

Preserving Biodiversity

One element of Fuji Electric's Environmental Vision 2050 is the realization of a society that is in harmony with nature. To accomplish this element of the vision, we are working to minimize the impact of its operations on biodiversity through our business activities.

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

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