



FUJITSU Ranking = 3.9/10

Fujitsu moves up to 13th place from 15th, with an increased score of 3.9 points. Fujitsu gains two points on the energy criteria, one for adopting a target for reducing its greenhouse gas (GHG) emissions to 6 percent below FY1990 levels by the end of FY2012 and another for providing a certificate of third party verification of greenhouse gas (GHG) emissions.

Fujitsu scores highest on energy issues. It is rewarded for supporting the need for GHG emissions to peak by 2015 and for industrialised countries to cut GHG emissions by up to 30 percent. It also gains points for reporting that 100 percent of its notebook and tablet PCs released globally comply with the latest Energy Star standard. Fujitsu reports GHG emissions from its own operations for 2008, which have reduced from 2007. Although it has a new target to increase its use of renewable energy sources to 3 times FY2007 levels by the end of FY2012, there is no data on Fujitsu's use of renewable energy in FY2007 globally and therefore it fails to score any points; figures for the use of renewable energy as a percentage are only provided for Europe, where at least 15 percent of purchased electricity was renewable in 2007.

On chemicals, Fujitsu now scores maximum points for having a chemicals management system in place. It scores double points for the Fujitsu Technology Solutions (formerly Fujitsu Siemens Computers) PCs with reduced PVC vinyl plastic and brominated flame retardants (BFRs), sold in the EMEA region, including Europe. It also scores for committing to eliminate some phthalates in PCs by 2013. Fujitsu plans to totally abolish the use of PVC and the BFR HBCDD in PCs by the end of 2013, but scores no points on this criterion as it does not commit to phase out all BFRs. Although Fujitsu now provides a clear definition of the Precautionary Principle, it fails to show support for improvements to the revised EU RoHS Directive (Restriction of Hazardous Substances in electronics); specifically, an immediate ban on BFRs, chlorinated flame retardants (CFRs) and PVC and a methodology for further restrictions of hazardous substances.

Fujitsu is relatively weakest on e-waste, but earns points for its voluntary programmes for the take-back and recycling of its discarded products. It provides information to some customers on what to do with their obsolete electronics. It also scores a point for albeit weak support for Individual Producer Responsibility and reporting recycling rates in a few EU countries. However there is plenty of room for improvement on its provision of information to customers, use of recycled plastic as well as its support for Individual Producer Responsibility.

FUJITSU Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle and support for revision of RoHS Directive.				
Chemicals Management				
Timeline for PVC & BFR phaseout				
Timeline for additional substances phaseout				
PVC-free and/or BFR-free models <small>(companies score double on this criterion)</small>				
Individual producer responsibility				
Voluntary take-back				
Information to individual customers				
Amounts recycled				
Use of recycled plastic content				
Global GHG emissions reduction support				
Carbon Footprint disclosure				
Own GHG emissions reduction commitment				
Amounts of renewable energy used				
Energy efficiency of new models <small>(companies score double on this criterion)</small>				

FUJITSU Detailed Scoring

Chemicals

Precautionary Principle and support for revision of RoHS Directive.	Chemicals Management	Timeline for PVC & BFR phaseout	Timeline for additional substances phaseout	PVC-free and/or BFR-free models (double points)
PARTIALLY BAD (1+)	GOOD (3+)	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)
Fujitsu defines the Precautionary Principle as a way of identifying future substances for restriction and the need to act despite scientific uncertainty. However, Fujitsu makes no mention of the need for RoHS 2.0 to adopt a ban on organo-chlorine and bromine compounds (at least PVC, CFRs, and BFRs within 3-5 years), as well as an end-of-life focused methodology for adding future substance restrictions. More information.	Fujitsu's Green Procurement Direction document (version 5.0) lists banned hazardous substances & their limits, specifies 'reportable' substances based on the REACH candidate substances and 'control substances'. Both of these groups of substances can be considered for inclusion on the banned substances list, based on the precautionary principle. More information here and here. Version 5.0 Green Procurement Direction. Guideline Regarding Non-Containment Management on Fujitsu Group Specified Chemical Substances.	Fujitsu plans to totally abolish the use of PVC in PCs by the end of 2013. The BFR HBCDD will also be eliminated by the end of 2013, however, the use of other BFRs in parts other than casings is not referred to. This lack of a commitment to eliminate all BFRs means that Fujitsu scores no points on this criterion. More information. Select 'Activities for PCs' at end of page.	Fujitsu plans to eliminate phthalates as part of its commitment to phase out PVC in PCs, and names three specific phthalates (DEHP, DBP and BBP) to be eliminated by the end of 2013. The use of beryllium in PCs is to be eliminated by the end of 2012. More information. Select 'Activities for PCs' at end of page.	Fujitsu Technology Solutions (formerly Fujitsu Siemens Computers) still sells PCs with reduced PVC and BFRs. Since 1993, the company has made Green PCs, such as FUTRO thin clients, ESPRIMO professional PCs and CELSIUS workstations which use halogen-free flame retardant plastics and halogen-free Printed Circuit Boards for mainboard and power supply. More information. Fujitsu Technology Solutions. Green PCs. Green IT. Green Label criteria. Halogen-free and antimony-free 2.5 inch Hard Disk Drives. See p.54 of 2009 Sustainability Report. Fujitsu's new Eco Keyboard has a PVC free USB cable.

E-Waste

Support for Individual Producer Responsibility	Provides voluntary take-back where no EPR laws exist	Provides info for individual customers on take-back in all countries where products are sold	Reports on amount of e-waste collected and recycled	Use of recycled plastic content in products - and timelines for increasing content
PARTIALLY BAD (1+)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)	BAD (0)
Fujitsu's recycling activities supposedly are guided by the principles of extended and individual producer responsibility (EPR and IPR). However Fujitsu's statement that they only 'try to do as much collection as possible' of their own products in countries where take-back isn't obligatory is not a convincing or clear statement of support for IPR. Fujitsu needs to clarify that it supports taking individual responsibility, independent of the legal regime and that it understands that this means supporting full internalisation and transparent feedback of its products real end-of-life costs, ie through differentiated financing that accounts for each brand separately. p.59 2009 Sustainability Report. IPR statement by Fujitsu TS.	As of June 2007, Fujitsu has initiated IT product recycling services in the United States, Canada, Australia, the Philippines and Singapore. More information. See press release, for more details. Fujitsu has also launched a special initiative in South Africa. More information. It is encouraging to see that Fujitsu has expanded its voluntary take-back program to Turkey and India.	Details of the regions giving information on product recycling More information. EU information. Fujitsu has also provided the link to FTS recycling site for information on recycling in EMEA, Asia and the USA. Contact details. Although Fujitsu states that recycling services are provided in Canada, Australia and the Philippines, there are no contact details.	Fujitsu reports a recycling rate in 2007 of 22.5% in Germany and over 30% in 13 other EMEA countries, based on past sales, using a 7-year PC lifespan. Fujitsu should provide more information on how the calculations are made, given that in EU, recycling of e-waste is financed collectively by current market share, and may not represent what actually comes back into the collective recycling systems. More information. Recycling data for Japan is provided however, the recycling rate as a percentage of past sales is not given.	Fujitsu used 80 tonnes of (pre-consumer) recycled plastics in FY2008 in Japan, about 2% of the total amount of plastics used in PCs. To score one point, Fujitsu needs to set a goal with timeline to increase the use of recycled plastics. More information.

Energy

Support for global mandatory reduction of GHG emissions	Company carbon footprint disclosure	Commitment to reduce own direct GHG emissions	Amount of renewable energy used	Energy efficiency of New Models (double points)
PARTIALLY GOOD (2+)	PARTIALLY GOOD (2+)	PARTIALLY BAD (1+)	BAD (0)	PARTIALLY GOOD (2+)
The Fujitsu Group sees 2020 as a milestone in progress towards the target of halving current greenhouse gas emissions by 2050, seeing it as essential that such emissions should peak by 2015-2020, if the 2050 target is to be met. Fujitsu also identifies the need for industrialised countries to cut emissions by up to 30% by 2020. For maximum points, Fujitsu should support cuts by industrialised countries of at least 30% and worldwide emissions peaking by 2015, in order to recognise that the world needs targets at the upper reaches of the UNFCCC recommendations. More information.	CO ₂ emissions for the whole group were about 1.24 (down from 1.345 mt in 07) million tons in fiscal 2008, of which 1.066 million tons were in Japan. More information. Reducing GHGs other than CO ₂ . Fujitsu reports on CO ₂ and other GHG emissions from raw materials, manufacturing, distribution and usage for fiscal 2008. More information. Data on Fiscal 2008 is also presented in Fujitsu's 2009 Sustainability Report (p.61 - 62). Fujitsu's verification is for its whole sustainability report and includes calculation of GHG emissions. Verification.	Fujitsu scores a point for its target (in its Stage VI Fujitsu Group Environmental Protection Program) to reduce total GHG emissions associated with manufacturing globally to 6% below FY1990 levels by the end of FY2012 (CO ₂ ; 5% reduction, other GHGs; 20% reduction). It is encouraging that Fujitsu has reduction strategies for some very powerful GHGs; however, to score more points it needs to show that its planned reduction of GHG emissions amounts to greater than 10%. More information. Its goal for Japan is to limit energy consumption-related CO ₂ emissions at business sites to below fiscal 1990 levels by the end of fiscal 2010. More information.	Fujitsu has a new target to increase its use of renewable energy sources to 3 times FY2007 levels by the end of FY2012. However, there is no data on Fujitsu's use of renewable energy in FY2007 globally (excluding renewable energy supplied via the general electricity supply), which would need to be expressed as a percentage of purchased electricity in order to assess the extent of this commitment and give a score. More information. Fujitsu reports that 7.3% of electricity from the Japanese power supply is renewable; however, as this is part of the general electricity supply it doesn't earn them any points. More information.	Fujitsu reports that 100% of its notebook, tablet and desktop PCs released globally are ES 5.0 qualified. More information.

Criteria on Toxic Chemicals

Greenpeace wants to see electronics companies clean up their act.

Substituting harmful chemicals in the production of electronics will prevent worker exposure to these substances and contamination of communities that neighbour production facilities. Eliminating harmful substances will also prevent leaching/off-gassing of chemicals like brominated flame retardants (BFR) during use, and enable electronic scrap to be safely recycled. The presence of toxic substances in electronics perpetuates the toxic cycle – during reprocessing of electronic waste and by using contaminated secondary materials to make new products.

The issue of toxicity is overarching. Until the use of toxic substances is eliminated, it is impossible to secure 'safe' recycling. For this reason, the points awarded to corporate practice on chemicals are weighted more heavily than criteria on recycling.

Although there are five criteria on both chemicals and waste, the top score on chemicals is 18 points, as double points are awarded for vinyl plastic-free (PVC) and BFR-free models on the market, whereas the top score on e-waste is 15 points.

The first criterion has been sharpened to require companies not only to have a chemicals policy underpinned by the Precautionary Principle, but also to support a revision of the RoHS Directive that bans further harmful substances, specifically BFRs, chlorinated flame retardants (CFRs) and PVC. The criterion on Chemicals Management remains the same. The criterion: BFR-free and PVC-free models on the market, also remains the same and continues to score double points.

The two former criteria: Commitment to eliminating PVC with timeline and Commitment to eliminating all BFRs with timeline, have been merged into one criterion, with the lower level of commitment to PVC or BFR elimination determining the score on this criterion.

A new criterion has been added, namely Phase out of additional substances with timeline(s). The additional substances, many of which have already been identified by the brands as suspect substances for potential future elimination are:

- (1) all phthalates,
- (2) beryllium, including alloys and compounds and
- (3) antimony/antimony compounds

Criteria on e-waste

Greenpeace expects companies to take financial responsibility for dealing with the electronic waste (e-waste) generated by their products, to take back discarded products in all countries with sales of their products and to re-use or recycle them responsibly. Individual Producer Responsibility (IPR) provides a feedback loop to the product designers of the end-of-life costs of treating discarded electronic products and thus an incentive to design out those costs.

An additional e-waste criterion has been added and most of the existing criteria have been sharpened, with additional demands. The new e-waste criterion requires the brands to report on the use of recycled plastic content across all products and provide timelines for increasing content.

Criteria on energy

The five new energy criteria address key expectations that Greenpeace has of responsible companies that are serious about tackling climate change. They are:

- (1) Support for global mandatory reduction of greenhouse gas (GHG) emissions;
- (2) Disclosure of the company's own GHG emissions plus emissions from two stages of the supply chain;
- (3) Commitment to reduce the company's own GHG emissions with timelines;
- (4) Amount of renewable energy used
- (5) Energy efficiency of new models (companies score double on this criterion)

Click here to see more detailed information on the ranking

Ranking criteria explained

As of the 8th edition of the Guide to Greener Electronics, Greenpeace scores electronics brands on a tightened set of chemicals and e-waste criteria, (which include new criteria) and on new energy criteria.

The ranking criteria reflect the demands of the Toxic Tech campaign to electronics companies. Our two demands are that companies should:

- (1) clean up their products by eliminating hazardous substances; and
- (2) take-back and recycle their products responsibly once they become obsolete.

The two issues are connected: the use of harmful chemicals in electronic products prevents their safe recycling once the products are discarded.

Given the increasing evidence of climate change and the urgency of addressing this issue, Greenpeace has added new energy criteria to encourage electronics companies to:

- (3) improve their corporate policies and practices with respect to Climate and Energy

Ranking regrading: Companies have the opportunity to move towards a greener ranking as the guide will continue to be updated every quarter. However penalty points will be deducted from overall scores if Greenpeace finds a company lying, practicing double standards or other corporate misconduct.

Disclaimer: Greenpeace's 'Guide to Greener Electronics' aims to clean up the electronics sector and get manufacturers to take responsibility for the full life cycle of their products, including the electronic waste that their products generate and the energy used by their products and operations.

The guide does not rank companies on labour standards, social responsibility or any other issues, but recognises that these are important in the production and use of electronics products.

Changes in ranking guide: We first released our 'Guide to Greener Electronics' in August 2006, which ranked the 14 top manufacturers of personal computers and mobile phones according to their policies on toxic chemicals and recycling.

In the sixth issue of the Guide, we added the leading manufacturers of TVs – namely, Philips and Sharp – and the game console producers Nintendo and Microsoft. The other market leaders for TVs and game consoles are already included in the Guide.

In the eighth edition, we sharpened some of the existing ranking criteria on toxic chemicals and e-waste and added a criterion on each issue. We also added five new energy criteria. In the fourteenth edition the criteria for the Precautionary Principle was made more challenging.

For the latest version greenpeace.org/greenelectronics

Toshiba, Samsung, LGE, Dell and Lenovo continue to be penalised in this latest version of the Guide for backtracking on their commitments to phase out vinyl plastic (PVC) and brominated flame retardants (BFRs). Toshiba is served with a further penalty point for misleading its customers and Greenpeace by not admitting that it would not meet its commitment. In addition, Microsoft is served with a penalty point for the first time for backtracking on its commitment to phase out PVC and BFRs by the end of 2010.