

Preserving Biodiversity

We are working to preserve biodiversity based on our newly formulated action plan that recognizes the benefits of biodiversity and the impact of our business activities.

[↓Basic Policy on Biodiversity Preservation](#)

[↓Initiative to Preserve Biodiversity](#)

Basic Policy on Biodiversity Preservation

As worldwide environmental awareness grows, the range of environmental problems that corporations face is expanding and diversifying. Fuji Electric has long engaged in global warming prevention measures, promoted resource recycling and chemical substance control, and engaged in other measures to reduce the environmental impact of its business activities. In recent years, we have also aspired to incorporate biodiversity concerns into this agenda.

Based on the recognition that its "business activities are both blessed by and influence biodiversity," Fuji Electric formulated the Fuji Electric Biodiversity Action Guidelines in March 2010 and is working to minimize the impact of its operations on biodiversity, and to help conserve biodiversity together with society through the provision of products and services.

Fuji Electric Biodiversity Action Guidelines

1. Reduce Environmental Impact through Our Energy and Environment Technologies, and Contribute to Biodiversity

Fuji Electric contributes to reducing the overall environmental impact of society and to preserving biodiversity by developing technologies for saving and creating energy throughout the energy supply chain, from energy production through use.

2. Minimize the Impact of Our Business on Biodiversity and Promote Sustainable Use

Fuji Electric endeavors to minimize the impact on biodiversity of all aspects of our business and throughout the lifecycle of our products. We promote sustainable use.

3. Work with Society to Actively Promote Biodiversity Action

Fuji Electric works with our diverse stakeholders to conduct business in a manner that promotes biodiversity and social contribution.

Initiative to Preserve Biodiversity

Taking part in industry working groups

Fuji Electric participates in the Biodiversity Working Group that was launched in May 2011 by four electrical and electronics industry organizations* to promote biodiversity preservation.

In fiscal 2013, this working group completed "Let's Study Biodiversity," a biodiversity protection activity training and awareness-raising tool. Looking ahead, we will promote utilization of this tool for employee training to gain understanding of the relationship between corporate activities and biodiversity and to promote activities preserving biodiversity.

* The four electrical and electronics industry organizations: The Japan Electronics and Information Technology Industries Association (JEITA); the Communications and Information Network Association of Japan (CIAJ); the Japan Business Machine and Information System Industries Association (JBMA); and the Japan Electrical Manufacturers' Association (JEMA).

TOPICS

Eradicating Invasive Plants

Since fiscal 2011, factory employees have been eradicating invasive plants designated under the Invasive Alien Species Act, such as bull nettle and Canada goldenrod, from the factory grounds and surrounding areas at the Iiyama factory of Fuji Electric Power Semiconductor Co., Ltd. We will continue these efforts to preserve the region's native species.



Preserving greenery

The Tokyo Factory, marking its 70th anniversary in fiscal 2013, has retained a greenery ratio of 23.5% inside its bounds, preserving greenery we have named the Musashino Forest. A pond has been made near the forest, birdhouses placed in trees and wild birds are being protected. As a result, wild birds such as the oriental turtle dove and wild grass like the iris japonica have appeared here.



Musashino Forest in the Tokyo Factory