

Executive Message

We aim for a future where we can "live together" with you through "contribution to climate change control", "creation of innovation" and "contribution to local communities" by utilizing the strengths of the Fujitsu General Group.

Corporate Vice President
General Manager, Corporate Communications Division
Executive Manager, Sustainability Promotion Division
General Manager, Environment Administration Division

Toshio Kano



The Fujitsu General Group has been cultivating for many years in the Air Conditioner Division, which is our main business, by utilizing "innovative manufacturing capabilities that we have cultivated since our founding", "global business development", and "partnerships with our distributors and partners". We will strengthen our "contribution to climate change issues" by promoting the replacement of fossil fuel equipment using heat pump technology. In addition to our core business, we will carefully consider the nature of the social issues raised in the SDGs and aim to contribute to solving social issues outside of our core business through the "innovation creation activities" that our group is promoting.

We will also focus on "contributing to the local community" such as education for the next generation rooted in the region, and we would like to contribute to a sustainable future that can only be achieved by our group.

Contributions to Curbing Climate Change

– Toward Carbon Neutrality –

In April 2022, three years earlier than originally planned, the Fujitsu General Group has converted all electricity used in its business activities to 100% renewable energy.

The Group moved up the target year for achieving carbon neutrality from FY2030 to FY2025, with respect to other power than electricity, we are making steady progress toward achieving carbon neutrality.

In addition to switching to renewable energy, we will also continue to reduce the amount of energy used by promoting the company-wide AKASURI campaign (thorough elimination of waste).

– Sustainable Product System –

Regarding products and services, we have established a Sustainable Product System that internally certifies products and services that have a high degree of contribution to solving social issues set out in the SDGs, and are promoting sales expansion of certified products and services.

As an example of "Sustainable Product", we develop and sell products that utilize the heat pump technology cultivated in the Air Conditioner Division, which is the core business of the Fujitsu General Group, we can expect a significant reduction in greenhouse gas emissions during use. We will certify such products as "Sustainable Product" and promote sales expansion by utilizing our global sales network so that as many customers as possible can use Fujitsu General Group's heat pump equipment.

The Sustainable Product System started in FY2021, and sales of Sustainable Products in the same year, will be approximately 40 billion yen, accounting for approximately 10% of the Group's sales. We are proceeding with a plan to expand the development and sales of Sustainable Products by making focused investments in newly developed Sustainable Products and services.

Contributing to Solving Social Issues by Creating Innovation

We believe that fostering psychological safety in the workplace leads to the creation and commercialization of further innovation. Therefore, the Fujitsu General Group promotes health management and aims not only to improve the health of employees but also, to create a workplace where employees can work comfortably and with mutual recognition, and to "improve the motivation and overall strength of the entire workforce."

We also utilize systems such as BIG*¹, FIC*² and the 10% rule*³ and others, we have created a space where we can freely express our opinions as individuals and as a team, and we are not restricted to our existing business, but are also committed to developing innovative ideas on the social issues set out in the SDGs. We are not restricting ourselves to our existing businesses, but are finding and nurturing the seeds of innovation on the social issues set out in the SDGs and moving towards commercialization.

Aiming to Contribute to Society Rooted in the Community

The Fujitsu General Group has established a basic policy of focusing on "Promotion of Education for Next Generation," "Communication with Local Communities," and "Global Environmental Conservation," among social contributions, and is proceeding with initiatives.

In particular, we are focusing on "next-generation education," and we will carry out a delivery business where employees can directly convey the joy of manufacturing to the children who will lead the next generation at an elementary school near our Kawasaki Headquarters, and connect manufacturing to the future.

In the future, we will continue to support children who, for various reasons, cannot break the vicious cycle of poverty and are unable to attend higher education even if they wish to do so.

Through Sustainable Management, the Group aim for the future where "No One Will Be Left Behind" and –Living together for our future– with our stakeholders.

*1 Abbreviation for Being Innovative Group. A group dedicated to creating new value and realizing what we offer to the world.

*2 Abbreviation for The Future of Innovation Challenge. A new business creation activity based on an idea solicitation type that creates and scales businesses that solve social issues based on individual ideas.

*3 A system that allows employees to freely use up to 10% of their regular monthly working hours for activities directly or indirectly related to their work.