

**BUSINESS
IN THE
COMMUNITY**



THE PRINCE'S
RESPONSIBLE
BUSINESS NETWORK

A W A R D W I N N E R S
2015

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“The Responsible Business Awards are always such a personal highlight for me each year because they provide an important opportunity to celebrate business at its best and to showcase practical examples of how it is helping to build a more harmonious society and a more sustainable future.

These awards are therefore vital, as a way of inspiring other businesses to follow its lead.

During my time as President of Business in the Community, I have learnt that almost every positive action that business takes is driven by dedicated individuals. Whether it be the hundreds of business professionals working on secondment in our communities, the mentors inspiring young people to unlock their potential, the volunteers giving their time, skills and energy to local charities and community projects, the senior managers providing leadership coaching to head teachers or the CEOs spending time in disadvantaged communities. It really is the most inspiring picture and there is so much about business to be proud of and celebrate.

I would like to offer my most heartfelt congratulations to all the Award winners and to thank everyone involved in Business in the Community for your splendid efforts.”

HRH THE PRINCE OF WALES, PRESIDENT, BUSINESS IN THE COMMUNITY, EXCERPT FROM A FILMED MESSAGE PLAYED AT THE RESPONSIBLE BUSINESS GALA DINNERS, JUNE 2015

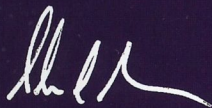
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“Each of the stories in this book powerfully illustrates the difference that can occur when responsible businesses take action to build a fairer society and more sustainable future for us all.

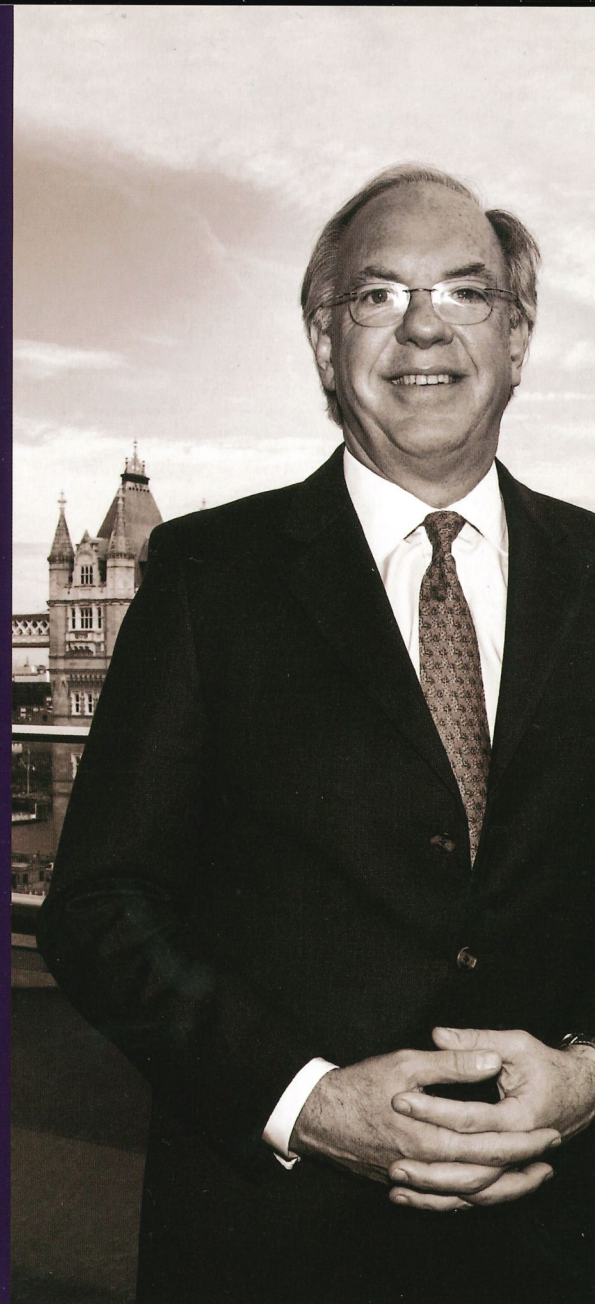
The Responsible Business Award winners bring to life the practical role that businesses can play to address some of our most pressing issues. By putting responsible behaviour at the heart of how they do business, the winners are proving that making a difference and being a successful business are not mutually exclusive.

The Awards play a much needed role to build the visibility of the responsible business movement and provide a glimpse of the potential of all businesses to do more.

We hope you are encouraged and inspired by these stories.”



STEPHEN HOWARD, LVO, CHIEF EXECUTIVE, BUSINESS IN THE COMMUNITY



THE PRINCE'S
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BUSINESS IN THE COMMUNITY'S RESPONSIBLE BUSINESS OF THE YEAR 20



Fujitsu places responsibility at the heart of everything it does.

Significantly challenging industry norms - half of all its budget holders are women, apprentices are paid 50% higher than national minimum wage, and its datacentres are powered by 100% renewable energy.

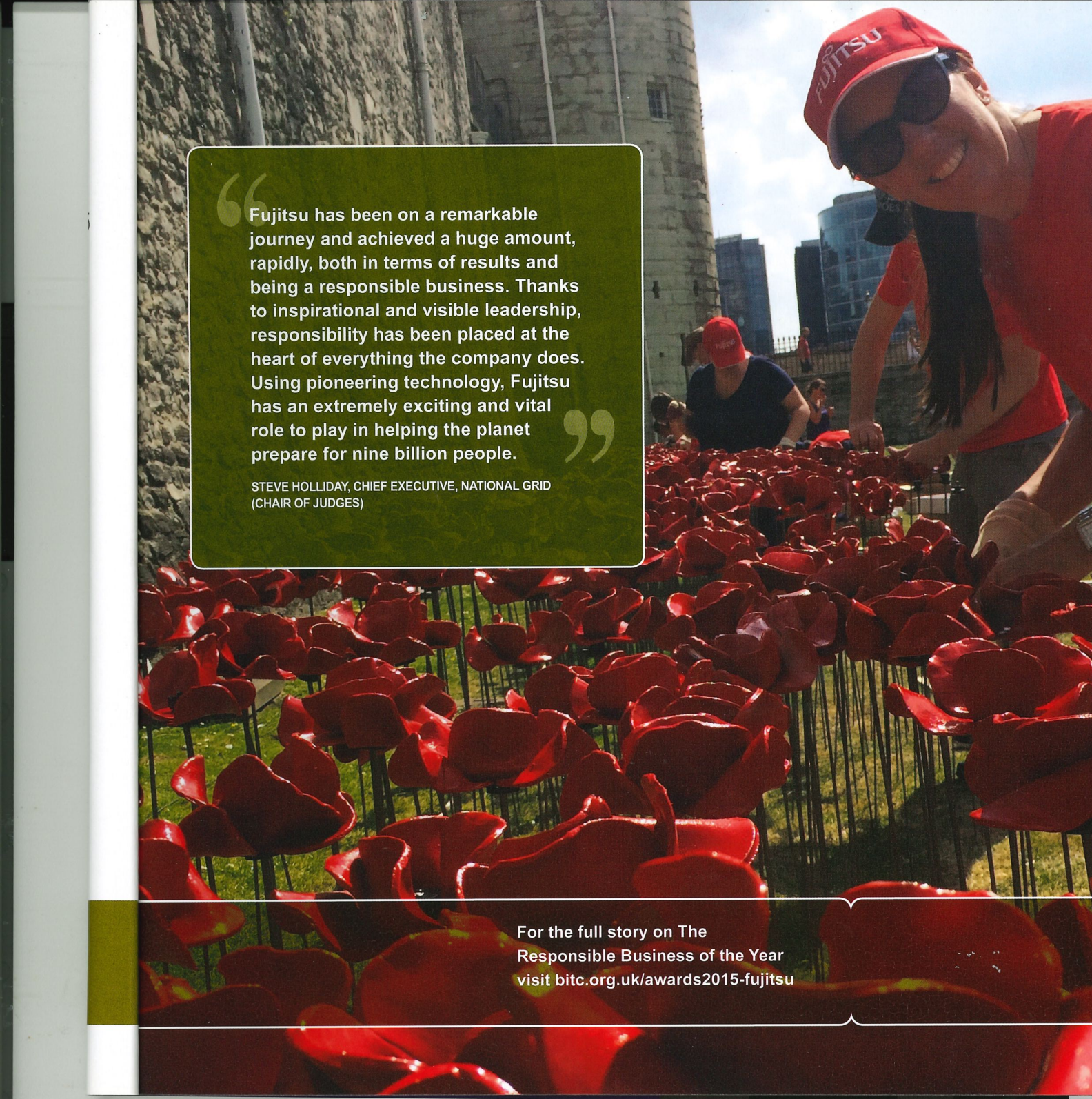
With \$2.1 billion invested in R&D, Fujitsu is pioneering technology as a force for good.

Its innovations are responding to some of the world's biggest challenges such as; tackling pollution and congestion in cities; advancing agriculture to feed more people globally; and monitoring health problems to assist the elderly to live well for longer.

Fujitsu combines a strategic approach to responsibility with consistently strong financial results - a powerful indicator that responsible business drives profit and success.



WINNER

A woman wearing a red cap with the Fujitsu logo and sunglasses is smiling and working on a large field of red poppies. In the background, there is a stone wall and modern buildings.

“Fujitsu has been on a remarkable journey and achieved a huge amount, rapidly, both in terms of results and being a responsible business. Thanks to inspirational and visible leadership, responsibility has been placed at the heart of everything the company does. Using pioneering technology, Fujitsu has an extremely exciting and vital role to play in helping the planet prepare for nine billion people.”

STEVE HOLLIDAY, CHIEF EXECUTIVE, NATIONAL GRID
(CHAIR OF JUDGES)

For the full story on The
Responsible Business of the Year
visit bitc.org.uk/awards2015-fujitsu

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