementing countermeasures such as introducing work shifts during holidays and staggered working hours as well as installing an in-house power generator. However, such measures imposed a heavy burden on companies.

Under such circumstances, EneEyes was utilized for the entire building of Fuji Xerox R&D Square, and staff who are in charge of saving electricity by floor and organization analyzed the power consumption of their respective areas using the system.

Based on the results, the staff could plan and implement appropriate energy conservation measures to each work environment, which the employees could accept and participate with understanding. Without implementing special measures or investments, Fuji Xerox R&D Square achieved nearly 30% in energy saving year on year. (approximately 4,200 tons in annual CO₂ emission reduction).

Fuji Xerox will continue to take new initiatives and promote activities to deliver the achievements to customers, thereby contributing to providing solutions to their and society's challenges.



For the total building energy conservation using EneEyes, Fuji Xerox R&D Square won the Judging Committee Special Award in the 2011 Green IT Award and the Fuji Sankei Group Award of the Grand Prize for Global Environment Awards.

OPINION

On the Promoting Anti-Global Warming Measures



Mr. Takejiro Sueyoshi
Special Advisor, UNEP Finance Initiative

Profile
In addition to the UNEP Finance Initiative, Mr. Sueyoshi serves as member of various councils, including the Central Environment Council, and is an adviser to Kawasaki City and Kagoshima City. He is a part-time lecturer at the University of Tokyo graduate school, and serves as an outside director of several business corporations. He promotes environmental issues and corporate social responsibility through lectures, publications, newspaper articles, and television.

Bearing a new social responsibility of "developing a green business model"

Fujifilm Group's initiatives to counter global warming are very impressive. First of all, it announced the ambitious goal of "reducing CO₂ emissions by 30%." Next, the group has clearly presented its basic stance that only a manufacturer can plan to address the issue from "all possible angles" through "the entire product life cycle," including raw materials, manufacturing, and distribution. Furthermore, the Group is achieving results with concrete measures by daring to adopt new ideas, technologies, and equipment, for energy conservation in the manufacturing division, greater transportation efficiency, and power cogeneration using solar and wind power generators. I was greatly impressed by these actions focused on the company's workplace.

Twenty years have passed since the Rio Summit. The global warming issue is not heading towards a resolution; rather, the situation is worsening and is presently a race against time. In view of these circumstances, we can no longer afford delays in the transition into a "green economy." Business corporations with great social influence, like the Fujifilm Group, bear a new social responsibility of "developing a green business model." I have great expectations that the company will devote its efforts into long-term action involving consumers and society.

Response to the third-party opinion

In the group-wide drive to take on challenging goals and to realize them through day-to-day action and sharing ideas, we have been encouraged by the evaluation recognizing our achievement in "producing results by boldly embracing new ideas, technologies, and equipment" and "taking action with a focus on the workplace" and feel proud of the evaluation as members of a manufacturing business. As has been expected, we are convinced that "development of a green business model" and long-term action involving consumers and society is what we aspire to achieve and seek to move forward in this direction.

(CSR Group, General Affairs Division, FUJIFILM Holdings)

Design for Environment

Fujifilm is not only working on the reduction of environmental burdens in the manufacturing processes of its products, but also conducting environmental impact analysis and evaluation throughout the entire product life cycle, for the protection of the global environment.



PLATE to PLATE Environmental Label

Basic approach to Design for Environment

When designing new products and upgrading existing ones, the Fujifilm Group strives to reduce environmental burdens by following its "Rules for Design for Environment (DfE)." Environmental goals that take into consideration the product's entire life cycle are set at the early stages of product development, from the perspectives of the 3Rs (reduce, reuse, and recycle) concept, chemical substances contained, resources used, energy consumption, safety, compliance and other factors. When development is completed, the degree of achievement for those goals is examined. Products that do not meet approval for environmental quality are not commercialized. In Design for Environment, quantitative and objective assessment for environmental impact is conducted with LCA* contributing to the reduction of environmental burden from its products and services.

* LCA: Life cycle assessment

Closed-loop recycling for CTP/PS plates cutting down CO₂ by as much as 63%

When Fujifilm Group's environmental burden is examined for each product life cycle stage, aluminum on the "raw materials procurement" stage accounts for a large part of the burden. For this reason, in 2007 Fujifilm commenced its "closed-loop recycling"¹ program for scrap aluminum from CTP/PS plate manufacturing process (printing plate materials) in which aluminum is used as the principal raw material. In 2011, the expansion of operation to CTP/PS plates used by printing companies and newspaper publishers has started.

In the past, virgin aluminum had been used for CTP/PS plates in order to maintain outstanding print quality (runlength, water retention, etc.). However, as production of virgin aluminum requires a huge consumption of resources and energy, CO₂ emissions relative to its weight are extremely large, creating a large environmental burden, compared to steel. For this reason, use of virgin aluminum has been reduced with the startup of closed-loop recycling for factory scrap aluminum. For further cuts in environmental impact, the "PLATE to PLATE Recovery System" with the participation of printing companies and newspaper publishers, aluminum recovery companies, metal alloy manufacturers, metal rolling manufacturers, Fujifilm's recycling liaison company (FR Co., Ltd.), and other companies in the field of recycling of CTP/PS

plates was established and closed-loop recycling for also with used CTP/PS plates from printing companies and newspaper publishers has also been started. With this scheme, CO₂ emissions from raw materials procurement to manufacturing of these plates were reduced by as much as 63%.² Additionally, a "PLATE to PLATE" environmental label, unique to Fujifilm, has been created to indicate participation in the system and has been served effectively in the presentation of the participating companies' efforts as environmental activity.

Closed-loop recycling has also a great advantage in the effective use of resources compared to conventional "cascade recycling"³ used to create products of lower purity grades, because the high purity level is maintained.

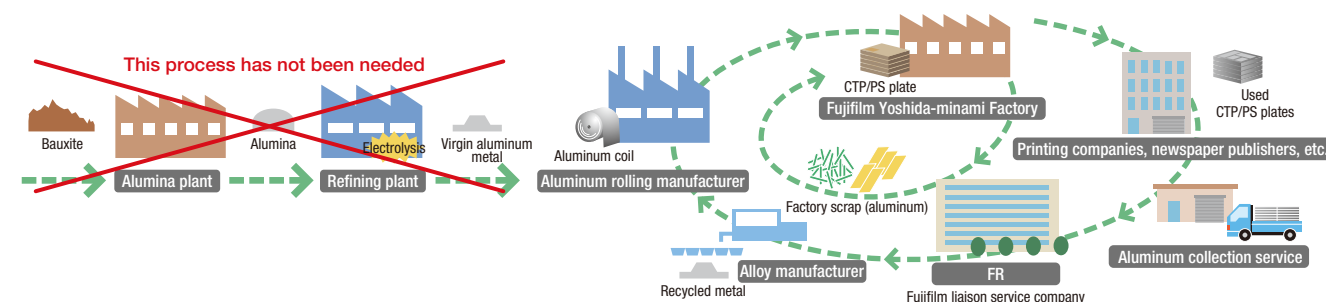
In the future, wider application of used CTP/PS plate recovery and recycling will be promoted for further CO₂ reduction and the effective use of resources in the product life cycle.

¹ **Closed-loop recycling:** Recycling for re-production of the same product that does not cause a decline in quality. Waste in natural resources can be kept to a minimum.

² **CO₂ emissions reduced by as much as 63%:** Comparison of use of virgin aluminum metal as raw material for CTP/PS plates and use of recycled aluminum by utilizing used CTP/PS plates. The CO₂ reduction effect is shown from refining bauxite, a raw material of aluminum, up to CTP/PS plate production.

³ **Cascade recycling:** Recycling that does not restore the original high purity, causing purity decline.

PLATE to PLATE scheme



Activities on green distribution with optimized packaging design aimed at reducing environmental impact

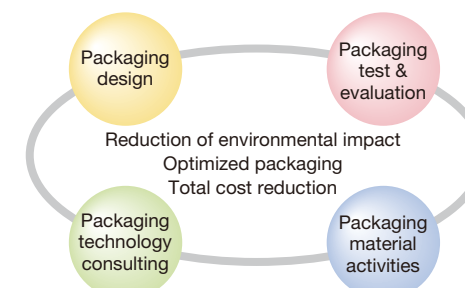
Fujifilm Logistics Co., Ltd., the distribution arm of the Fujifilm Group, is engaged in continuous effort to reduce CO₂ emissions in the product life cycle.

In packaging material design, its pool of expertise and technology is being utilized fully in the design-test-evaluation cycle in order to promote reductions in environmental impact and use optimal packaging. Based on its policy of cutting down CO₂ emissions for current products, all activities such as reduction in packaging materials and use of cardboards instead of wooden crates are managed and contribute to reduce CO₂ emissions.

For medical and other precision instruments, a scheme has been created to start packaging material design at an early stage, through cooperation with the equipment development division from the development stage, for efficient selection of environmentally conscious packaging materials and efficient package form design with attention to the needed conditions during transport. The scheme has already been implemented. For medical equipment that requires temperature control during transport, suitable, environmentally conscious packaging material design, including insulator, could be done efficiently and in a short period of time, at the same time to equipment development, resulting in the drastic cut in time until commercialization.

Furthermore, Fujifilm Logistics possesses its own test and evaluation organization and laboratory for objective and speedy evaluation of packaging material design. Various tests (test for cargo, test for packaging material, and test for cargo transport) are being conducted for overall evaluation for the product.

Packaging material design process



Development of materials that reduce the environmental impact of plastic use

In order to replace the plastic materials that are used for multi-function devices to more environmentally conscious materials, Fuji Xerox has been engaged in the development of new materials with less environmental impact.

Biomass plastic

Fuji Xerox has been developing biomass plastics¹ with less environmental impact. In 2007, it developed a biomass plastic containing more than 30 weight percent plant-derived materials, and in 2011, one of more than 50 weight percent. By combining other additives in the material, the company resolved the general problems including decline of flame resistance, reduced flexibility

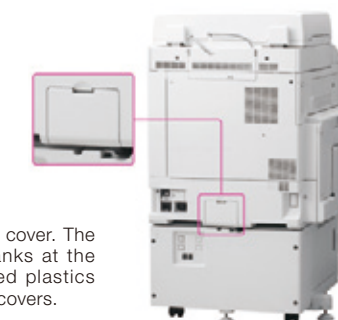
performance and susceptibility to degradation due to moisture. Furthermore, by keeping the intensity equivalent levels to the existing materials, Fuji Xerox has applied the biomass plastic to the component in movable sections.

Recycled Plastics

The company developed the recycled plastic containing 63 weight percent of used plastic² from device covers of multifunction devices and printers collected from the market as base material, and has been incorporating it to its products from 2012. Fuji Xerox resolved the decline in flame and shock resistance caused by degradation of used plastic material. Compared to the conventional plastic introduced in 2007, which contained 20 weight percent of used plastic, this plastic contains more than three times the amount of used plastic, thus reducing CO₂ emissions by 44 percent.

¹ **Biomass plastic:** The plastic made from plants, and corn for cattle feed. It is environmentally conscious plastic developed to mitigate CO₂ emissions by minimizing the ratio of petroleum-based plastic refined from oil, which is a fast-depleting resource.

² **Weight percent of used plastic:** The proportion of the used plastic weight to the total weight of the recycled plastic.



Recycled plastic used for the cover. The used plastic weight ratio ranks at the highest level among recycled plastics used for multifunction device covers.

Energy-saving & Convenient IH Fusing Technology Wins Awards in 2011

Fuji Xerox received the Minister of the Environment's fiscal 2011 Commendation for the Global Warming Prevention Activity (organized by Ministry of Environment) for its induction heating (IH) fusing technology that realizes the world's fastest fusing device start up time of three seconds, as well as the achievement of energy conservation and convenience at the same time. Additionally, the IH fusing belt and the temperature-sensitive magnetic alloy won the Nippon Brand Prize at the "CHO" MONOZUKURI Innovative Parts and Components Awards (co-organized by the MONODZUKURI, Nippon.Conference and Nikkan Kogyo Shimbun Ltd.), which focuses on the components and parts materials that support Japan's manufacturing (*Monozukuri*) industries. The IH fusing technology that consists of the IH fusing belt and temperature-sensitive magnetic alloy delivers an outstanding energy-saving effect. In order to achieve Fuji Xerox's target of cutting per-device power consumption by 80% from the fiscal 2005 level by fiscal 2020, the company is continuing to develop products that offer both environmentally conscious and convenient features.

Please see page 16-19 for details on activities of Fuji Xerox.

CD/DVD Disc-to-Disc Recycling for CD/DVD manufacturing with used CD/DVDs

FUJIFILM Media Crest Co., Ltd., a Fujifilm Group company that manufactures recording media, has started CD/DVD Disc-to-Disc Recycling, in which used CDs and DVDs that have been collected from the market are processed to extract polycarbonate resin, the principal raw material of these products, for reuse in the production of CDs and DVDs.

These media products consist of polycarbonate resin to which an aluminum reflection layer and protection layer for labeling are attached. Due to the difficulty of separating these materials, they could previously be used only as low-grade recycled plastic material and not for the production of CDs and DVDs.

"High-precision clean pelletizing technology"^{*1} which creates high-purity pellets of polycarbonate resin from the used CDs and DVDs, is the technology developed by Panac Co., Ltd., a long-standing business partner that has engaged in the sorting and recovery of silver from photographic film, etc., along with Fujifilm. The CD/DVD Disc-to-Disc recycling system was established by integrating the scheme of recovering used CDs and DVDs based on strict management of corporate customers data provided by FUJIFILM Media Crest Co., Ltd. Production of optical discs under this recycling system has made possible the reduction of CO₂ emission by as much as 45%,^{*2} compared to manufacturing using new polycarbonate resin only.

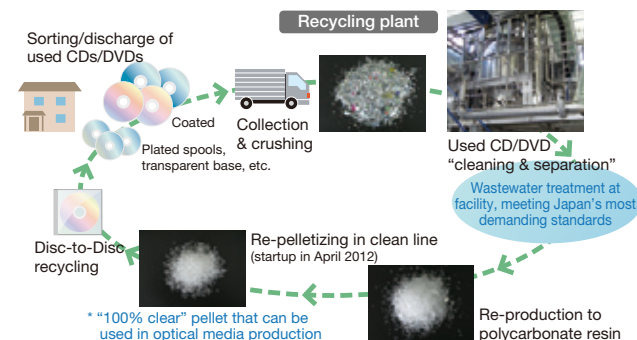
This recycling will be expanded further in the future so as to include the manufacture of all CDs and DVDs using the recycled material. In addition, "Disc-to-Disc" environmental label that indicates environmentally conscious CD/DVD has also been developed for customers to appeal as environmental activity with logo printed on CD/DVD surface.

^{*1} **High-precision clean pelletizing technology:** Technology for refining and creating high-purity resin pellets through the combination of chemical processing, which removes the aluminum from the resin part, and physical processing, in which shredded fragments are made to collide with each other to tear off any foreign object.
^{*2} **Reduction of CO₂ emission by as much as 45%:** In the case of polycarbonate resin containing 50% recycled resin.



Disc-to-Disc logo

Disc-to-Disc recycling scheme



OPINION On Design for Environment



Dr. Norihiro Itsubo
 Associate Professor,
 Faculty of Environmental and Information
 Studies,
 Tokyo City University
Profile
 At current position since April 2005,
 after heading the LCA Methodology
 Research Team at the National Institute
 of Advanced Science and Technology
 (AIST). Dr. Itsubo is conducting research
 to contribute to corporate EMS devel-
 opment and formation of a recycling
 society through development of LCA and
 other environmental impact assessment
 methods.

Environmental assessment of the product life cycle is a milestone in eco-innovation

FUJIFILM Holdings became the first company to create a successful closed-loop recycling system for reuse of used PS plates into new PS plates. It is an epoch-making eco-innovation in recycling for a product that requires purity of more than 99.5%. Its success was realized by an advanced environmental assessment focused on the product life cycle, and conducted on the corporate level, resulting in the recognition of the importance of closed-loop recycling of PS plates and then sharing this awareness inside FUJIFILM. I evaluate highly FUJIFILM Holdings' strategic CSR activities founded on environmental assessment as proof of its advanced technological capabilities and the enthusiasm of the employee involved.

Response to the third-party opinion

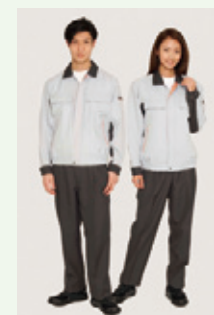
We are very grateful for the high recognition for our environmentally conscious activities we are engaged in throughout the product life cycle and activities organized for closed-loop recycling of used CTP/PS plates.

We intend to continue working actively for the effective use of resources through the 3Rs and reduction of CO₂ emissions in the product life cycle, as well as developing and providing environmentally conscious products and services.

(Ecology and Quality Management Division, CSR Division, FUJIFILM Corporation)

Effective Use of Resources

To protect our pool of finite resources and prevent depletion, we are engaged in a variety of programs, including water conservation and water recycling, waste recycling into resources, and reuse.



Eco-friendly uniform made of chemically-recycled polyester fiber

Basic approach to effective use of resources

The Fujifilm Group is actively working on the effective use of resources as its key program for "sustainable development" it uploads in its Green Policy (page 32), especially in the 3Rs*. We have been recycling and reusing silver, which is used in manufacturing photosensitive materials, since the start of our business operation and is the fountainhead of the 3R movement. This was followed by the cycle production of "Utsurundesu" disposable cameras in 1998, the closed-loop recycling system for PS plate aluminum and advanced reuse & recycling system. In recent years, environment-conscious design from the product development stage was introduced to apply the 3R perspective (of reusability/recyclability, weight reduction, use of recycled resources, etc.) in product design. Also, waste output has been curbed with production-loss reduction activities in the manufacturing process. Great effort has been made to recycle waste, achieving zero emission in Japan in 2003.

*3R: reduce, reuse, recycle

Fujifilm Kyushu's water recycling protects underground water

Underground water is "an important resource essential to the lives of people" in Kumamoto Prefecture. It supplies roughly 80% of water for everyday consumption (compared with national average of 20%) and 40% (compared with national average of 30%) of industrial water use. In Kumamoto in particular (11 municipalities with a population of 1 million), including Kikuchi-gun, where Fujifilm Kyushu is located, nearly 100% of its water supply comes from underground water. Despite its great importance to the people of the prefecture, groundwater levels are on a long-term decline, raising great concerns.

Under these circumstances, Fujifilm Kyushu was established in 2005, where water-saving systems were implemented, including facilities for on-site rainwater collection used for equipment cooling. Also, isothermal tank^{*1} overflow water is being reused as facility cooling water since operation startup. These efforts have enabled us to maintain the water recycling ratio^{*2} at over 50%. Starting in May 2011, treated water from the membrane bioreactor^{*3} installed in 2009 to purify sewage effluent is being used for the cooling tower, raising the recycling rate for fiscal 2011 from 57.5 to 62.1%.

In addition to improving water conservation, we plan to continue underground water preservation through rice paddy irrigation and forestation activities, working on protection of this invaluable resource as a citizen of Kumamoto Prefecture.

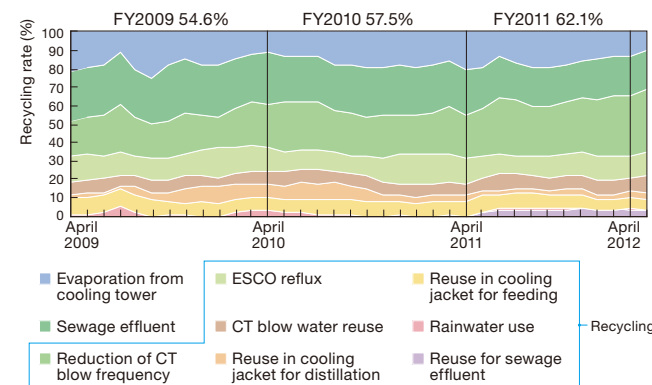
^{*1} **Isothermal tank:** Device to preserve a constant temperature by cycling the liquid within the tank
^{*2} **Water recycling ratio:** (Reused water volume + Conserved water volume) / (Water volume not reused or conserved) x 100
^{*3} **Membrane bioreactor:** Filtration facility for removal of organic matter from wastewater using bacteria, followed by filtration with membrane with separation performance comparable to a sterilization filter (pore diameter of 0.2–0.45µm).

Approx. 50,000 sets of eco-friendly uniforms that contribute to resource recycling introduced

As part of energy-saving activities to cut down CO₂ emissions and promote power conservation, uniforms made of chemically-recycled polyester fiber have been introduced as standard work uniform for plants and laboratories of Group companies in Japan. Use began in phases from May 2012 and is scheduled to reach approx. 50,000 sets in the next 3 years. This will be the first large-scale introduction of eco-friendly uniforms made of chemically-recycled polyester fiber in Japan. Uniforms that are no longer used are collected by manufacturing trade companies for chemical recycling using a material recycling system.* Since eco-friendly uniforms can be recycled repeatedly and nearly permanently as polyester fiber, it will reduce virgin fiber use and cut down waste. Compared with the production of polyester material from petroleum, this reduces both energy consumption and CO₂ emissions; and compared to production of uniforms with virgin fiber, CO₂ emissions are reduced by some 255 tons.

* **Material recycling system:** Based on polyester chemical recycling technology developed for the first time by Teijin Fibers Limited (high-purity polyester material production system). Because products of quality identical to that manufactured from petroleum can be made by chemical breakdown on the molecular level, the quality degradation that had been an issue in recycling can be avoided.

Fujifilm Kyushu water recycling rate



Biodiversity Conservation

In the drive to avoid or minimize the negative impact on biodiversity, activities are being implemented on its conservation and sustainable use into the future.




Shimizu River clean-up activities by Fujinomiya Factory employees and local residents



Basic approach to biodiversity conservation

Since its foundation, the Fujifilm Group has been acutely aware that all of its business has benefited from nature while at the same time impacting on it, and so has engaged in a wide range of environmental protection activities for the conservation and protection of biodiversity, based upon its philosophy of “environmental consciousness and environmental protection are at the core of our corporate activities.” In June 2009, we clarified our guideline for cross-group efforts to biodiversity conservation and introduced the “Fujifilm Group Basic Concepts and Action Guidelines for the Biodiversity Conservation” (hereafter, “Guidelines for Biodiversity”). Activities both inside and outside the company are being advanced to preserve the ecosystem services that benefit mankind for the future.

 [Fujifilm Group Basic Concepts and Action Guidelines for the Biodiversity Conservation. http://www.fujifilmholdings.com/en/sustainability/vision/creature.html](http://www.fujifilmholdings.com/en/sustainability/vision/creature.html)

Water resource conservation activities at manufacturing plants

Fujifilm has continued to engage in environmental protection activities in local communities founded on its philosophy since its establishment that “environmental consciousness and environmental protection are at the core of our corporate activities.” In order to safeguard the water resources that are vital to ecosystem protection, the company owns 70,000 tsubo of headwater forest near its main manufacturing plant in Minami-ashigara. The forest is being cared for under a maintenance plan, including felling, thinning, and underbrush clearing. Fujifilm Kyushu has also planted 13,000 broadleaf trees on 5.24 ha of land owned by Minamiaso Town in 2007, and engages in headwater forest maintenance.

Additionally, cleaning activities are being organized at Fujinomiya Factory through which the Shimizu River runs, and at Kanagawa Factory for the nearby Sakawa, Sanno, and Kuno rivers. These activities have continued in cooperation with local citizens for the protection of the area’s water resources. At Fujinomiya Factory, its guidebook for children published in 2010 is made with “Fujinokuni Forest Town Association” paper, produced from timber gathered after thinning. Its contribution to the effective use of forest resources and to forest maintenance was recognized with the “Shizuoka Future Forest Supporter Certificate,” presented by the Governor of Shizuoka Prefecture. This paper is used also for Fujinomiya Factory’s Sustainability Report 2011.

Activity on biodiversity conservation for the product design

In February 2010, Fujifilm adopted and enforced the “Rules for Design for Environment” conceived from the perspective of “biodiversity conservation,” which is remarked globally, and has reinforced activity on biodiversity for the product design.

The specific evaluation items regarding “biodiversity conservation” in product design are: (1) Prevention or minimization

impact on the ecosystems to conserve the natural environment and biodiversity (Action in manufacturing); and (2) Risk management concerning the sustainable supply of biological resources from a long-term view (Action on biological resources procurement). Action on (1) has been practiced since Fujifilm is founded. Regarding (2), action in Design for Environment is on operation certainly, such as legal assessments on the cowhide for camera-case material for a digital camera launched in March 2011 by confirming that it was a byproduct of beef production, and on the paper procured in China by confirming where it came from, etc.

Participation in community movement for groundwater and landscape protection

Minamiaso is a village located in the southern part of the Mount Aso caldera in Kumamoto Prefecture, Kyushu. Specifically, it is in Nangodani Valley, sandwiched between the five Aso peaks and the outer rim and distinguishes itself for its expansive natural environment and rich water resources. However, a decline in farming



Rice planting with Fujifilm Kyushu employees and their families



in recent years has created a significant number of fallow fields, making it difficult to recharge the groundwater that is effective in restoring the functions of nature and preserve the rice farming landscape of the mountainous region.

For this reason, in 2010 Fujifilm Kyushu began participating in helping a group working chiefly in Minamiaso. In 2011, Fujifilm Kyushu employees and their families, along with representatives of administrative authorities, came to Minamiaso’s rice paddies located in the upper Shirakawa River and occupying approx. 3,760 sq. m. to plant rice. About 100 people gathered for the occasion, double the number who came the previous year. Nearly half of the participants had never planted rice before and were happy in receiving instructions from local farmers and last year’s participants.

In the future, Fujifilm Kyushu plans to be involved in landscape protection and water resource preservation through the groundwater recharging program at Minamiaso village.

Training local environmental volunteer group leaders through nature-watching instructor workshops

A three-day nature-watch instructor workshop* cosponsored with the Nature Conservation Society of Japan was held at Fuji Xerox’s Tsukahara Training Center (Minami-ashigara City, Kanagawa Prefecture). The workshop has been held every year in cooperation with the society since 2001, attended by more than 300 employees in total. Participants gain a deeper understanding through observation of nature and learn how to protect it through lectures and outdoor training. Participating employees are expected to become environmental volunteer group leaders in the future through involvement in environmental protection in their respective communities.

The company believes that it should work on preservation of biodiversity, not only through its business activities but also from the standpoint of social contribution. One such approach is the active participation of individuals in environmental activities in local communities, and this workshop fulfills a major role in this effort.

***Nature-watch instructor workshops:** Held since 1978 by the Nature Conservation Society of Japan (NACS-J), founded on the principle of “Protection of nature starting from observation.” The workshop has been held 460 times to date and the total number of participants now exceed 25,000.



In 2011, 35 of the All-Fuji Xerox employees take the first step as nature watch instructors.

OPINION On Biodiversity Conservation



Mr. Keisuke Takegahara
General Manager,
Environmental Initiative & Corporate Social Responsibility-Support Department,
Development Bank of Japan Inc. (DBJ)

Profile
Mr. Takegahara joined the Development Bank of Japan in 1989 and was appointed to his current post in May 2011. After serving as leading representative of the Frankfurt Office, he now serves as member of the Cabinet Office’s Study Group on Evaluation and Research on Future Environmental Cities, and is a member of the Central Environment Council’s Special Committee on Environment and Finance.

Role in Education Sustainable Development (ESD) should be mentioned

There is not a single business enterprise that does not benefit from the ecosystem. In this respect, attention to biodiversity is an environmental aspect that is equally important for all business organizations. At the same time, the impact of business activities on the ecosystem, including the supply chain, varies widely by the type and scale of operation. One problem for this issue lies in the need to separate general discussions from specific activities. The Fujifilm Group has made steady progress in both the general and the specific areas. Beginning with its biodiversity policy announced in June 2009, it implemented measures that focus on preventing disturbances by chemical substances and on the protection of water resources and their application to product design in February 2010. This report can be evaluated highly for its focus on involvement with local communities and on more specific details. In the future, I suggest also spotlighting “contribution to ESD,*” which is an area close to its principal businesses. The role fulfilled by “photography” in communicating activities in nature that we cannot experience personally holds great importance, and is comparable to real experience. This may well become a contribution to biodiversity in the broader sense.

*ESD: Education for Sustainable Development

Response to the third-party opinion

The assessment of the efforts that the Fujifilm Group is conducting diligently and steadily, such as policy development on the preservation of biodiversity, chemical substance control, water protection, and environment conscious design, helped us confirm the direction we are to take.

This year’s report focused chiefly on involvement with local communities. However, ESD contribution, such as support in youth education aimed at recognizing the importance of biodiversity through our principal business photography, has started in 2004. We plan to promote deeper understanding through such activities in the future. (CSR Group, General Affairs Division, FUJIFILM Holdings)

Improving Chemical Substance Management

We strictly manage our usage of chemical substances in view of the entire product life cycle, paying close attention to environmental impact and the safety of customers and employees.



Our website publishes Material Safety Data Sheets

Basic approach to chemical substance management

Fujifilm Group has specified the improved management of chemical substances and the chemical content of products as one of its action guidelines based on the *Fujifilm Group Green Policy* (page 32). We constantly endeavor to reduce chemical substance risks by assessing the environmental impact of the chemicals contained in our products throughout their life cycles, the safety of customers when they use our products, and employee safety during production.

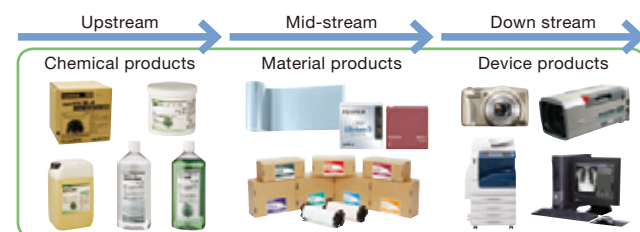
Managing chemical substances means not only safely handling the substances, but also ensuring accurate information on the chemical contents of materials, parts, and products throughout the product life cycle. To reinforce such chemical substance management, we need to improve our chemical substance management level by refining our risk assessment methods and through full compliance with management rules. We also actively share chemical substance information within the supply chain and undertake voluntary enforcement of self-regulation standards ahead of public chemical management laws.

Obtaining chemical information on procured goods for information sharing throughout the supply chain

Fujifilm produces a wide range of products, including chemical products, high performance materials, medical equipment, and optical devices. Therefore, we think it is crucial to establish a system to communicate chemical substance information concerning raw materials, parts and products themselves efficiently and accurately throughout the supply chain. This is why Fujifilm participated in the Joint Article Management Promotion-consortium (JAMP), which was founded in 2006 to promote the smooth communication of information concerning the chemical substances contained in products across the supply chain. We are helping to establish a system for efficient communications and to promote wider awareness of the issue.

In 2011, we commenced full-scale operations to obtain chemical substance information from our business partners through JAMP-IT, a chemical information distribution infrastructure built for business-to-business communications. Utilizing a system in common use across many companies helps reduce the burden of our business partners in providing information, thereby improving the overall quality of chemical substance management for our products. We will expand use of JAMP-IT among a greater number of business partners and continue to promote the JAMP framework.

■ Fujifilm's position in the supply chain



Upgrading the Green Procurement Standard to reinforce chemical substance management in the development and production processes

Fuji Xerox has set out its Green Procurement Standard that specifies prohibited or limited chemical substances contained in the material parts that we procure in order to produce safe and eco-friendly products. We have been working together with our suppliers to effectively implement this Standard.

The Green Procurement Standard has been implemented by Fuji Xerox since February 2003 as its own voluntary efforts, aiming to eliminate the use of hazardous substances, including those that require future replacement, ahead of the environmental regulations which are constantly being updated across the globe. In January 2012, the Green Procurement Standard Version 5.0 was released, which newly prohibits eight substances, including phthalate esters¹ to adhere to the EU REACH Regulation² and the revised RoHS Directive.³ The Green Procurement Standard is linked with Fuji Xerox's design technology standards and designers of new products and parts must check the substances to be contained in advance and include them as a part of the design specifications. This helps share chemical information among Fuji Xerox and our business partners, reinforcing relationships and aiming to build a system to reduce the environmental burden.

We also commenced operations of an information system to manage the information on chemical substances contained in the component materials we procure utilizing the JAMP⁴ framework.

¹ **Phthalate esters:** Substances used as plasticizers in PVC etc. The amount used in toys and childcare products is strictly controlled.

² **REACH Regulation:** EU regulation on Registration, Evaluation, Authorization, and Restriction of Chemicals.

³ **RoHS Directive:** EU directive on the Restriction of Hazardous Substances contained in electrical and electronic devices.

⁴ **JAMP:** Joint Article Management Promotion-consortium.

[Green Procurement Standard
http://www.fujixerox.com/eng/company/ecology/green/index.html](http://www.fujixerox.com/eng/company/ecology/green/index.html)

New method to assess chemical substance risks introduced to improved accuracy

In 1995, Fujifilm formulated rules for assessing the risks from chemical substances and mixtures, using a point system to define substance toxicity and the amount of exposure, based upon our original standards. Since then, these rules have been helping us to assess the risks to health, environment, and physical circumstances. To further assessment accuracy, in April 2011 we additionally introduced and implemented the assessment method used by the Japan Industrial Safety & Health Association in production and research sites in Japan. We aim to continue to improve the working environment.

The new assessment method determines the toxicity level based on the Globally Harmonized System of Classification and Labelling of Chemicals (GHS), and the exposure level based on the amount of chemical substances handled, working hours, and dispersibility. Health risks are then assessed in five degrees, utilizing these toxicity and exposure levels to suggest concrete countermeasures, such as ventilating the work place or sealing the substance. A newly developed automatic computation tool enables assessors to ascertain the magnitude of the health, environmental, and physical risks and determine concrete safety measures, as well as giving the risk level obtained using the conventional method, simply by inputting the necessary data. The tool also displays the status of compliance with related legal regulations, providing the means for comprehensive chemical substance management.

We will further improve chemical substance management by utilizing these highly accurate risk assessment methods.

Chemical substance management audit to reinforce the management system in overseas production sites

Based on its Chemical Substance Management Rules, Fuji Xerox conducts a chemical substance management audit once every three years across production and product development sites both within and outside Japan. In 2011, this audit was conducted in overseas production sites. This audit focused particularly on chemical substance risk management measures, including local air outlet devices and chemical exposure prevention methods.

In November 2011, an audit was undertaken in Fuji Xerox of Shenzhen and Fuji Xerox Eco-Manufacturing (Suzhou) in China, both of which handle organic solvents and micro powders. In addition to the corporate-wide chemical substance management auditors from the CSR Department, environmental officers from the Chinese production sites also participated in the auditing, mutually identifying those aspects that are working well and others to be improved.

The audit results pointed out an issue that the design standards provided by the Facility Design Department in Japan had some missing parts. This problem is currently being addressed as an urgent issue through our efficient communication system that can quickly reach the site directors and the president.

OPINION

On Improving Chemical Substance Management



Dr. Masahiko Hirao
Professor,
Department of Chemical System
Engineering,
School of Engineering,
University of Tokyo
Profile
Member, JAMP Academia Advisory
Board; Chairman of JIS Draft Develop-
ment Committee on Chemical Sub-
stances Management Systems; Chairman
of Green Purchasing Network
Conducting research on environmental
impact assessment of chemical sub-
stances and management methods in the
industrial sector

Implementing chemical substance management extending over entire life cycles and supply chains

Chemical substance management is an issue of broad impact even concerning supply chains and stakeholders. Information sharing throughout the entire supply chain is extremely important. The company's participation in JAMP clearly shows a focus on chemical substances in its activities. It would be preferable if the company displayed its stance not as a response related to its suppliers but as a participation in this framework with the purpose of communicating its presence at the various positions within the supply chain—from upstream to downstream segments, as well as communicating information to consumers when necessary.

Also, chemical management is moving from hazard control to risk management globally. When designating prohibited substances, it is important to assess risks throughout the life cycle and make firm decisions, in addition to responding to regulations. A number of schemes are already in place. I think that credibility will be further enhanced by establishing a system in which all relevant parties, including senior management and administrative divisions, are involved on their own initiative to work on improvements, and preferably, not limited to within the organization by including third parties.

Response to the third-party opinion

We recognize active disclosure of information on chemical substances in products and information for the safe use of products as an essential requirement for sound management of chemical substances. The Fujifilm Group is engaged in the disclosure of material safety data sheets on its website, and in JAMP activities.

We have continued to work on risk management and an effective system is firmly in place. However, sharing chemical information, including risk management, is an issue that cannot be resolved by one company alone and needs the cooperation of the entire supply chain. We will continue working together with business enterprises in both upstream and downstream segments of the supply chain. (Ecology and Quality Management Division, CSR Division, FUJIFILM Corporation)

Effective Utilization and Training of Human Resources

Various training and exchange programs are underway with themes of “Improving Mindset and Organizational Culture” and “Development of Management Human Resources and Global Human Resources.”



Fujifilm Global Leadership Seminar held in 2011 in Tokyo, inviting managers from overseas companies in the U.S., Europe, China, and Asia Pacific.

Effective human resource appointment and training, and our approach to human rights

To achieve the “Second Foundation” of our business and to create and develop growth businesses, it is important to reinforce our training system to develop the human resources that will support these businesses and to create an environment where diverse staff members can exert their talents. We provide a range of training and communication opportunities to create new businesses through group synergy and utilization of our human resources—a treasure belonging to the entire Fujifilm Group.

Another focus of attention is human rights. In April 2007, we instituted the Fujifilm Group Charter of Corporate Behavior, based upon five principles. In one of the principles, *Respect for Human Rights*, we clearly state “We respect and protect the fundamental human and labor rights set out in international declarations. We reject the use of forced labor and child labor in any form.”

Commencing a range of practical programs for global human resource development

Fujifilm commenced its global human resource development programs in 2011 in order to expand business within the global market. These programs are designed to provide the skills for employees to work overseas, ranging from languages, cross-cultural understanding, communication skills—the fundamental business skill of being able to communicate with staff members and other companies’ engineers regardless of their nationality—to the management skills required in overseas companies. From 2011, in India, Europe, and the U.S., we also started the Management of Technology (MOT) training program to develop engineering human resources with sufficient management and technical knowledge to be able to communicate with expert engineers across the world.

At the same time, we are currently creating training programs for local employees working in our overseas companies. The Fujifilm Global Leadership Seminar is the first of these programs. A seminar was held in February and November in Tokyo, inviting managers from overseas companies and providing opportunities for the participants to exchange their ideas and opinions based on their experience and knowledge acquired in their own countries. The seminar bore fruitful discussions on the future of global human resource development.

Fujifilm continues to organize programs to enable our employees across the world to dynamically communicate and work together to further global business expansion.

More overseas training opportunities accelerate human resources with “global” capabilities

Since 1969, Fuji Xerox has offered a number of opportunities for Japanese employees to work in research institutes and universities in Japan and overseas, as well as in overseas affiliated companies, aiming to develop future leaders. In 2011, the number of opportunities to participate in a work experience program at overseas companies was increased and also made available to sales companies and some of the development/production group companies in Japan. Currently, 22 employees are involved in this training. In addition to the conventional training course that spans 18 months, a new two-and-a-half-year course was introduced in 2011 for sales staff members to reinforce their practical sales skills.

The globalization of business and management has rapidly expanded in recent years, and demand for human resources who can respond to customers’ demands with a global perspective has also risen. Further, many companies are now branching out their business into overseas markets—regardless of their company size or location. In consequence, sales companies and group

companies inside Japan more frequently face situations where global response capabilities are required. We are accelerating the development of business leaders with such global capabilities by increasing both the number of employees participating in overseas work experience and the number of available placements.

We intend to focus on developing human resources possessing mid-to-long term vision by closely monitoring the progress of individuals during their training.

Respect for human rights and privacy by adhering to the Charter of Corporate Behavior

Founded on the principles of the Fujifilm Group Charter of Corporate Behavior, Fujifilm respects the basic human rights of all its employees. We do not discriminate on the basis of gender, age, nationality, race, beliefs, religion, social position, physical condition, or other characteristics, and respect the privacy of employees. We regularly hold training sessions for managers in Fujifilm and group companies focused on human rights and the elimination of discrimination to promote greater awareness of these issues.

To prevent sexual harassment, we have continuously raised awareness and disseminated information within Fujifilm and its group companies, including distribution of sexual harassment prevention guidelines. Our company regulations also stipulate the prohibition of power harassment, in order to prevent any form of harassment in our workplace.

Further, we established the Fujifilm Group Compliance and Sexual Harassment Helpline, which employees can contact for consultations. These consultations are handled by external counseling specialists and the resolution of the problem is sought while respecting employees’ privacy.

Utilizing diverse human resources and flexible ways of working

In addition to standard employment practice, Fujifilm actively employs a variety of human resources, including experienced people who possess expertise in different fields, and those from abroad, as well as transferring temporary employees to permanent staff and re-employing our retired workers. We also implement a range of schemes to help our human resources to improve their skills and working lives over many years.

We believe that it is important to empower all our staff members to “work fully by exerting their abilities to the maximum” even when their working hours may be restricted for personal reasons, such as pregnancy, child caring, and family member caring. We think that this can be realized only when three factors are present: staff themselves are highly motivated in their duties and responsibilities; staff supervisors and colleagues have a good understanding of an appropriate work-life balance; and the work place includes systems and measures to support diverse ways of working.

This is why we have proactively implemented employment systems that enable flexible ways of working, such as maternity leave, over the years, and well in advance of the implementation of legal obligations. In response to amendments to the Child Care and Family Care Leave Act in 2010, our existing programs for supporting a balance between work and childcare or family

care have been further improved. Our child medical care leave program and the newly introduced family care leave program now satisfy beyond the legal requirements. Further, the Employee Benefit Society started a financial program to support fees for childcare facility usage.

Raising awareness of human rights with respect to basic human rights

Under the principle of “respecting basic human rights,” Fuji Xerox and its affiliates and sales companies implement the All-FX Code of Conduct, which stipulates: (1) Respect and protection of human rights, (2) Prohibition of discrimination, (3) Prohibition of harassment, (4) Protection of privacy, (5) Respect and protection of basic labor rights, (6) Prohibition of forced labor/child labor, and (7) Workplace health and safety. The code is effectively used in various training courses, from those for new employees to those for managers, to deepen understanding of human rights and establish a work place culture that respects such rights.

Fuji Xerox has been an active member of the Industrial Federation of Human Rights, Tokyo, since 1982. The organization comprises 124 corporations with head offices in Tokyo. We have been involved in the mutual exchange of information with other companies, as well as in educational activities designed to address issues related to human rights. We participated in the solicitation of slogans for a human rights awareness campaign which forms part of Human Rights Week, held in December, and distribute the Federation’s newsletter, *For Tomorrow*, twice a year to the directors at each of our headquarters.

Creating an environment that nurtures improvements in working styles

Fuji Xerox conducted a campaign to improve business procedures called *New Work Way* in 1988. This trendsetting campaign established a working environment that supports a good work-life balance through the introduction of the childcare leave program in 1988 and the family care leave program in 1990. Thanks to this corporate culture, employees now understand that it is their right to continue their work while making the most of such welfare programs. The average length of employment in 2011 was 19.6 years among male workers and 15.3 years among female works, and this difference is also becoming smaller.

Fuji Xerox understands that the essence of the work-life balance is “improvement in working styles,” which is founded in “organizational productivity improvement through human resource reinforcement to inspire employees and maximize their potential abilities,” and “realization of flexible working that supports the diverse values of individual employees.” Only a corporation that can provide a working environment where diverse employees can work enthusiastically and without feeling constrained, while exerting their abilities for better productivity can become a sustainable corporation. To realize this, employees put work style improvements into practice and gain successful experience—then they can offer the best solution services* to our customers. Fuji Xerox will focus on nurturing such human resources—the “leaders of improvement.”

* Fuji Xerox calls this process of improvement, “Activity to Accord Words and Actions.”



- ① Short term MOT training in European and U.S. business schools. Participants gathered from across the world.
- ② MOT training in India. Designed to develop language skills and cross-cultural adaptation capabilities.
- ③ Fujifilm Global Leadership Seminar held in February 2011 in Tokyo, inviting managers from overseas companies in the U.S., Europe, and China
- ④ New employee training was also revised to focus on global human resource development.
- ⑤ Overseas business training program comprising language training and work experience. Positions were previously open to ten people per year, but this was tripled in 2011.

F-POWER Project—achievements and future

The F-POWER Project* was established in 2007 to “realize an environment in which female staff can play core roles in the work place more than ever before, and work fully exerting their abilities to the maximum without worrying about their childcare responsibilities.” In this way we hope to realize “robust individuals, robust organization, and robust Fujifilm.” According to this idea, the project team makes suggestions relating to the working styles of female members, and the company and unions implement the measures based on such suggestions. Seminars to renew understanding about modes of working for female staff have been held by the company, business sites, and labor unions. Also, for the systematic development of female employees, training to enable them to work in management roles, and actual promotion to such roles has been implemented, as well as work-life balancing schemes during childcare. As a result of these efforts, a greater number of females are now working in much more varied positions.

Since 2011, the project was enhanced as the F-POWER & Work-Life Balance Promotion Team. In addition to existing efforts to empower female workers, the team has expanded its scope of attention to cover work-life balancing, including efficient and flexible ways of working and support for workers who have to care for family members.

*F-POWER Project: Fujifilm Positive Women’s Encouraging Renovation.

Fuji Xerox in Hong Kong and Shenzhen earns positive evaluation for thorough employees support

Fuji Xerox has developed a corporate culture to care for our employees by proactively promoting good relationships, not only between employees and the company, but also with their families, to ensure corporate sustainability and to fulfill our social responsibilities. In recognition of such efforts, Fuji Xerox (Hong Kong) Ltd. won the Distinguished Family-Friendly Employers Award 2011, organized by the Family Council, an advisory body to the Government of the Hong Kong Special Administrative Region of the People’s Republic of China. The award is presented to companies implementing effective family-friendly working policies, and we were the only Japanese company to be honored with this award.

Fuji Xerox of Shenzhen Ltd. won the Monozukuri (Manufacturing) CSR Contribution Award in the Good Factory Awards 2011, hosted by the Japan Management Association. The Association valued the fact that, although not directly related to everyday work, our employee assistance program extends to mental health care which, in the end, helps employees to happily remain with us.



Fuji Xerox of Shenzhen won the Monozukuri (Manufacturing) CSR Contribution Award in the Good Factory Awards 2011.

OPINION On Effective Utilization and Training of Human Resources



Ms. Noriko Ikari
General Manager,
CSR Department,
Global Communications and CSR Division
Nissan Motor Co., Ltd.

Profile
After joining Nissan, Ms. Ikari worked in overseas marketing, marketing, and planning in the After Sales Business Division. Transferred to Nissan Motor for three years from 1994. From 2002, she was Technical Assistant to CEO Carlos Ghosn for 4 years. She was appointed to her current position in 2011, after also working in Human Resources Development.

Expectations on adopting a global perspective through business expansion

Last year, Fujifilm Group identified an image of the people it was seeking to nurture, expressing clearly what its employees should be like. This year, the focus narrowed down to resources capable of global action, laying down the concept clearly. Themes on “human rights” have gained ever growing importance. I also felt that the report captures the needs of society accurately in terms of practice and continuity of human rights education. In the area of diversity, I feel its action on diversity, which is not mentioned in the text, is demonstrated by approval of various working styles, represented by employee programs exceeding regulatory standards, such as in social services and carried-over leave.

As businesses expand globally, I feel that the scope of human rights education and manpower training within the entire value chain, including business partners and suppliers etc., is expanding to overseas sites. In this respect, I feel the company will be required to engage in its activities with a conscious awareness of its overseas stakeholders.

Response to the third-party opinion

Thank you very much for the recognition of our activities in the areas of human rights education and diversity. “Accelerating global business expansion” is one of the priority measures for FUJIFILM Holdings. An important key in implementing the plan is “global human resources” able to operate across borders and take charge of business activities in various countries and territories.

In the future, we will continue to train and enhance our global human resources as we expand business on the global scale and, as have been pointed out, extend into activities with conscious awareness of overseas stakeholders.

(Corporate Personnel Division, FUJIFILM Holdings)

Occupational Health and Safety

Founded on the conviction that occupational safety is the fountainhead of business activity, we are working to ensure employee protection by placing top priority on safety, and implementing exhaustive compliance with laws and regulations related to occupational health and safety.



Eco-driving workshops held at each site (Photo taken at Yoshida-Minami Factory)

Fujifilm Group Occupational Health and Safety Policy

The Fujifilm Group operates its businesses based on this policy, considering that the securing of employees’ occupational health and safety is the most important basic element in its corporate activities.

1. We will consider the employees’ occupational health and safety as top priority.
2. We will proactively support the maintenance and promotion of employees’ health.
3. We will realize the highest standard quality of employees’ occupational health and safety in response to the demands of society.
4. We will establish smooth communications between all Fujifilm-related companies and their employees the regarding occupational health and safety.
5. We will actively provide employee education and training on occupational health and safety.

Group-wide traffic safety and eco-driving movement underway to reduce traffic accidents

Starting in May 2008, the “Eco-Driving Promotion Movement” began for roughly 10,000 commercial vehicles owned by the 65 domestic Fujifilm Group companies, as part of the group-wide initiative to reduce global warming. In addition to workshops and companywide distribution of DVD training materials, stickers, etc., and communication of eco-conscious driving skills to employees, a liaison group for promoters of the movement has been set up for management of driving distance and fuel supply data, as well as progress monitoring.

In 2009, Fuji Xerox Osaka was awarded the Environmental Restoration and Conservation Agency President’s Award in a nationwide eco-driving contest, demonstrating to the entire organization its success in improving fuel economy by 20% and cutting down traffic accidents by half. In view of this radical effect on safety, the scheme was renamed “Safe & Eco-Driving Movement” in 2010 to reduce traffic accidents for the safety of both employees and pedestrians. The movement has been expanded to cover all motor vehicles (11,000) within the Group. In order to boost motivation and continued interest among participants, tools for fuel economy performance visibility have been upgraded and promoted.

As a result, the number of accidents involving commercial vehicles fell by 6.1%. The discount rate for (fleet) automobile insurance improved to 5%. The first sites implementing the movement have already recorded an improvement of 45% in accidents caused by commuter vehicles. The number of serious accidents



Communication of activities on a national scale at the National Eco-Driving Promotion Symposium

also fell. A presentation report on activities at Fujifilm was given at the National Eco-Driving Promotion Symposium organized by the Agency for Natural Resources and Energy held in March 2012. In the future, further promotions will be undertaken in view of the future publication of the ISO 39001 (Road Traffic Safety Management System).

Common Rules for Safe Behavior Compliance Scheme at Fujifilm Kanagawa Factory realize improved safety

Starting in 2010, Fujifilm introduced a special award program giving recognition to business and work sites making outstanding achievements in the prevention of accidents and risk reduction in occupational health and safety, in addition to the existing award program for outstanding safety performance.

One activity that won the special award was the Common Rules for Safe Behavior Compliance Scheme at Fujifilm Kanagawa Factory, which also won the 2011 Responsible Care Award from the Japan Chemical Industry Association. Under this program, various safety-related rules inside the factory have been organized and exhaustively entrenched among staff to prevent serious incidents. This began with the organization into seven of common rules that must be followed, based on an analysis of past labor accidents. In the process, several hundred work processes were found to require exception permits for not being able to follow the common rules due to limitations within existing facilities, or to prevent creating an excessive workload, etc. Therefore, risk assessments were conducted towards the implementation of practical safety measures for high-risk work. This resulted in a reduction in the work requiring exception permits. The remaining work processes were made designated work processes, implementing a scheme for upgrading work management levels through special training, by displaying signs and logos at work sites, etc. We believe that safe behavior can be taken one step further by implementing action based on “whether rules can be truly observed” and “complied with,” rather than merely “feeling safe with some rules in place.”

Integration of Business and Social Contributions

Fujifilm Group contributes to society through its business operations, actively involves itself in local communities, and pursues activities that contribute to the sustainable development of society.



Album Cafe promotes the importance of enjoying photographs and making photo albums

Fujifilm Group Social Contribution Policy

Fujifilm Group will work together with local communities as a good corporate citizen and contribute to society by responding sincerely to the demands and expectations of those communities. The Group has established the following action plan for implementing this policy.

1. Main activities

The Fujifilm Group will primarily focus on the fields of research and education; culture, the arts and sports; health; and environmental conservation.

2. Importance of these activities

(1) Undertake these activities through cooperation and collaboration
In implementing these activities, the Fujifilm Group places importance on communication and partnerships with NPO/NGOs, local communities and others.

(2) Active support for volunteer activities
The Fujifilm Group values living in harmony with local communities and contributing to society through the voluntary participation of employees and fully supports these activities.

“PHOTO IS—Photos by 10,000 People” —invigorates Japan through the power of photos

The “PHOTO IS” exhibition was first held in 2006 to widely promote interest in photographs and their indispensable value, and the exhibition marked its sixth anniversary in 2011. The biggest feature of this exhibition is that anyone can submit their work and all the submitted works are displayed. The number of submissions has increased each time, and the latest event received a record-breaking 17,051 submissions, making the exhibition one of the largest Photo events in Japan. The youngest applicant was one year old while the oldest was 93. From July 22 to the end of November 2011, the exhibition was staged across 29 locations, again the highest number we have ever had, and some 430,000 visitors enjoyed the photographs.

As a new item, we organized the “Choose a ‘Heart-Touching’ Photo 2011.” This gave the audience an opportunity to vote for their most “heart touching” photos by sending the ID number given to each photo along with comments from their mobile

phones. Through this audience-participation voting system, some 400 photos were selected across Japan. Along with the “PHOTO IS” exhibition, the progress of the Photo Rescue Project (see page 58) was also reported through display monitors. This is a voluntary work to salvage photographs and albums soiled by the mud and sea water in the Great East Japan Earthquake.

One impressive fact was that the number of photos displayed in Sendai increased by 56% compared to the previous year, a much bigger increase than the average. Also, a larger number of photographs were submitted outside of Northeast Japan, requesting the work to be displayed in Sendai to encourage people that suffered in the Great East Japan Earthquake. We felt that it was very meaningful to convey these encouraging messages from all over Japan to people in the Northeast through the exhibition.

Fujifilm is continuing this exhibition across Japan in 2012 with the theme of “Photos—connecting people, connecting generations,” emphasizing the power of communication and the importance of also retaining memories in a tangible photographic format.



The exhibition took place in a total of 29 locations, including Sapporo, Sendai, Tokyo, Nagoya, Osaka, Hiroshima, Fukuoka, and 22 satellite halls in smaller towns.



The Exhibition does not place any limits on the applicant's qualifications or themes and accepts work from all photo lovers. Applicants can submit their large print work along with its title and a comment/message.



The newly introduced “Choose a ‘Heart-Touching’ Photo 2011.” The voting results were displayed on the monitors installed in the exhibition halls and the top ranking photos in each hall were announced on the official website.

Album Cafe helps mothers compile family photos across Japan

Fujifilm conducted a voluntary national survey of mothers with pre-school children and found that the percentage of mothers who give up making photo albums halfway is about 50%. Also, 100% of those who had not made photo albums responded that they were intending to make one at some time. This suggested that many mothers want to make photo albums but are too busy to do so.

To address this situation, Fujifilm launched the *Album Cafe Project* in September 2010. This is an album-making workshop for mothers with small children to create albums together in an enjoyable atmosphere. We are working towards promoting this workshop and increasing its frequency to provide opportunities for many more mothers to enjoy creating their family photo albums. We hope that the workshop promotes the importance of keeping photo albums and reawakens people to the happiness to be gained from photographs.

After the project started, we gained a number of alliance partners,* including local photo shops, department stores, hotels, cafes, kindergartens, and after-school childcare facilities, that are all supporting the workshop operations. We receive many post-workshop reports and found messages such as, “The workshop provided me with a chance to reconsider the meaning of family ties,” and “It relieved the stresses of child care and gave me many smiles!” Such comments helped us to discover some new effects of photographs and making photo albums.

In response to this positive reaction, we expanded the Album Cafe operation to full scale in January 2012, further increasing our alliance partners. The Album Cafe portal site was also redesigned to offer bidirectional communications between workshop operators and participants. Workshop information and comments can now be exchanged at the renewal portal site and participants can enjoy the Album Cafe both online and during the actual workshops.

Fujifilm will support family album creation through the Album Cafe and contribute to the development of a photographic culture that builds up strong family ties.

* Major alliance partners as of March 31, 2012: Isetan Mitsukoshi Ltd., Fujita Kanko Inc., Akachan Honpo Co., Ltd., Oyako Café Baby Bar, Mothers' and Children's Health and Welfare Association, Childrin, photo studios & kindergartens in Japan, etc.



Approx. 3,000 workshops held in 650 locations with 50,000 participants (as of May 9, 2012, based on Fujifilm's own survey).

Supporting “Opération Sourire (Operation Smile)” through medicines and photographic exhibitions

“Opération Sourire (Operation Smile)” is a medical project run by Médecins du Monde (Doctors of the World).* It provides free plastic surgery for those suffering from facial and bodily deformities due to congenital conditions, or those who have sustained injuries from war, accidents, or illness, but are unable to afford operations, as part of efforts to help them live normal lives. Since its first session in Cambodia in 1989, the project has now expanded to more than 12 countries in Africa and Asia. By the end of 2011, a total of 9,202 operations had been conducted.

Fujifilm donated our anti-infection medicines including OZEX® Tablets, CEFOPERAZIN® for Injection, and TOMIRON® Fine granules for pediatric, for the “Opération Sourire” projects conducted in Madagascar and Cambodia, which were conjugated well in the medical field.

Fujifilm prepared and provided photo panels for free to demonstrate support for the “Opération Sourire” for 1,000 People campaign hosted by Médecins du Monde through the power of photographs. These campaigns aim to raise awareness of the project through photographs of the children who have undergone the “Opération Sourire” and their families, as well as sending back the photographs of people's smiles and supportive messages from Japan. In 2011, 35 events were held in shopping centers and other facilities in Japan.

* Médecins du Monde: A non-governmental humanitarian aid organization firstly established in Paris in 1980. The network consist of 14 offices in the world and implements over 300 projects in more than 70 countries. It dispatches medical and hygienic experts to deprived areas of the world.



Top: In 2012, the campaign took place in various locations across Japan thanks to the cooperation of facility owners. Campaign staff members were pleased with the number of people who showed interest due to the eye-catching photo panels. (Photo of Shinyokohama Prince PePe shopping plaza, Kanagawa, Japan)

Bottom: Messages gathered by the Operation Smile campaign are shown to local medical experts and children. (Photo of Centre Hospitalier Universitaire d'Antananarivo Joseph Ravoahangy Andrianavalona, Antananarivo, Republic of Madagascar)

Desert greening in China marks 15th year anniversary

The Fujifilm Labor Union commenced its Green Volunteers program, a desert afforestation activity, when the Union celebrated the 50th anniversary of its foundation. In 2012, the 15th volunteer group worked from July 29 to August 2 in Horqin Desert in China's Inner Mongolia region. The year 2012 marks the 11th anniversary of this particular afforestation activity,* and is also the fifth anniversary since we started working with our local subsidiary in China. To mark these anniversaries, we hosted a celebratory reception at the site. The reception welcomed the NPO Green Network, which is our afforestation partner, local administration and farmers, and union chairmen from group companies, and everyone happily celebrated our afforestation progress to date and the growth of the new trees.

We would like to continue this afforestation activity for the further soundness of the local environment, to widen participants' vision, and to continue enhancing the Fujifilm Group.

***Afforestation activity:** The Green Volunteers worked in the Kubuqi Desert Inner Mongolia for the first four years, and in the Horqin Desert for consecutive 11 years.

Winning the Academy Awards® for high-performance motion-picture archival preservation technology

Fujifilm has received the 2011 Scientific and Engineering Award, given by the Academy of Motion Picture Arts and Sciences, for the development of its black and white recording film, ETERNA-RDS, designed for digital separation of motion picture films. In recent years, digital filming in motion picture production has become more common, resulting in a rapid increase in the digital preservation of film information. However, it is still not totally reliable as there are risks of being unable to reproduce the preserved image information due to the degradation of the media on which the data was saved or through the rapid changes in the hardware. This is why Fujifilm developed ETERNA-RDS, a black and white film designed specifically for digital separation, utilizing the performance of film—maintaining stable quality.

Highly recommended for superior photo performance and enduring archival period, as well as its outstanding stability in the development process, the film is already being used for the archival preservation of many Hollywood films.



ETERNA-RDS received the Scientific and Engineering Award for "the significant step it made in protecting the heritage of the motion picture industry."

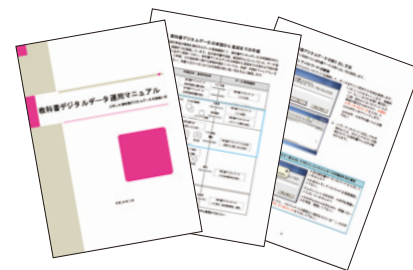
Releasing digital textbook data operation guide and user manuals

As a result of a research project requested by the Ministry of Education, Culture, Sports, Science and Technology of Japan (hereafter, MEXT), Fuji Xerox created a digital textbook data operation guide and two user manuals for producing large-font textbooks,*¹ and published them on our website.

Following the implementation of the Barrier-Free Textbooks Act² in 2008, textbook publishers are mandated to submit PDF data of their authorized textbooks to MEXT. This has allowed volunteer groups to produce large-font textbooks by editing the data and directly printing it from PCs, without having to manually create them by making enlarged copies of regular textbooks. The guide and manuals will help such volunteer groups take full advantage of the benefit of the Act. Fuji Xerox has also been offering free use of its full-color copiers and multifunction devices to volunteers since 1994. As a social contribution as well as from a business perspective, we continue to support the spread of large-font textbooks.

¹**Large-font textbooks:** Learning materials designed for visually-impaired children and students. Texts and graphics are enlarged to suit their individual degree of vision.

²**Barrier-Free Textbooks Act:** A law to promote the widespread use of government-authorized textbooks and other teaching materials for children and students with disabilities.



Guides and manuals to produce large-font textbooks available from the Fuji Xerox website

Supporting a forest conservation organization in the U.S.

FUJIFILM Holdings America Corporation has been supporting the Rainforest Alliance since 2004. The Rainforest Alliance is an international nonprofit organization dedicated to the conservation of biodiversity and the realization of a sustainable society, promoting forest protection across the world.

As a part of our partnership with the Rainforest Alliance, we sponsored the 2011 "Picture Sustainability" Photo Contest designed to raise awareness about environmental conservation through photographing the beauty of nature. Additional support ranged from donating to the annual gala, held at the American Museum of Natural History in New York, as well as contributing to their organization through our 2011 holiday season's greeting card.

Restoring historical manuscripts that hand down the customs and culture of Kyoto merchant town

Fuji Xerox Kyoto Co., Ltd. is actively involved in projects related to local communities as a part of its social contribution. One such activity is restoring historical manuscripts.

Kyoto has more than 1,200 years of history, and there are many old manuscripts that record the customs and culture of the merchant town in Kyoto. However, some are severely damaged and cannot be handled as is. To address this issue, the company has been reproducing the manuscripts by making digital copies of the original documents and then printing the digital data on *Washi*, or traditional Japanese paper, using a multifunction device. To create a copy that represents the original as closely as possible, the paper used for printing is carefully selected to replicate the original colors and the same binding method as in the source document used. So far, we have restored *Saichuoboe*, a document designated as a national important cultural property preserved by the Naraya-Sugimoto family, which records the customs of Kyoto merchant families. Another is the *Onmatsuri Shinpo Jinki Ezu* (*Pictorial Guide of Enshrined Divine Treasures and Items*), a design book describing the ceremonial costumes stored by the Shimogamo Shrine.

Fuji Xerox Kyoto will continue recovering manuscripts stored away in warehouses of Kyoto's long-standing merchants and create an archive of manuscript copies that can be handled directly to contribute to the preservation and showcasing of Kyoto's culture.

Restoring family photographs after U.S. tornado

In spring 2011, a devastating tornado swept through Joplin, Missouri in the U.S. A Walmart supermarket store in the area was one of many buildings that were damaged by the tornado. During the week-long re-opening celebration events at this Walmart store, FUJIFILM North America Corporation offered 250 families the opportunity to restore photographs damaged in the disaster, and 300 families to have new family portraits taken, both free of charge.

FUJIFILM North America Corporation and its employees also donated 15,000 dollars to disaster relief through AmeriCares®, a nonprofit disaster relief and humanitarian aid organization.



Top: Photographs were printed by Dry Minilab Frontier DL600, a cutting-edge machine.

Bottom: Photographs were taken free of charge for families who suffered from the tornado.

Please see page 58 on the support for recovery from the Great East Japan Earthquake.

OPINION

On Integration of Business and Social Contributions



Mr. Norio Machii,
Manager,
CSR Strategic Planning Team,
Management Support Department,
The Nippon Foundation

Profile
Through his lectures and work at the Japan Foundation, Mr. Machii promotes CSR activities and collaborations among business corporations. Among his various roles, he is a member of the Study Group in the Project to Promote Development of New Growth Industries in the Community, under the Ministry of Economy, Trade and Industry; and a member of the Working Group on Information Disclosure and Communication Infrastructure, under the New Public Commons Promotion Council, Cabinet Office.

Focusing on social issues close to the company's business fields in collaboration with NPOs

The philosophy of the renowned Omi merchants of the Edo period show us that the history of business in Japan is founded on close partnerships with local communities, and developed by resolving social issues through business enterprise.

In the face of many social issues emerging as major threats to humankind, Japanese business corporations stand at the threshold of a major transition in the role they have played in business history. The diverse activities of the Fujifilm Group, which interlink its core businesses with social contributions, are highly innovative in this respect. In particular, the programs aimed at disaster relief after the Great East Japan Earthquake serve as a model for other companies.

In the future, I hope that these activities will be developed further with a focus on social issues that are linked with the business fields in which Fujifilm operates, and that action toward solutions is undertaken in cooperation with NPOs and other interested parties. I believe that this will not only present opportunities for new business in the form of solving issues in society but such action will nurture empathy in local communities and contribute to sustainable development.

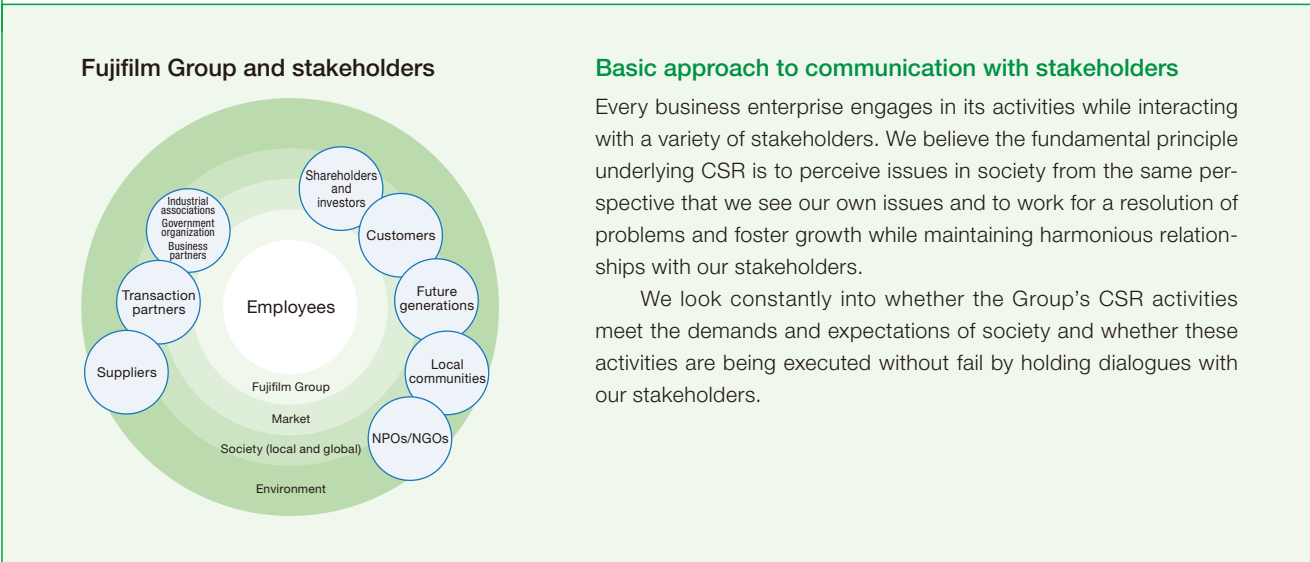
Response to the third-party opinion

We are very encouraged by the positive feedback that we have received for our activities that interlink our business operations with social contributions, in view of the fact that we are promoting them through business enterprises. We plan to continue working in this direction in cooperation with our stakeholders.

Furthermore, we will certainly examine the approach of resolving social issues close to our business fields as a key point in creating future business opportunities and potential for further growth.
(CSR Group, General Affairs, FUJIFILM Holdings)

Improved Communications with Stakeholders

Employees of the Fujifilm Group look into the Group's social responsibilities and identify important issues through communications with various stakeholders.



Basic approach to communication with stakeholders

Every business enterprise engages in its activities while interacting with a variety of stakeholders. We believe the fundamental principle underlying CSR is to perceive issues in society from the same perspective that we see our own issues and to work for a resolution of problems and foster growth while maintaining harmonious relationships with our stakeholders.

We look constantly into whether the Group's CSR activities meet the demands and expectations of society and whether these activities are being executed without fail by holding dialogues with our stakeholders.

Means of dialogue with stakeholders

Stakeholder	Means of dialogue
Employees	<ul style="list-style-type: none"> Employees are stakeholders that play a central role in promoting CSR Personnel management division liaison & interviews Fujifilm Group Compliance & Sexual Harassment Helpline Regular meetings between the company and labor unions Stakeholder Dialogues Awareness surveys on improving self-fulfillment in work Internal newsletters
Suppliers	<ul style="list-style-type: none"> Suppliers are important business partners in continuing to deliver products that are safe and environmentally conscious Procurement divisions (liaison office for responding to inquiries) FUJIFILM Business Expert (liaison for responding to inquiries) Environment division (liaison office for responding to inquiries) Presentation meetings to suppliers (Green Procurement & chemical substance control), surveys on "green level" of the corporate environment Regular discussions with suppliers Material procurement website
Community (local societies)	<ul style="list-style-type: none"> Worksites engaged in manufacturing activities in particular promote communications with local communities, recognizing the importance of coexisting with the community and environmental protection as important factors in CSR Liaison offices of factories and offices (liaison office for responding to inquiries) Environmental communication meetings Factory tours Community volunteer activities Lectures and presentations in the community Regular discussions with local governments (city hall, mayor, community association presidents, etc.)
Shareholders & investors	<ul style="list-style-type: none"> IR information is being disclosed in Japan and other countries on a timely basis, with constant awareness of the need to obtain an accurate understanding of corporate value IR office (liaison office for responding to inquiries) General shareholders meetings Business reports Business report presentations for investors IR conferences Individual meeting IR information website Annual reports Shareholder communication

Stakeholder	Means of dialogue
Transaction partners	<ul style="list-style-type: none"> Transaction partners are important to Fujifilm in proposing new value creation to society. We plan to engage in product development through both collaboration and support Sales companies and sales & marketing divisions (liaison office for responding to inquiries) Regular discussions with partners Consulting & joint development of products, materials, etc. Participation in exhibitions, special events, academic societies, etc.
NGOs & NPOs	<ul style="list-style-type: none"> On-going support is provided to NGOs and NPOs engaged in environmental protection and education activities Corporate General Administration Division (liaison office for responding to inquiries) CSR Division (liaison office for responding to inquiries) Secretariat of Public Trust Fujifilm Green Fund Stakeholder Dialogues
Customers	<ul style="list-style-type: none"> Activities aimed at reflecting customer opinions and requests concerning products, services, and corporate activities are an important issue for a manufacturing business Customer Center (liaison office for responding to inquiries) FUJIFILM SQUARE (showroom) Technical Support Center Customer Service Stations Usability evaluation meetings & monitor surveys Customer satisfaction surveys VOC Photo contests, exhibitions & photography clinics Special events, exhibitions & seminars Questionnaires at products registration
Future generations	<ul style="list-style-type: none"> We believe that educational activities aimed at the generations who will become the leading force in future society are one of the important social missions of a business enterprise and we devote energy to supporting such activities Dispatch of lecturers and participation in school events Acceptance of plant tour groups as extracurricular school programs Environmental education activities in cooperation with NGOs
Industrial associations/Government organization/Business partners	<ul style="list-style-type: none"> We are working actively with various industry associations to comply with regulations, such as the RoHS directives and REACH regulations Participation in development of industry guidelines Announcement of public comments through industry associations Pink Ribbon movement, joint research with medical hospitals and universities and opening our sponsored university courses

Improvements in products and services through customer feedback

Customer suggestions and ideas received at the Customer Communications Center, etc., are fed back to the relevant divisions and companies, aiming to improve our products and services.

For example, customer opinions reporting that the lid of a screw bottle used in packaging supplements was difficult to open resulted in changes to the lid design, starting with a new product launched in the spring of 2012. A narrow slit window has been created on Astalift lotion and emulsion products to enable customers to see the remaining content and plan on their next purchases, and new Astalift series released in September 2012 made it easier to see the content. Boxes used for merchandise delivery have been made slimmer, following a user questionnaire survey regarding smaller packaging and acquiring user approval. Additionally, invoices for regular courier service delivery show the date of delivery and deadline for making order changes, improving customer convenience in making subsequent purchases.



Content level checked here. Switching to bottles with a slit window since the end of 2011

We plan to continue making improvements like these based on customer feedback.

Investor Relations website wins awards for ease of understanding, usability, and range of information

FUJIFILM Holdings' Investor Relations website (IR site) won acclaim from several listed companies, receiving the Grand Award in the 2011 Award for Excellence in Internet Investor Relations (sponsored by Daiwa Investor Relations) and Gomez IR Site Overall Ranking 2012 Gold Award (sponsored by Morningstar Japan K.K.).

The importance of investor relations websites is growing as a corporate research tool that is easily accessible to investors and shareholders. The website is being managed with attention to text and structure that is easy to understand from the user's standpoint, along with visual presentations, availability of online versions of annual reports, etc., for enrichment and ease of access to information.

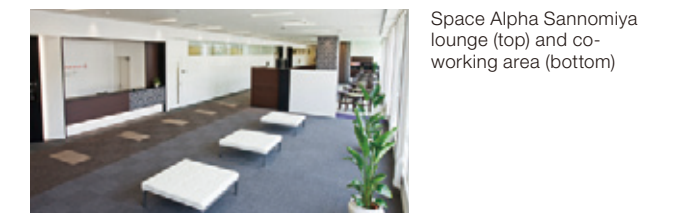
Communication and work space supporting new work styles

Fuji Xerox Learning Institute opened and commenced management of a center for collaboration and support of business innovation and new personal work styles, named Space Alpha Sannomiya, in March 2012.

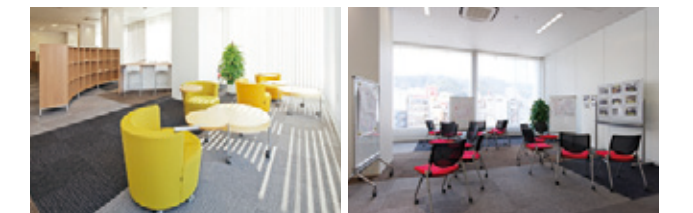
In recent years, "co-working"* venues are increasing rapidly in cities around the world with the aim of promoting work synergy among people, especially freelancers and other individuals who do not need to work at designated locations, through interaction with others in different fields. For a business corporation, providing workplaces that stimulate employee creativity and motivation is a matter of great interest.

Space Alpha Sannomiya offers not only a physical location to work in but also services such as business school courses, consulting related to business management and enterprise issues, and communications support services to improve the quality and efficiency of meetings. The center is expected to work together with customers in creating intelligent and creative work styles and communication approaches for the businesses of the future.

***Co-working:** A work concept in which business entrepreneurs and people who work on an individual basis come together not only to share a physical workspace but also to communicate among themselves in order to share information and knowledge. The term can also be applied to venues providing relevant facilities. Such centers, which are growing in number in cities around the world, are drawing attention as community spaces for people to exchange ideas and information among themselves, while working independently, resulting in a synergy from sharing an office environment.



Space Alpha Sannomiya lounge (top) and co-working area (bottom)



Active participation in overseas exhibitions for the advancement of global medical services



China International Medicinal Equipment Fair (CMEF)



Radiological Society of North America (RSNA)



Indian Radiological & Imaging Association (IRIA)

Fujifilm's CSR procurement scheme for stronger partnerships

Fujifilm has been promoting Green Procurement for both procurement goods and suppliers since 2000 by conducting "corporate environment green level surveys" and asking suppliers to conduct "chemical substance content management self-audits." These actions have been followed by studies into CSR procurement amid the rapid expansion of business fields, and in 2007 a number of task forces were formed by relevant parties with research into conditions at each procurement division. In October 2009 of the Fujifilm Group Procurement Policy, consisting of the Basic Procurement Concepts and Procurement Guidelines. At the same time, the "corporate environment green level survey" was revised to add items related to social issues to harmonize with the Guidelines, such as corporate ethics, compliance, human rights, occupational health and safety and social contribution. And it was introduced and implemented on a trial basis to approximately 70 leading suppliers for the materials division as the "CSR self-check."

This was conducted not only for the suppliers to provide the questionnaire but also to return to Fujifilm evaluation reports on their respective self-check results, in order to identify risks and issues for improvement. One objective of the self-check was to identify issues in systemizing the entire process whereby Fujifilm requests suppliers to implement maintenance and improvement, and then confirms the results.

Based on the trial findings, design and preparations for the introduction of such a system to be deployed at all Fujifilm companies were undertaken in 2011. In 2012, a new CSR self-check system has been established for expansion into operational divisions in the process of transition into actual management.

 [Fujifilm Group Procurement Policy
http://www.fujifilmholdings.com/en/sustainability/vision/procure.html](http://www.fujifilmholdings.com/en/sustainability/vision/procure.html)

Fuji Xerox's CSR procurement activities expand into distribution and to overseas operations

Fuji Xerox is promoting CSR procurement on a global scale in order to build mutually beneficial relations, founded on trust, with its business suppliers and partners by learning the values and targets of CSR and minimizing risks related to the environment, human rights, labor issues, and corporate ethics.

In order to aid suppliers and business partners in engaging in independent CSR activities, presentation meetings and top



Confirmation visits by the special CSR procurement team

management seminars are being organized. Also, management guidelines and a CSR self-check list have been made available for expert teams at Fuji Xerox to support their activities through hands-on communication and inspection of business conditions. In materials procurement, the target was set for all suppliers to realize more than 90% compliance with the most imported items (57 items) that are likely to lead to grave risks. In fiscal 2011, the compliance level increased 2.7% to 95.6%. Inspection visits by the company's expert team in Japan and China are regularly undertaken. Domestically, outstanding cases have been collected as "Decision-Making Standards and Best Practices" in a scheme to promote application across organizational boundaries.

In China, there had been a wide divide between questionnaire responses and actual conditions pertaining to "examinations of employees" and "soil contamination prevention," and we took measures for this discrepancy. Starting this year, basic checks by procurement managers who have undergone basic CSR training are to be conducted to cover all offices and production plants of suppliers.

In the area of distribution, the compliance rate target for the most important items (100 items) for the company's primary affiliates in charge of shipping and five companies responsible for export/import customs clearance has been set at more than 90%. In the exhaustive follow-up findings based on individual visits conducted in 2011, the target for business partners was achieved with a compliance rate of 98.5% (67.6% for the previous year). Furthermore, a trial scheme was introduced for the primary affiliates in trunk route shipping in Japan and primary affiliates in shipping in the Asia-Pacific. The plan for this year is to expand domestic activities into overseas operations, starting with overseas hub distribution (China-Singapore hub warehouse and China-Australia hub warehouse). Furthermore, the scope of CSR procurement will be expanded to general goods procurement in order to build a supply chain that is controlled on an advanced level, including both CSR and QCD (quality, cost, delivery).

Action on disputed mineral ore trade

In the Democratic Republic of Congo (DRC) and neighboring countries, violence against civilians by local armed forces, as well as non-humanitarian acts such as child labor, are reportedly taking place, causing serious violations of human rights and environmental destruction, and raising concerns as a major international issue. In particular, mineral ores that are produced in the region include gold (Au), tantalum (Ta), tungsten (W), tin (Sn), and other rare metals that are essential for the electrical machinery and electronic device industries. There are concerns that trade in these mineral ores, known as "conflict minerals," is providing financial resources, both directly and indirectly, to the local armed forces. The Fujifilm Group regulates to prevent both direct and indirect involvement in the illegal excavation of conflict minerals, use of such process minerals, and similar illegal activities.

A variety of power-saving measures implemented by the entire Group in response to the chronic power shortages following the Great East Japan Earthquake

"Ice Challenge 2011" drive against global warming on the theme of power conservation by employees and their families

The Fujifilm Group has engaged in the "Ice Challenge" drives since 2008 as part of its efforts to fight global warming. Under this initiative, individual employees practice eco-friendly living at home to reduce CO₂ emissions. Now in its fourth year, the theme of the Challenge was "power conservation" in response to the chronic power shortages caused by the Great East Japan Earthquake.

Approximately 40 thousand employees at 78 Fujifilm Group companies in Japan were offered this Challenge for three months, from the beginning of July to the end of September. 34,412 employees and their families, an all-time high in the number of participants, worked on energy conservation aiming to achieve a power consumption reduction rate of more than 15%. The power conserved per household averaged around 2,800 Wh/day, which is equivalent to 30% of daily electricity usage for typical Japanese household.

In addition, the Ice Challenge efforts were spotlighted in 2011 through TV commercials, in order to spread general awareness of this issue. On the website, tools for simulating concrete power saving effect have been made available. The "Everyone Take on the Energy-Saving Challenge" page of the website marked approximately 60,000 hits to the end of September, demonstrating support by a large number of the general public. Activities in this direction will continue to be promoted, both inside and outside the organization.



In addition to distribution of "Ice Challenge" promotion posters, Group companies urged participation of the general public through TV commercials and the website



Installation of 10,000 LED lamps with outstanding energy-saving effect to cut down power consumption at offices

In order to deal with the power shortage issue in the Tokyo Electric Power service area, an exhaustive review into lighting methods was conducted for effective energy conservation in office buildings. The proper lighting scheme was introduced, in which half of the ceiling lighting fixtures were turned off and task lighting (LED stand) used to illuminate the desktop area.

For task lighting, roughly 10,000 LED lamps with excellent energy-saving characteristics were installed at the head offices of FUJIFILM Holdings, Fujifilm, and Fuji Xerox (Tokyo Midtown head office and Fujifilm Nishiazabu Building), as well as at office buildings where Fujifilm's various worksites, R&D divisions and affiliated companies are located. This reduced power consumption at offices by roughly 10%. If the reduction in air conditioning burden caused by heat radiation from ceiling lights is taken into account, energy conservation of around 15% has been achieved.

Total power consumption reduction for all worksites through "shared use restriction scheme"

In summer of 2011, a power consumption restriction order was issued in the Tokyo Electric Power and Tohoku Electric Power service areas, requiring large power users to cut power consumption at peak hours by more than 15% compared with peak consumption in 2010. To address this issue, 15 of the 24 large power-consuming worksites of Fujifilm and affiliated companies in Japan that are located in the Tokyo Electric Power service area where the restriction order was effective, implemented total power consumption reduction for all worksites utilizing the "shared use restriction scheme."

Specifically, the actions taken in addition to exhaustive power saving at each worksite were:

- (1) Increase in operation of the power generator facilities installed at the Ashigara and Odawara worksites in Kanagawa Prefecture and at the Fujinomiya Factory to cut down power purchases from power utilities.
- (2) Equalization in the levels of power consumption by utilizing the sodium-sulfur batteries installed at the Fujifilm Advanced Research Laboratories, with a systematic discharge of power stored at night.

In addition to these actions, a system for "power transmission within organization*" utilizing the utility grid was created to transmit power generated at the Fujinomiya Factory to other locations. This was to serve as a safety net if power use seemed likely to exceed the target level. These efforts resulted in a reduction of power consumption by 22% at peak hours, a reduction by 19% in overall power consumption, and a cut in CO₂ emissions by 11,400 tons (year-on-year).

*Power transmission within organization: Transmission of electric power generated by a business enterprise to another location by employing power utility transmission lines. An agreement with the local power utility is necessary.

Fujifilm Group offers a hand in recovery from the Great East Japan Earthquake

Photo Rescue Project to conserve memories in a tangible form

In April 2011 Fujifilm launched the Photo Rescue Project to clean photographs and albums damaged with seawater and mud in disaster-affected areas. We have also been providing information about how to clean photos depending on the state of damage, as well as the tools and consumables needed by the volunteers to clean and restore them. The excess photos that the local volunteers cannot handle were transferred to Fujifilm Ashigara Site of Kanagawa Factory and a total of 1,500 volunteers recruited from among employees and their families—even retired employees—cleaned 170,000 photos over a month from June to July 2011.

The Photo Rescue Project created a ripple effect to include many more people and great progress was made in photo cleaning in disaster-affected areas. Still, the cleaning efforts continue even the volunteers are also working on returning the cleaned photos to their original owners. Fujifilm constantly offers support for the Photo Rescue Project from different aspects, such as recruiting further local volunteers to clean photos in the disaster-affected areas, supplying pocket albums and lending photo printers to volunteer groups, holding the Photo Rescue Summit on December 1, 2011, to discuss issues in the disaster-affected areas, and publicizing the necessary information through our website.

What we have learned from many of the photo owners and volunteers is the importance of also keeping photos in a paper format. Although a large number of albums and photos were recovered from the affected areas, there were hardly any pictures from the last 10 years due to the widespread use of digital cameras in recent times. Memory cards and PCs were more difficult to salvage and even when they were retrieved, often the original data could not be recovered. Memories are the most precious property in people's lives. To prevent such memories from being lost, we would like to make everyone aware—whether they experienced the disaster or not—that it is important to keep our memories in a tangible format. We believe that it is Fujifilm's mission to provide the best products and services for that purpose.



Photo Rescue Project website: <http://fujifilm.jp/support/fukukoshien/index.html> (Japanese only)

① Our TV advertisement, "Photos in Disaster-Affected Areas," which explained how to clean soiled photos, received the Silver Prize in the 51st Advertisements Useful for Consumers Contest ② The Photo Rescue Project website established to report on the day-to-day progress of the project ③ The photo cleaning activity by local volunteers in the disaster-affected areas still continues. Some 20,000 photos were cleaned by 160 volunteers over February 11 and 12, 2012. ④ The Memory Reuniting Square hosted by a Sendai volunteer group from February 29 to March 25, 2012. The group displayed the photos and albums gathered in Miyagino and Wakabayashi wards in Sendai in the hope of finding their original owners.



Helping the recovery of Hirono-cho, Fukushima, utilizing our radiation expertise

Fujifilm Finechemicals Hirono Factory is located in Hirono-cho, Fukushima, only 21 km away from the Fukushima Daiichi Nuclear Power Plant. With the help of Fujifilm RI Pharma, our group company conducting research, development, manufacture, and sale of radiopharmaceuticals, the Hirono Factory cleaned its irradiated site, as well as offering help to Hirono-cho, including radiation level measuring, radiation cleanup instructions, and a donation of containers to store contaminated items. In October 2011, the Hirono Factory held a ceremony to celebrate the factory's recovery and to pray for safe operations. This was to demonstrate our determination to remain working in Hirono-cho and to sincerely wish for the recovery of the entire community. The ceremony was followed by a lecture on radiation contamination and cleaning, and a session to explain the factory's new system for ensuring that all products are free from radiation. We are working towards dispelling the damaging rumors about the area.

Fujifilm also donated 150,000 masks and 10,000 hand-cleaning gels for supporting the recovery.

Fuji Xerox dispatches employees as volunteers to Kesenuma, Miyagi

As a part of recovery and restoration measures in the areas affected by the Great East Japan Earthquake, Fuji Xerox and its domestic affiliate companies have been participating in volunteer activities to recover sightseeing spots and fisheries in Oshima, Kesenuma-shi, in Miyagi. The activities are organized by the United Nations Global Compact Japan Network, and are undertaken by the corporate members who have signed up for the Network's activities. In addition to cleaning sightseeing spots, such as beaches and the chair lift to a mountain top with a panoramic view of the island, we communicate with local people and have discussions about the next steps in further recovering local industries.

Between September 2011 and March 2012, a total of 191 employees were dispatched over 13 sessions.