

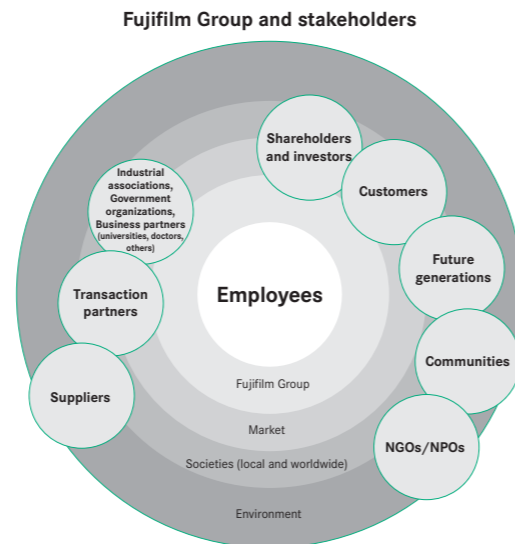
# Editorial Policy

FUJIFILM Holdings issues a sustainability report every year to inform stakeholders about the corporate social responsibility (CSR) activities of the Fujifilm Group. In *FUJIFILM Holdings Corporation Sustainability Report 2008*, the style of disclosure was changed from a stakeholder approach to a CSR-issues approach. Primarily, it documents the Group's efforts in fiscal 2007 with focuses on matters of interest and concern to stakeholders and CSR issues in the Medium-term CSR Plan of the Fujifilm Group.

And since the Fujifilm Group operates 13 businesses in 26 countries around the world, the report includes more detailed information about efforts by overseas companies and Fuji Xerox in addition to actions taken by Fujifilm.

**Related page**

▶ [Page 28: Steps for Promoting CSR Activities and Progress Evaluation](#)



Related page ▶ [Page 79: Communication with stakeholders](#)

**Utilization of the AA1000 Framework**

Since fiscal 2003, the Fujifilm Group has conducted CSR activities and disclosed information referring to the approach of the AA1000 Series. We utilize this framework to properly align CSR activities with the preparation of this report. The content of this report as well as the CSR efforts of the Fujifilm Group have been evaluated by a third-party organization before being provided to stakeholders. Starting with this report, FUJIFILM Holdings requested a review by the BSI Management Systems Japan K.K. in accordance with the AA1000 Assurance Standard to ensure a proper evaluation of the Group's CSR activities against stakeholder expectations and requests and to make certain that these activities are appropriately reflected in this report.

**Related page**

▶ [Page 92: Evaluation Results Based on AA1000 Assurance Standards](#)

**Period covered by the report**

Fiscal year 2007 (April 1, 2007–March 31, 2008) is covered in the performance data. With regards to the contents of activities, wherever possible, we have conveyed the most recent trends, including activities in fiscal 2008.

**Organizations covered by the report**

The Fujifilm Group (FUJIFILM Holdings, Fujifilm and its affiliates, Fuji Xerox and its affiliates)

- Major consolidated companies are shown on page 95.
- Quantitative information about personnel and labor affairs is non-consolidated data for Fujifilm and Fuji Xerox.
- The scope of Labor Environment and Social Benefit Accounting is shown on page 79. The scope of Environmental Accounting is shown on page 85.

**Referenced guidelines**

- Ministry of the Environment: Environmental Reporting Guidelines—Towards a Sustainable Society (Fiscal Year 2007 Version)
- GRI: Sustainable Reporting Guidelines 2006
- Ministry of the Environment: Environmental Accounting Guidelines (Fiscal Year 2005 Version)

**Supplemental information regarding reported matters**

- Different subjects for the Fujifilm Group, Fujifilm and its affiliates, and Fuji Xerox and its affiliates are used in this report for the sake of accuracy. For the scope of these subjects, please refer to page 95.
- The term “employee” refers to all employees, including managers, general employees, and part-time staff. The term, “company employees,” indicates full-time staff. To further ensure the accuracy of the report, the terms “regular employees” and “non-regular employees” (temporary staff, part-time staff, others) have been used separately as required.
- The operating company, Fuji Xerox, issues a separate sustainability report. Please refer to that report for details on the activities of Fuji Xerox.

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**Feature: Enhancing Quality of Life 4**

In addition to Fujifilm Group's products and technologies, this feature highlights two priority areas of VISION75, our medium-term management plan, under the theme, “Enhancing the Quality of Life,” as upheld in the corporate philosophy. “Response to Climate Change” and “CSR Activities in China” are also detailed as part of our Medium-term CSR Plan.

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\*Items included in Data and Information section are shown on P.75 and respective pages.

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**We thrive on change.  
To meet the challenges of changing times,  
we adapt and innovate.  
Responding to the expectations of  
society and creating connections to  
the future are the fundamental principles  
of our corporate management.**

Shigetaka Komori  
President and Chief Executive Officer, FUJIFILM Holdings Corporation  
and Chairman, Group CSR Committee

### We thrive on change

In last year's sustainability report, I reported that the entire Fujifilm Group was working in concert to realize a robust corporate constitution and to create a new business structure toward our Second Foundation. These efforts, that is, the fundamental reform of the Fujifilm Group, are still underway. It is the responsibility of top management to complete this project as quickly as possible.

On the other hand, reform itself is a never-ending process. To address the changing times and meet the demands and expectations of society to create new value, we must firmly determine the course we should take and constantly reform ourselves as well as the overall enterprise with a spirited enthusiasm for new challenges.

Metabolism is a function that enables all living things to live and grow. Sometimes living things must even change their morphology and functions to survive in the face of new environmental challenges. Just like living things, a company, its organizations, functions, and individual employees cannot remain stationary. We must continue to evolve with courage and conviction.

### To meet the challenges of changing times, we adapt and innovate

The Fujifilm Group achieved its highest ever sales (¥2,846.8 billion) and operating income (¥207.3 billion) in fiscal 2007. However, we must never forget our commitment to constantly tackle difficulties and carry through with firm determination; we can never simply rest on our laurels or bask in the approval of society. In fiscal 2007, we completed large-scale structural reforms for the Imaging Solutions Business that had been our core operation. At the same time, we selected and concentrated management resources into priority business domains, through such efforts as aggressive capital investment in high-functional materials such as FPD (flat panel display) materials and our entrance into the pharmaceutical business with the acquisition of Toyama Chemical Co., Ltd. To overcome change, it is vital to have the courage to face great pain and hardship and the composure to see the situation through along with drawing up effective strategies and tactics.

I believe the following four conditions are necessary to proceed with these reforms. The first is direction. It is particularly important to clearly declare where we are heading. Second, we must steadfastly undertake challenges and carry through without giving up. Third, employees as strong individuals. All our employees should be professionals capable of demonstrating their competence in any setting. Finally, an efficient organization that is slim and muscular. With these conditions combined, we can overcome any difficulties and create new value.

### Human resources connect the past, present and future

In my New Year's message for 2008, I declared, "Fujifilm will become a company that produces great people before producing great products." Every society, nation, and company consists of people, and these individuals hold the key to their ebb and flow. Therefore, fostering personnel is critical for connecting the past, present, and future, that is, to be sustainable.

Various jobs are intricately interwoven in a company, and each one offers an opportunity for learning and growth. Every person works in accordance with his or her duties and responsibilities, demonstrating all their capabilities, including sensitivity, critical thinking, enthusiasm, fortitude, the ability to act, cooperation, sincerity, dignity, and so on. This repeated cycle shapes personal growth and transformation. Regardless of age, experience, gender, and nationality, human resources represent the trunk of a massive tree, the company. I am convinced the pathway to the future lies in human resources with corporate culture conducive for nurturing them, appropriate systems and mechanisms, and proper training and guidance.

### Change and diversity are the nourishment of the future

A company has no significance if it does not benefit society. Therefore, people and organizations that can respond to changes in the times and circumstances and meet the expectations of society are absolutely necessary. These people and entities are required not only to respond to changes but to embrace them as opportunities. Furthermore, diversity, encompassing a wide variety of knowledge and experience, multifaceted viewpoints and ways of thinking, and various roles and values, supports an ever-changing world. The world has been sustained through changes brought about by this diversity, and it indicates affluence and facilitates generational change. This is also the essence of biodiversity, which is being increasingly recognized, along with climate change.

I believe the significance of variety, the essential concept of diversity, is the key for CSR management. There is no sustainability without change, and this sustainability is jeopardized without diversity. We are steadfastly focused on addressing change and diversity because these will nourish the future.

#### Fujifilm Group Corporate Philosophy

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

#### Fujifilm Group Vision

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

#### Fujifilm Group Charter for Corporate Behavior

In addition to pursuing profit through fair competition, corporations must make a contribution to society at large. To this end, the FUJIFILM Group, in its corporate activities in Japan and abroad, respects human rights, observes both the spirit and the letter of all laws and regulations and international rules, and, acting in a socially responsible manner, works independently toward the sustainable development of society and the FUJIFILM Group companies, in accordance with the following five principles.

##### 1. A Trusted Company

We develop and provide socially beneficial goods and services of the highest quality using advanced and original technologies in a safe and responsible manner. Based on an open, fair and clear corporate climate, we create new value in a spirit of appropriate competition and fair dealing, continually striving to satisfy customers and other stakeholders and earn their trust.

##### 2. Social Responsibility

We communicate with customers, local communities, shareholders and other members of society, conduct appropriate and fair disclosure of corporate information, comply with laws, regulations, and other rules, and uphold public order and morals. As good corporate citizens, we strive to correctly understand and respect local cultures and customs and to actively engage in public interest activities, especially those that contribute to local community development.

##### 3. Respect for Human Rights

We respect and protect fundamental human and labor rights set out in international declarations. We reject the use of forced labor or child labor in any form.

##### 4. Global Environmental Conservation

Recognizing that positive involvement in the resolution of environmental issues is an essential part of a corporation's social role and activities, we act voluntarily and proactively to help preserve the global environment.

##### 5. Vibrant Workplaces

We strive to develop the skills of all employees, to provide safe and comfortable workplaces, and to respect diversity, individuality and differences.

Recognizing top management's responsibility to embody the spirit of this Charter, Fujifilm Group executives shall lead by example and promote sound understanding of the Charter both within Group companies and among business partners. They shall strive to continually take account of views within and outside the Group, establish efficient corporate systems, and foster high ethical standards.

In the event of situations that contravene this Charter, top management shall clearly indicate both within and outside the Group its approach to resolving the situation and work to identify its causes and prevent any recurrence. Top management shall take accountability, promptly and appropriately disclose information, and take strict disciplinary action when appropriate, including in regard to itself.