



Work Style

Promote social change where every person is motivated in the workplace through extending our in-house work-style reforms.



Social Issues

With the ever-increasing competition amid globalization and technological innovation, a company has to offer a work environment where individuals can exert their capabilities and creativity to the fullest extent and have greater satisfaction in their job. This is the way for a company to grow constantly—by streamlining its business and fully utilizing diverse human resources. To this end, it is indispensable for us to build a system that realizes a new way of working and delivers a communication environment free from limitations of time, location, language, gender, age, or disability. We must also promote various work styles for employees to choose to meet the needs of their lifestyle and life stage changes.



Fujifilm Group's Goals under SVP 2030

1. Create environments that lead to motivated workplace.
2. Develop and utilize diverse human resources.

The Fujifilm Group has brought evolution to communications in society through combining familiar paper data with digital data and seamlessly integrating with cloud services and mobile solutions. Enabling people to access and share the information in various forms with ease and without any conscious of the digital divide, we will expand the possibilities for providing various services and work styles in every possible workplace—in company offices, government organizations, and the fields of education and medical care, etc. The Fujifilm Group supports a wide range of work styles for the new age by enhancing the value of communications through human-centric “Better Communications” that we have fostered through our research and practice of work style reform in our own company. In addition, we believe that the capacity building of each employee and demonstration of the performance will contribute to our own company's growth and ultimately to society through our business. For this reason, we strive to create workplace that our diverse employees can exert their capabilities to the fullest extent.

The Key Points in FY2017 Activities

OUTPUT		OUTCOME
A new value proposition strategy, Smart Work Innovation		➔ Enhance work style reform
Set up personal office booths at train stations		➔ Support teleworking
Improving work environment for diverse employees to exert their capabilities		➔ Promote diversity