

CASE STUDY

Fujitsu transforms its global environmental reporting with Greenstone



Fujitsu is a leading provider of IT-based business solutions for the global marketplace. With approximately 160,000 employees supporting customers in more than 100 countries, Fujitsu is one of the world's largest IT service companies.

The challenge

In 2008, Fujitsu announced that it aimed to reduce CO2 emissions by 30 million tonnes by 2020 through environmental innovation. In addition, Fujitsu had committed to becoming an industry leader in sustainability and, as part of this, were looking at how green IT can be used as a key enabler for their clients to become a truly low carbon business.

The key to delivering this strategy was to ensure that Fujitsu had a tool to measure and monitor their carbon emissions at a granular level which could also generate management analytics, information and reports. Fujitsu also needed to choose a solution provider who had the experience and credibility to confidently engage Fujitsu's tier one client base.

The solution

Fujitsu reviewed the market and chose Greenstone due to the depth of functionality of its Enterprise solution and experience in implementing non-financial reporting solutions. The initial scope was to implement Enterprise across Fujitsu's UK operations across 60 sites.

Due to the success of the implementation of Greenstone in the UK, Fujitsu has expanded the use of Enterprise globally. Eight years on, Fujitsu uses Greenstone's Enterprise solution in four of its global divisions in 18 countries, across 400 sites. This streamlines the global data collection process at Fujitsu and ensures consistency and accuracy in their reporting.

Fujitsu's users calculate energy, business travel, and waste and water emissions through Greenstone's Environment module and track their consumption and emissions targets over time. This information is used to report emissions and consumption information both internally and externally.

Fujitsu is also using the CSR Module of Greenstone to gather data on Responsible Business and Community KPIs across the organisation.



The results

The data captured from the 400 Fujitsu sites is used to report emissions centrally to the Fujitsu Headquarters in Japan. This data forms the basis of the emissions reporting included in Fujitsu Group's annual Environmental report and other reporting such as Business in the Community, GRI and ISO 26000.

After the successful implementation in the UK, Greenstone and Fujitsu embarked on a partnership to assist Fujitsu clients in maximising on the Green IT opportunity. The Fujitsu/Greenstone partnership has been recognised as an exemplar case study in UK's lead in the low carbon economy by UK Trade & Investment.

In 2015, Fujitsu won Business in the Community's Responsible Business of the Year Award for its exceptional sector leadership and its effectiveness to influence others to collaborate and create conditions for long-term sustainable change.



At Fujitsu we take our environmental responsibilities seriously and our long-standing partnership with Greenstone, and its software, has enabled us to report and evolve our non-financial reporting with accuracy and confidence."

Juliet Silvester, Head of Responsible Business at Fujitsu EMEA



Talk to us
 Got a question about your organisation's non-financial reporting? Or want to see our software in action? Please email us at info@greenstoneplus.com or call +44 (0)20 3031 4000 to speak to our team.