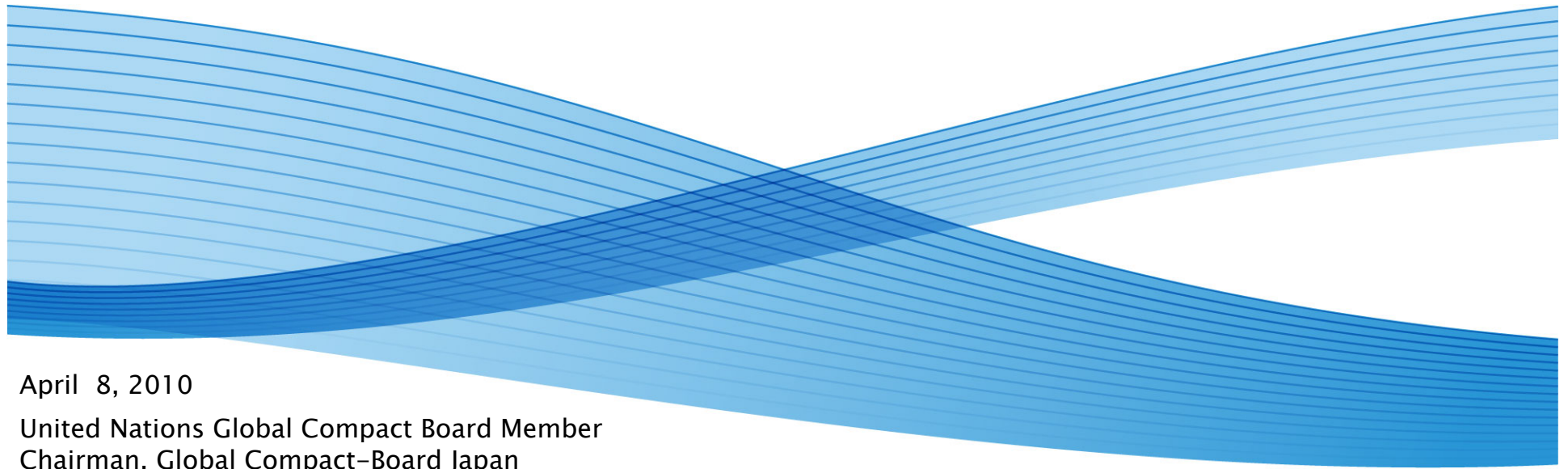


# “ Transformative Change ”

## CSR : Its Evolutions and a Solid Philosophy



April 8, 2010

United Nations Global Compact Board Member  
Chairman, Global Compact-Board Japan  
Executive Corporate Advisor, Fuji Xerox

Toshio Arima



Global Compact Network  
Japan



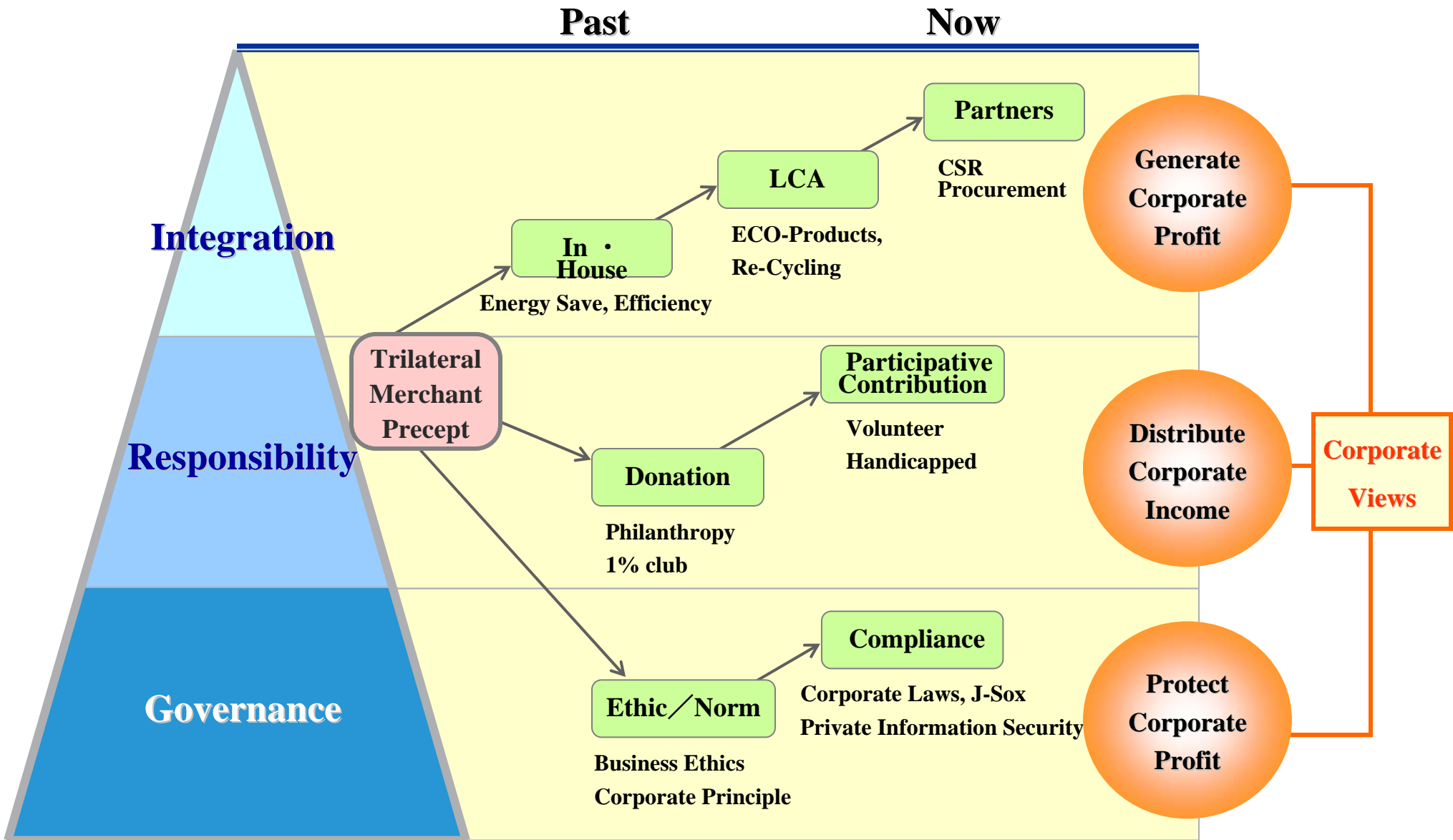
# Talk Points

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- 1. The Role and Responsibility of corporations in reducing CO2 are vital and critical for the entire Japan CO2 reduction.**
- 2. Corporations should pursue Economic values and Societal values in an integrated manner.**
- 3. Corporate philosophy and disclosure are two major drivers for pursuing CSR and its performance.**



# 1. CSR Evolution



## 2. The way Fuji Xerox tackles CO2 emissions

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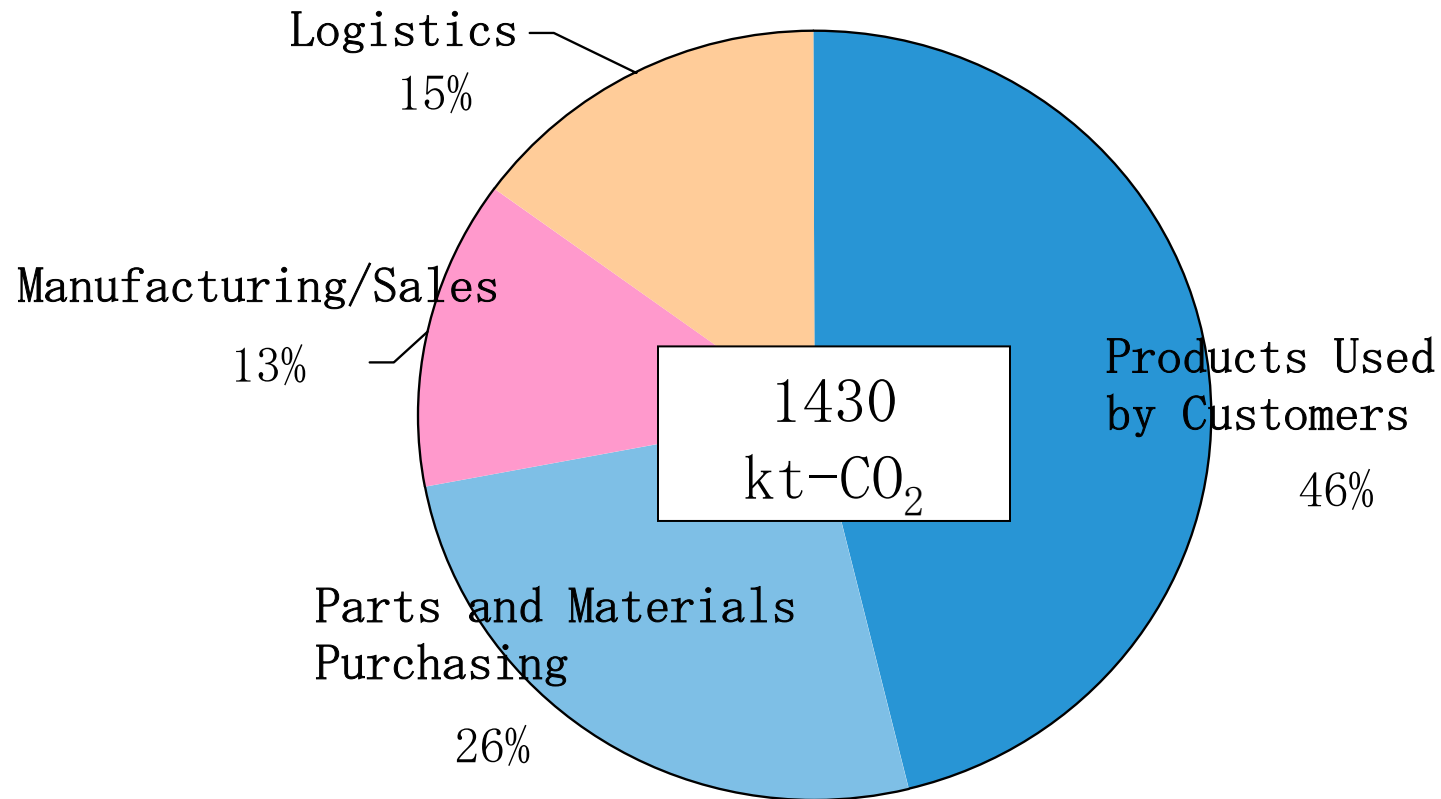
### Backdrop :

- 2.1. CO2 emissions in the business, Japan total
- 2.2. In-house Fuji Xerox
- 2.3. Supply Chain
- 2.4. Customers site : Products
- 2.5. Customer site : Business Processes Improvement
- 2.6. Society : Work-style Innovations in the future



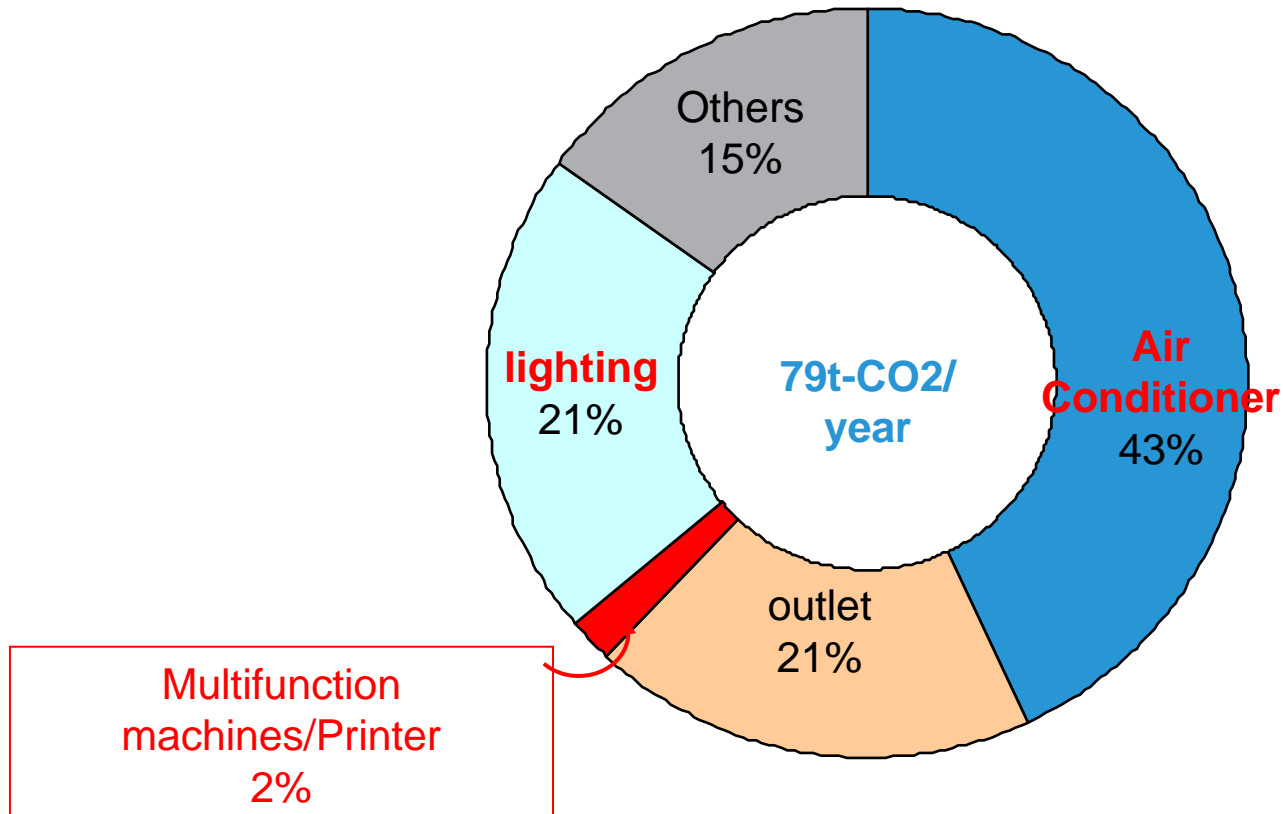
### 3. The way Fuji Xerox tackles CO2 emissions

CO2 Emissions by Life Stage (in FY2008)

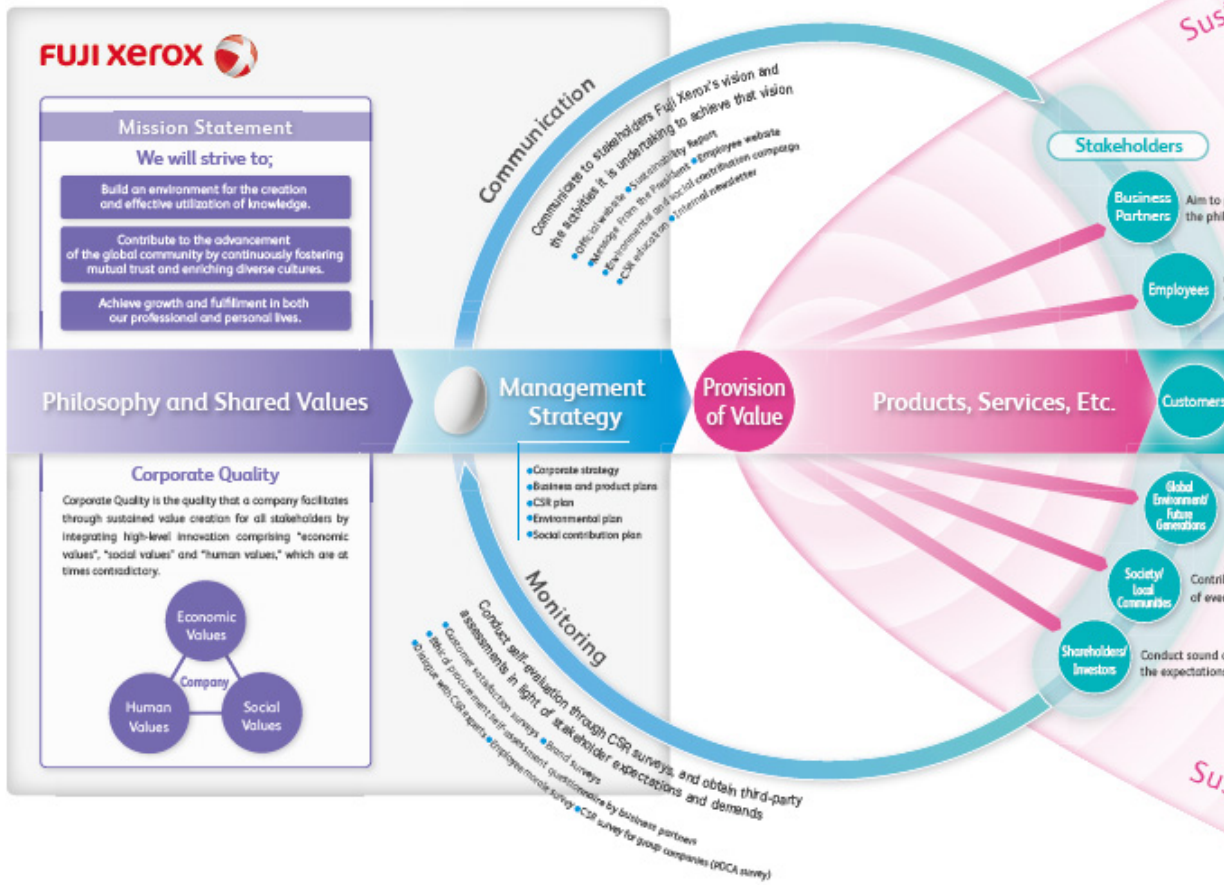


## 4. CO2 emissions at offices

CO2 emissions at general offices (By Fuji Xerox's research)



# 5. Towards Achieving Sustainability



"Our business goal is to achieve better understanding among men through better communications" Joseph C. Wilson

Fuji Xerox Sustainability Report 2009  
[http://www.fujixerox.com/eng/company/sr/2009/report\\_map/index.html](http://www.fujixerox.com/eng/company/sr/2009/report_map/index.html)



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