

Stakeholder Dialogue in 2007



Since 2004, the Fujifilm Group has accepted a diverse range of opinions and suggestions from outside the group to deepen awareness of the various issues related to our CSR. Dialogue in 2007 was focused on three themes deemed to be important chosen from the issues that have arisen in the past. In addition to experts from outside the group, we adopted a format that would also enable active dialogue between the employees of Fujifilm and Fuji Xerox.

The results of the dialogue enabled the two companies to learn about each other's CSR efforts and gain an awareness of the common issues being faced by the two companies. In the future, we will aim to link these to specific efforts for the resolution of issues, and attempt to create synergies within the group.

In this report, we cover the direction that should be taken based on this year's dialogue, as well as progress being made in addressing the CSR issues that were identified in dialogue in 2006. We will continue to disclose the progress being made in these efforts through the report and other methods, and we would like stakeholders to understand the efforts being made within the group as we work to ensure they lead to the evolution and deepening of CSR activities.

Themes discussed

Session 1

Reducing Environmental Burden
– CO₂ Reductions in Products

Session 2

Working in the Future
– Work-life Balance

Session 3

Biodiversity



Ms. Kawaguchi



Mr. Taniguchi



Mr. Fujii



Mr. Kawakita

Overview of the Event

Date held : May 11, 2007 (Fri.)

Venue : Headquarters in Tokyo Midtown

Participants : 46 people from FUJIFILM Holdings, Fujifilm and Fuji Xerox

Outside participants

Mariko Kawaguchi (Also attended in 2006)
Senior Analyst in the Management Strategy Research Department of Daiwa Institute of Research, Ltd.

Masatsugu Taniguchi
Journalist covering resources and the environment

Toshihiko Fujii (Also attended in 2005 and 2006)
Director of the Multilateral Trade System Department in the Ministry of Economy, Trade and Industry

Facilitator

Hideto Kawakita
CEO of IHOOE (International Institute for Human, Organization and the Earth)

Direction to be Taken after the Completion of Dialogue in 2007

Overall

- Making good case studies in Fujifilm and Fuji Xerox visible
- Creation of workgroups on each theme by Fujifilm and Fuji Xerox
- Ongoing dialogue

Reduction of environmental burden

- Making efforts and their effects visible
- Promotion of efforts addressed environmental aspects in close contact with customers (such as reduction of CO₂ emissions when using products)
- Marketing strategy efforts through collaboration with sales personnel
- Creation of working groups by Fujifilm and Fuji Xerox

Working in the future

- Making case studies visible
- Establishment and organization of a basic approach that assumes a balance between work and life
- Expansion of awareness of work-life balance

Biodiversity

- Reflection in the medium-term plan of the Fujifilm Group
- Implementation of CSR procurement

Reflecting on the Stakeholder Dialogue in 2007 Mr. Hideto Kawakita, CEO of IHOE (International Institute for Human, Organization and the Earth)

Dialogue in 2007 was the first to adopt a format in which the closest stakeholders —Fujifilm and Fuji Xerox, which are the two principal companies in the group—discussed their efforts and the issues they face based on common themes, with questions and comments from outside the company being added to these. The group is made up of two principal companies with differing strengths, and the CSR efforts present the perfect entry point for maximizing synergies between them. As this event was kicked off to provide an opportunity to encourage synergies between the two companies, I sincerely hope actual results will become visible by the next time we meet.

• Reducing Environmental Burden – CO₂ Reductions in Products

In the introductions of the two companies’ efforts, I found it particularly intriguing that Fujifilm has been able to increase the processing speed of its medical devices while also lowering the environmental burden they create. Fuji Xerox has also started initiatives to provide eco-solutions to customers. In this way, we were able to confirm that clearly stipulating “How much contribution is made to customers and society through reductions in the environmental burden when using products” in future reports and on the website is important.

• Working in the Future – Work-life Balance

While the system is improving and the atmosphere in the company is changing gradually, as Mr. Fujii pointed out, it is important to not only establish companywide systems, but also create collections of case studies for sharing the benefits of a balance between work and life, and little techniques employed to achieve the balance while encouraging each department to proceed in ways suited to their particular situations (for example, setting an example by declaring that meetings must end before 4:00 p.m.) in order to promote initiatives that go beyond the perspective of a company headquartered in Japan.

• Biodiversity

This time, we only had the opportunity for each person to write out their contact with biodiversity, but we reaffirmed the importance of stating companywide principles and encouraging active initiatives by each department of the Fujifilm Group in the future.

Reflecting on the Stakeholder Dialogue Yoshiyuki Uchiyama, former Corporate Vice President in charge of CSR in FUJIFILM Holdings



Dialogue in 2007 made me newly aware that deepening the mutual understanding of CSR issues in Fujifilm and Fuji Xerox and working together will lead to enhanced corporate value for the Fujifilm Group as a whole.

I would like to actively provide opportunities for the two companies to increase CSR synergies. We will also consider opening future dialogue to more participants from domestic and overseas group companies in segments such as R&D, sales and marketing, and manufacturing.



Progress Made Addressing CSR Issues Identified in Last Year’s Dialogue

Issues	
Theme	Initiatives for restraining the burden on the environment accompanying business growth CSR procurement initiatives Human diversity initiatives
Issues revealed	1. A clear commitment to human diversity and CSR procurement 2. Implementation of active alliances for CSR procurement and environmental measures 3. Implementation of bottom-up measures making the balance between work and life visible 4. Clarification of key targets by organizational level (corporate-company-division)

Responses		● Achieved ● Not achieved
Overall	<ul style="list-style-type: none"> ● Clarification of key targets by organizational level ● A clear commitment to human diversity and CSR procurement 	
Internal	<ul style="list-style-type: none"> ● Implementation of compliance training for managerial staff within the group (P.41) ● Launched a team to promote the F-POWER Project for encouraging the achievements of women (P.59) ● Promotion of employment of persons with disabilities 	
External	<ul style="list-style-type: none"> ● Implementation of briefings for business partners and inspections of the level of environmental friendliness of the business environment (including CSR initiatives) (P.56) ● Establishment and operation of procurement standards for pulp (P.56) 	