

CSR

Toward its Second Foundation, the Fujifilm Group has incorporated CSR initiatives into its medium- and long-term business plans. The Company's CSR activities cover such areas as global warming prevention, environmental impact reduction, environmental efficiency improvement through management of chemical substance content, eco-solution provision and social contribution. Through these activities we, as a good corporate citizen, are working hard to serve society better and win a greater level of stakeholders' trust. Specifically, we faithfully implement the "Fujifilm Group's Approach to CSR" to fulfill our social responsibility with due consideration given to coming generations.

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 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; and
3. enhance corporate transparency by actively disclosing information to fulfill accountability for our business activities.

Tackling Climate Change Issues

Fujifilm and its affiliates account for approximately 90% of the Fujifilm Group's total CO₂ emissions. The six principal manufacturing facilities of the Fujifilm Group, including two operated by Fujifilm affiliates, have worked to reduce their unit CO₂ emissions volume* by 20% from the 1990 level by 2010. Now aiming for a higher target, Fujifilm has set a new, more challenging target of a 40% reduction for 2012. In step with the new target, Fujifilm established the Global Warming Steering Committee in August 2007. Consisting of executives in charge of manufacturing facilities and logistics operations, the mission of this committee is to promote and coordinate activities aimed at achieving the 40% reduction.

The committee is also responsible for accelerating the Group's introduction of innovative technologies for enhanced

manufacturing efficiency and is implementing group-wide initiatives to cut CO₂ emissions at the Headquarters, research laboratories and logistics operations. Meanwhile, Fujifilm is constantly strengthening educational activities aimed at nurturing global warming awareness among Group employees and their family members.

Additionally, Fujifilm participates actively in the Community Development Carbon Fund (CDCF) managed by the World Bank and has contributed a total of US\$9 million to the fund. Through the application of economic and other approaches, the Company is joining global efforts to fight global warming.

* CO₂ emission volume per unit production volume

Stakeholder Dialogue

The Fujifilm Group has conducted stakeholder dialogues every year since 2004. They serve as an open forum to explore CSR issues and activities and find solutions. Fujifilm is using the results of these dialogues to improve its CSR activities, as shown in the diagram below. The significance of individual issues is examined from the perspectives of both the Group and the stakeholder.

Important CSR issues identified through these dialogues include environmental conservation (CO₂ emissions reduction

and other efforts), human diversity, biodiversity, CSR-oriented procurement, and social contributions. In tackling these issues, the Group has, for example, launched the F-POWER Project Promotion Team* to promote the use of diverse human resources, recognizing the importance of human diversity.

* Launched in March 2007, this special taskforce works to identify issues that should be addressed in the future from the perspective of “enabling female employees to exert their full potential and continue to work at Fujifilm.” F-POWER stands for “FUJIFILM POSITIVE WOMEN ENCOURAGING RENOVATION.”

Evolution of Stakeholder Dialogue

	2004 Organizing Concepts	2005 Identifying and Sharing Issues	2006 Exploring Issues	2007 Finding Solutions
Participants	<ul style="list-style-type: none"> Fujifilm (12 people) External stakeholders (4 people) 	<ul style="list-style-type: none"> Fujifilm (15 people) External stakeholders (9 people) 	<ul style="list-style-type: none"> Fujifilm (12 people) Fuji Xerox (2 people) Affiliates (1 person) External stakeholders (8 people) 	<ul style="list-style-type: none"> Fujifilm (26 people) Fuji Xerox (15 people) Affiliates (2 people) External stakeholders (3 people)
Purpose	Organization of concepts Identification of issues	Identification of issues	Sharing of issues Exploration of issues ●	Sharing of issues Exploration of issues ● Creation of synergies through dialogue between staff ●
Theme	<ol style="list-style-type: none"> Clarification of issues in CSR Establishment of a clear vision and plan Dissemination to all employees (including group companies) Executive training Future relations with stakeholders Implementation of CSR including the supply chain 	<ol style="list-style-type: none"> Biodiversity Human diversity CSR-oriented procurement Social contributions Environmental conservation activities 	<ol style="list-style-type: none"> Operating activities (CO₂) Human diversity CSR-oriented procurement 	<ol style="list-style-type: none"> Products (CO₂) Human diversity Biodiversity

● Items with this mark are areas the Fujifilm Group is particularly focusing upon.

Looking to the Future

The Fujifilm Group remains persistent in reviewing the history of its CSR activities from the perspectives of both corporate management and stakeholders. This approach has enabled us to clarify our priorities for a number of CSR-related

issues, and based on the priorities thus set, we decided in June 2007 to tackle certain issues over the medium to long term. Looking ahead, the Group will continue to expand its CSR activities in a more selective manner, with a full grasp of what is truly invaluable to it and to society at large.

Third-Party Evaluation of the Fujifilm Group's CSR Activities

The Fujifilm Group has received the following evaluations by external organizations as a corporate group that proactively promotes sustainable-development-oriented CSR activities.



- Included in the FTSE4Good Global Index
- Included in the Dow Jones Sustainability Indexes 2008
- FUJIFILM Holdings rated in the top 50 companies worldwide by Global Reporters 2006, an international benchmark survey of corporate sustainability reporting
- Fuji Xerox A4-capable color laser printer won the “Energy Conservation Prize” at the Energy Conservation Awards for the ninth consecutive year.