

Fuji Xerox CSR Across the Asia-Pacific Region

November 26, 2012

Corporate Social Responsibility
Fuji Xerox Co., Ltd.



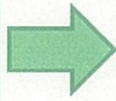
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CSR requirements around the world and Asia

CSR requirements around the world

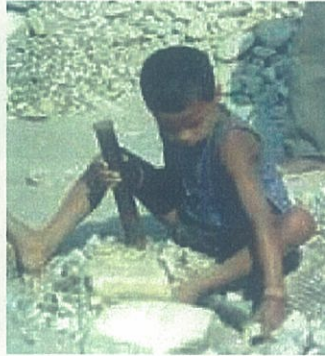
Why CSR?



Environmental deterioration
Social unrest (income gap, safety, child labor, corruption)



IMA by Komachi



Annesty International Japan HP

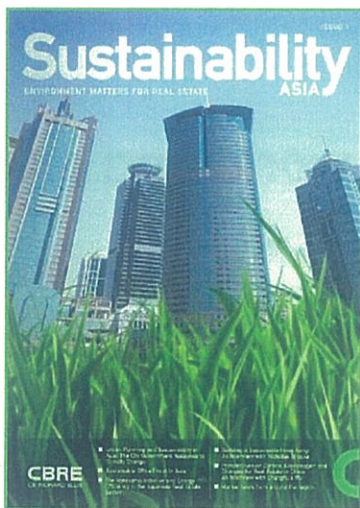
Sustainability



International agreements/movements:

UN Framework Convention on Climate Change, Basel Convention, Biodiversity treaty, SRI(Social Responsible Investment) • ISO26000, etc.

Sustainability in Asia is gathering momentum



- Launch of Asian-focused sustainability indices, ratings and rankings
- Increasing requirements by some Asian stock exchanges for sustainability disclosure
- Focus on listed companies will have a knock-on effect across their industries and supply chains
- Growing numbers of Asian-based corporations producing sustainability reports



CSR at Fuji Xerox—corporate direction

CSR at Fuji Xerox—corporate direction

President Yamamoto's commitment

CSR at Fuji Xerox is synonymous with corporate management.

The essence of our CSR policy is a *commitment to solving customers' business challenges and contributing to social development* in a sustained manner by doing what we do best.

CSR is creating value

Top Commitment

Becoming an Excellent Company
by Renewing Our Commitment to CSR As We Move
beyond Our 50th Anniversary



CSR at Fuji Xerox—corporate direction

Objectives for CSR

Create new values to our stakeholders though grasping stakeholders demands and expectations, and reflect them to our management and business operations.

Why do we pursue sustainability at FX?

To improve competitiveness

1. Create new values for stakeholders
2. Competitive advantage through improved brand image
3. Attract and retain capable employees

CSR Basic Principles

1. Meet the basic corporate quality (compliance, business risks) first, and then pursues attractive corporate quality (new value creation)
2. Priority on customer requirements
3. Expand the boundaries (Japan, overseas, suppliers, and society)

(CSR Committee, 2007)

CSR at Fuji Xerox—corporate direction

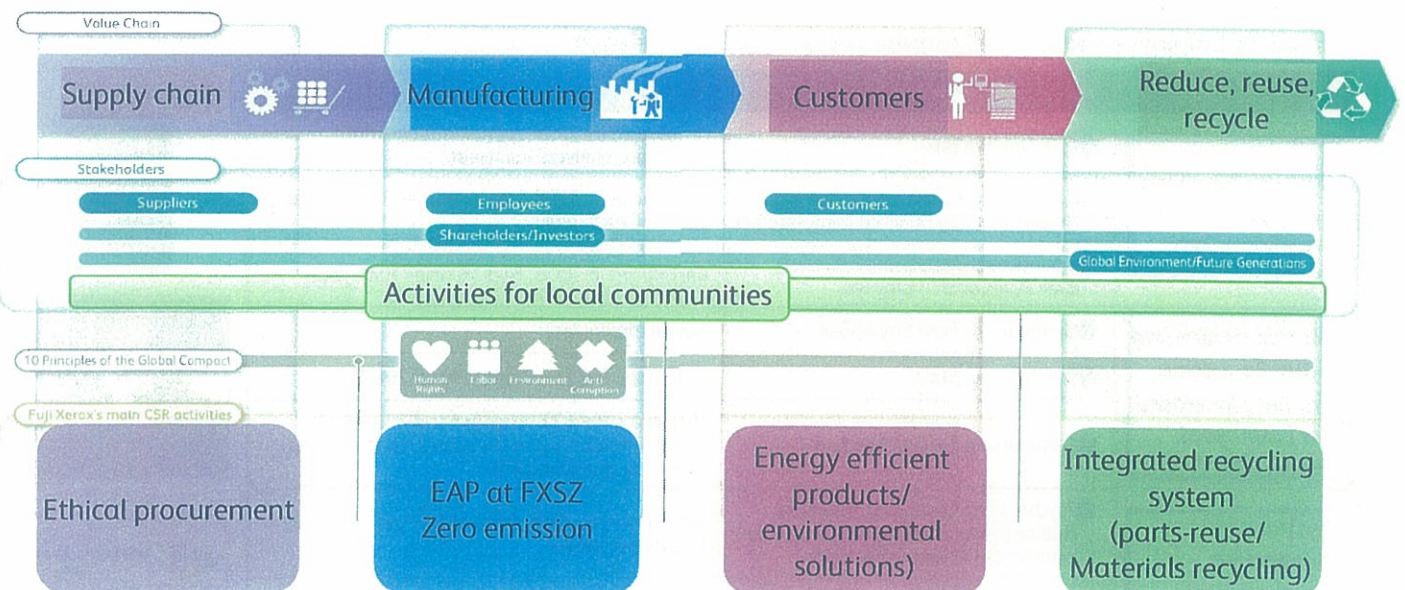
Fuji Xerox efforts to embed CSR into all operations



CSR activities across the whole value chain

CSR activities at Fuji Xerox

Fuji Xerox CSR activities across the whole value chain



Supply Chain: Ethical Procurement

Improving sustainable outcomes with suppliers



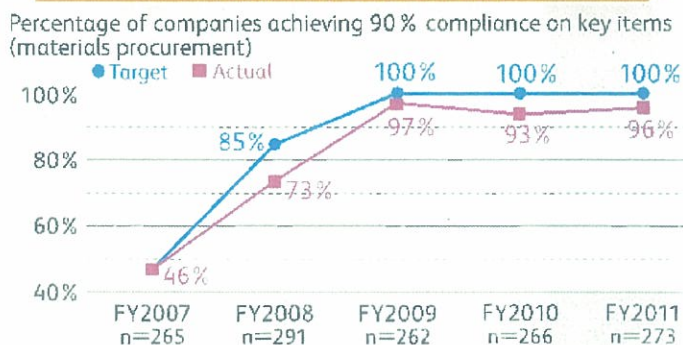
- Fuji Xerox works with approximately 300 suppliers addressing sustainability in the supply chain
- Partnering with our suppliers to improve their management and achieve mutual growth (win-win)

“The on-site check was a valuable experience. **The Fuji Xerox Shenzhen staff, who are specialists in human resources and environment, gave precise answers as to what the problems were and how we could resolve them.**”

(Managing Director of a Supplier in Shenzhen)



Results from 5 rounds of Supplier self check



Manufacturing: Employee Assistance Program (EAP) at Fuji Xerox of Shenzhen

Manufacturing



Fuji Xerox of Shenzhen tries to listen to the workers' voice continuously, and has expanded programs to meet their needs.

Outline of Employee Assistance Program at Fuji Xerox of Shenzhen

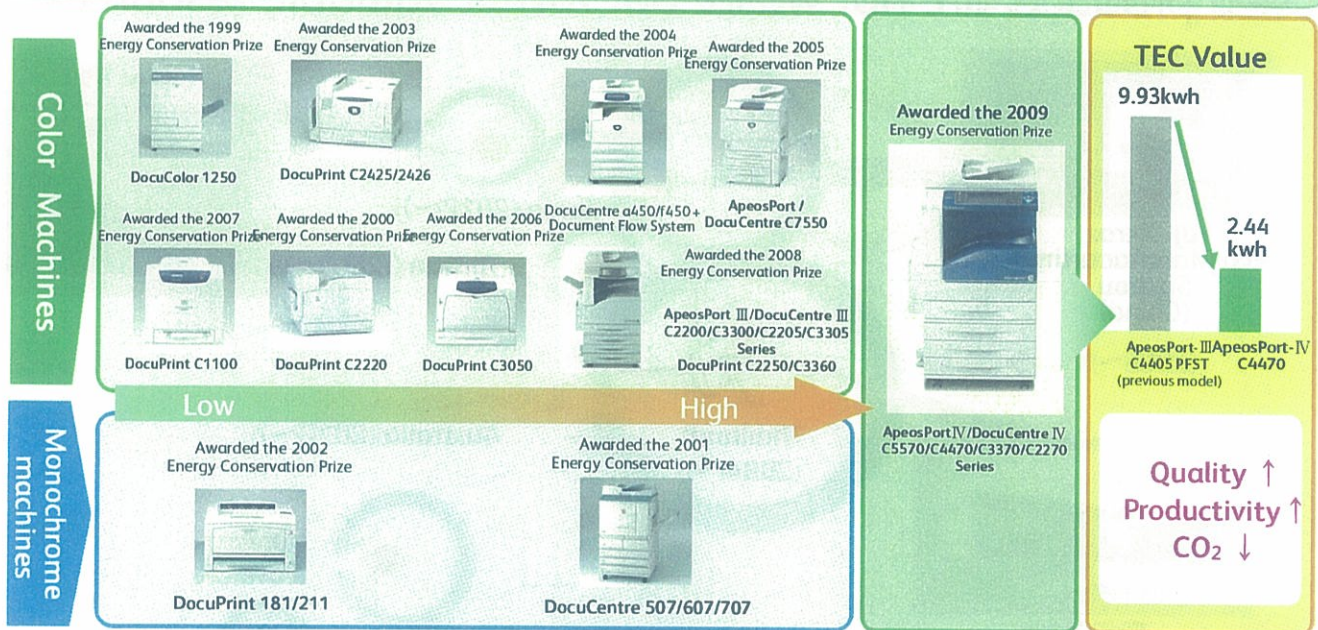
Programs	Contents	Outline / Results
Systems for giving employees a voice (introduced in 2006)	① CSR Opinion Box	Introduced in 2005, approximately 1,000 messages received each year.
	② Exchange of Opinions With Functional Departments by Email Utilizing Intranet	Introduced in 2006, approximately 100 messages received each year.
	③ Roundtable Discussions Between Executives and Employees	Introduced in 2008, held 18 times each year.
Mental Health and Adult Education Training Seminars for Employees (Introduced in 2006)	① Seminars for New Employees	For all employees.
	② Seminars for Staff	Voluntary: Held six times in fiscal 2009.
	③ Seminars for Factory Workers	Voluntary: Held 22 times in fiscal 2009. 99% of participants stated they were 'satisfied' in a follow-up-questionnaire.
Systems for Supporting Psychological Stability (Introduced in 2006)	① Psychological Counseling Telephone Hotline (outsourced to specialist provider) commenced in September 2006	Users in Fiscal 2009: Total of 681 users and 591 counseling hours.
	② Face-to-Face Counseling (outsourced to specialist provider)	Users in Fiscal 2009: Total of 97 users and 146 counseling hours. Early diagnosis of depression, consideration and introduction of measures to combat depression when it begins.





Products & Services

To reduce the power consumption from Fuji Xerox devices at our customers' offices, developed energy-saving technology into new models in the entire lineup.



Result: Energy Conservation Grand Prize winner for 11 consecutive years.



Products & Services

Better responding to customer's needs...

Example: "Can Fuji Xerox help me reduce my carbon footprint?"

- Fuji Xerox support to change the customers' employees' printing behavior to print less
- Device optimization

Today ...is the "D - Digitalization" Day for GO GREEN
今天 - 数字化的日子到啦! 少用纸, 为环保行动起来!

Our Target:

- Create a paperless office !!
- Reduce our paper storage space by 50% in FY0910

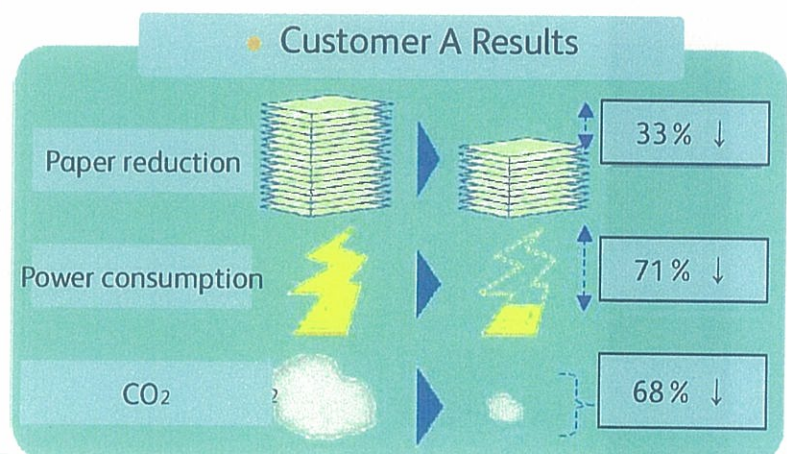
How?

- Using MPS Technology to convert document into digital files (High volume digitalization will be conduct by Fuji Xerox Team)

What you can do ?

- Shift to the new era of working digitally and be an ambassador of changes

Digitalized Workplace with Zero Printing & Less Paper Consumption

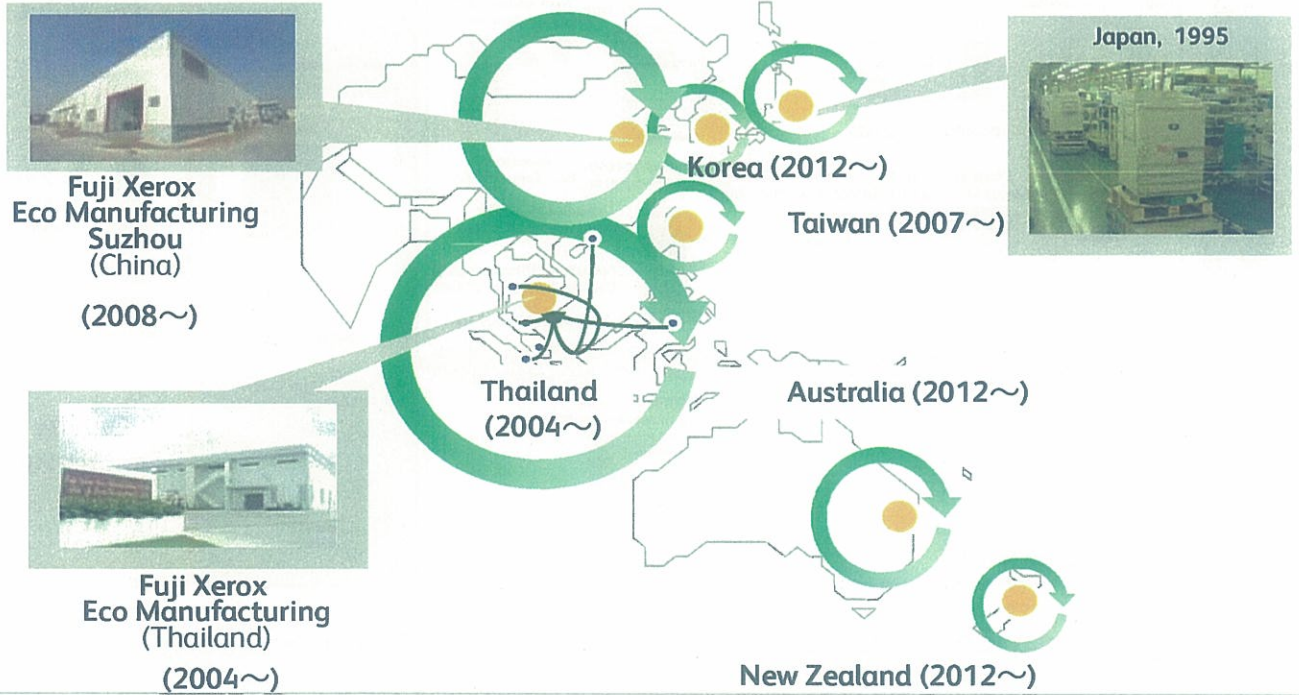




Zero landfill products initiative—recycling systems

Better responding to environmental issues

“Used products are not waste but rather valuable resources.”



Activities in Asia Pacific region

Activities in Asia Pacific region



Better responding to customer's needs...

“Regional Sustainability Project”

- Help customers solve their sustainability agenda
- All Managing Directors commit to promote CSR management internally



Activities in Asia Pacific region



Better responding to social issues

Fuji Xerox New Zealand

★NEXT GENERATION★
Leaders
programme

Encouraging junior high school students to take leadership



Activities in Asia Pacific region



Better responding to social issues

Fuji Xerox Thailand

Flood donations drive and Eco-Initiatives



Fuji Xerox Eco-Manufacturing

Teaching local elementary school children the importance of recycling



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Activities in Asia Pacific region



Better responding to social issues

Fuji Xerox Korea

Supporting the young for future entrepreneurs



Activities in Asia Pacific region



Better responding to social issues

Fuji Xerox Taiwan

Used PC donation



Biodiversity conservation



Activities in Asia Pacific region



Better responding to social issues

Fuji Xerox Hong Kong



Contributing to social inclusion by donating used PCs to the elderly and immigrants



“Green Tours” for customers and students to inform the importance of 3R (Reduce, reuse, recycle)



Activities in Asia Pacific region

Better responding to social issues

Astra Graphia (Indonesia)

Competence Aid Program (CAP)



BIOPORI HOLE CAMPAIGN for reducing FLOOD IMPACT



Astragraphia Cycling Club



Activities in Asia Pacific region

Better responding to social issues

Fuji Xerox Asia Pacific Operations Malaysia

Supporting unprivileged children

Green project





Activities in Asia Pacific region

Better responding to social issues

Fuji Xerox Singapore

Lunches for disadvantaged children



Fuji Xerox Singapore garnered the "Best Environmental Practices" award at the recent HRM Awards 2012



Activities in Asia Pacific region

Better responding to social issues

Fuji Xerox Philippines

Built houses with Gawad Kalinga, started ICT education at Fuji Xerox/Gawad Kalinga village



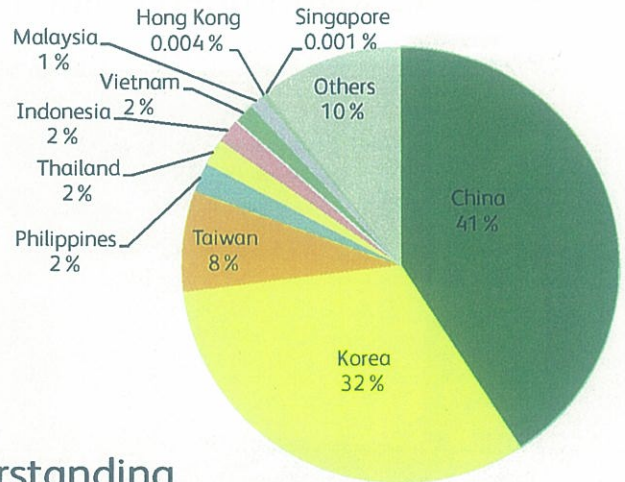


Cross-regional Activities

Better responding to social issues (cross regional)

Kobayashi Setsutarō Memorial Fund (since 1984)

Research grant program for foreign doctoral candidates in Japan



Purpose: to enhance mutual understanding
 Social sciences/ humanities area
 Students from 21 countries and regions, total 816 students granted.



Cross-regional Activities

Managing directors and champions volunteer at Tsunami affected Oshima Island (Miyagi prefecture, November 2011)

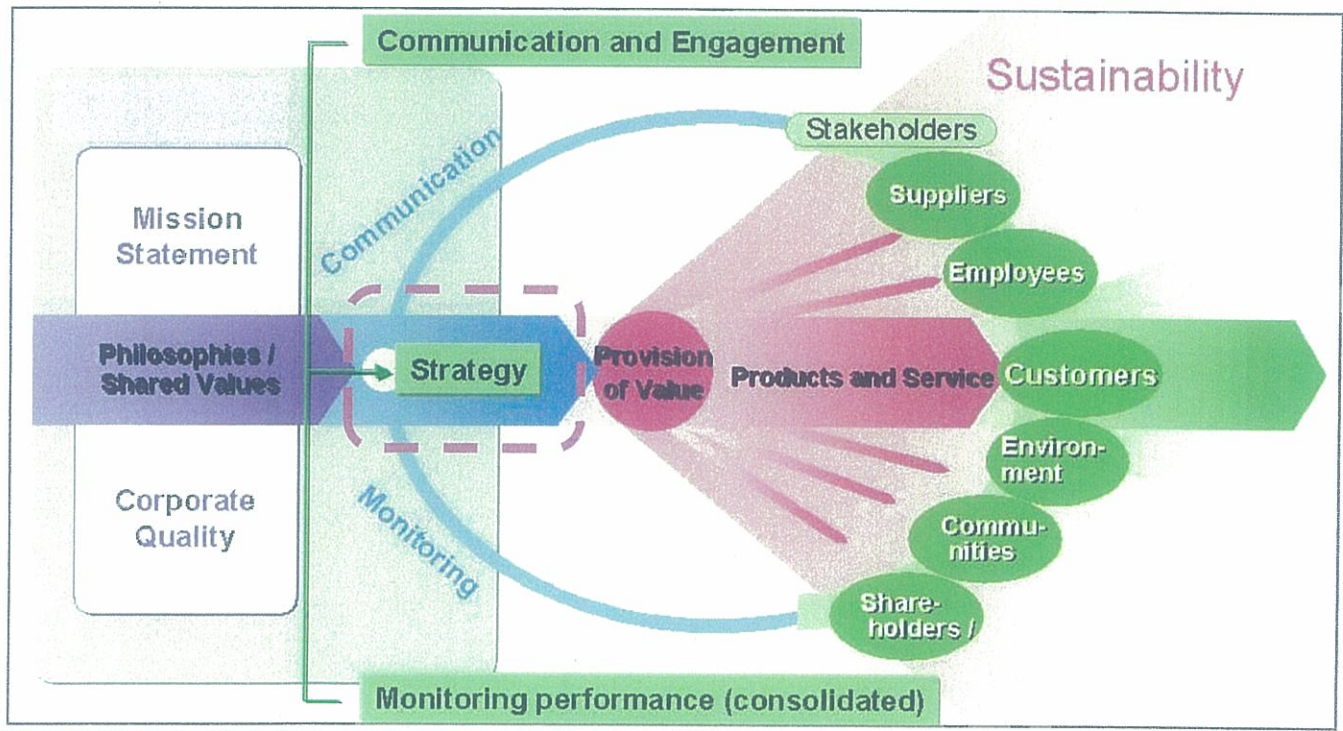




Future challenges

Future challenges

Embedding sustainability, to create value for all stakeholders



FUJI xerox

