

# Sustainable wellbeing

Improving the  
health and welfare  
of citizens and  
their communities



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# Sustainable starts now

Global warming and biodiversity loss, poverty, lack of clean water and food. Human rights violations, inequalities in the access to healthcare and an aging population. It's clear that the world is in the midst of major environmental, social and economic crises.

In order to respond, businesses and societies know just how important it is to take drastic action and shift from a sole profit focus to a more purposeful, sustainable business model. According to [Fujitsu's commissioned survey](#) of 1,800 business leaders across nine countries, conducted by Forrester Consulting, sustainability is now a higher priority than ever. In fact, 60% of organizations take it more seriously than they did two years ago.

Sustainability has become a priority because it's no longer simply a factor for wider social responsibility. Being sustainable can improve value for shareholders, employees, customers, the environment, and society. What's more, it can positively impact financial measures such as revenue, profit, market capitalization, improve an organization's reputation with customers and help to achieve critical legislative development goals.





## Matching reality and ambition

However, the reality is while organizations are keen to improve their overall sustainability, most are yet to get started.

61% of organizations say they're advanced on their sustainability journeys, but, fewer than one in 10 has completed major sustainability imperatives such as developing sustainable supply chains (9%), achieving net zero status (2%) and preparing for environmental emergencies (7%).<sup>1</sup>

At Fujitsu we believe that the key to closing this gap is sustainability transformation through digital innovation. But what exactly does this mean?

***Sustainability is now a major disruption.  
Business as usual is no longer an option. ”***

**Loannis Loannou, Associate Professor of Strategy and  
Entrepreneurship at London Business School**

<sup>1</sup><https://www2.fujitsu.com/global/vision/leadership-challenges/sustainability-transformation-survey-2022/>

# Fujitsu Uvance

Looking ahead to 2030 and beyond, we've introduced a portfolio of innovative solutions that bring together diverse stakeholders across industries, working as one to tackle the societal issues we need to solve to become more sustainable.

We call this Fujitsu Uvance.  
It consists of seven Key Focus Areas (KFAs):



Sustainable  
Manufacturing



Consumer  
Experience



Healthy  
Living



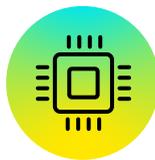
Trusted  
Society



Digital  
Shifts



Business  
Applications



Hybrid  
IT





Through Fujitsu Uvance, we are dedicated to connecting companies across industry boundaries and harnessing their strengths to generate positive change for all.

In this series of three eBooks, we will explore the global issues Uvance aims to address across the seven KFAs. These are:

- Creating a sustainable environment
- Addressing sustainable economic growth
- Advancing sustainable wellbeing

We will highlight how technology and digital innovation can drive your sustainability transformation, help to achieve major societal goals, and achieve targets within common frameworks, such as Environmental, Social, and Governance (ESG) and the United Nations' Sustainable Development Goals (SDGs).

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## Sustainable wellbeing

Sustainable wellbeing refers to a balance between economic prosperity and social equality within businesses and wider society. It involves creating an environment where organizations thrive, while the lives of people and communities improve as a result of direct action from an organization.





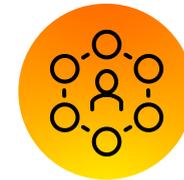
**Naturally, this isn't a simple task, with two key elements making up overall sustainable wellbeing:**



### **Individual health**

From physical fitness to mental health, the ability for individuals to keep themselves healthy and content is critically important. As part of this, they must be able to access quality healthcare when required.

From an organizational perspective, individual health also encompasses employee health and safety, wellbeing and mental health.



### **Social health**

Taking steps to build and maintain strong, supportive relationships with friends, family, and the wider community, as well as working to reduce social inequalities and promote equality and fairness for all, will achieve social health.

Contributing factors include transport accessibility, convenient access to responsive public services, and increased societal trust.

## Why is sustainable wellbeing so important?

There is no purpose without people. Nurturing and protecting them is critical to a sustainable and prosperous future for organizations and societies alike.

Healthier, happier individuals are critically important to the creation of a more prosperous and successful society. An engaged workforce within an organization helps improve productivity, while also creating an appealing employee proposition in the fight for talent.



# To achieve greater levels of sustainable wellbeing, there are many specific challenges that organizations and societies face.

## Working conditions

High ethical and safety standards, alongside a broader employee experience, are critical elements for the continued success of modern organizations.

## Mental health support

Burnout and mental health issues are becoming increasingly common in the workplace. Taking steps to ensure everyone is working within their limits, and has access to the critical support they need, will aid staff retention and overall efficiency.

## Fair, accessible access to healthy nutrition and clean water

Access to healthy, affordable food and clean water is critically important to the overall health of society. Without it, poverty grows, health concerns mount, and the cost of doing anything to counter these problems only increases.

## Diversity and inclusion

A greater understanding of different communities and greater integration can create new ideas, reduce friction and help to create a more caring, reasonable and advanced society.

## Fair access to healthcare and education

Ensuring everyone has access to the essential services they need, and ensuring those services are of the highest standard possible, will advance society as a whole and create new possibilities for sustainable wellbeing.

## Aging populations

While not every nation has an increasing average age, many major economies, including the USA, China, the UK, France, and Germany, all do. This is putting increasing pressure on medical services, on workforces, and on economies.

**Addressing these challenges is critical to enabling organizations to meet their ESG strategies around Human Capital and helps organizations and societies work towards their UN SDG goals, specifically:**

- **3 - Good health and wellbeing**
- **10 - Reduced inequalities**

# How digital transformation can drive sustainable wellbeing

To drive sustainability transformation and help realize sustainable wellbeing, organizations need to become data-driven, and human-centric.

## Data-driven

Data has an important part to play in revealing the health and wellbeing trends of individuals and large groups. Used well, it can optimize operations, enhance ways of living, workplace safety, and provide access to mobility for all.

Through the effective use of discovery AI and advanced quantum computing, organizations can gain much more insight from their data, advancing anything from drug discovery to genomic medicine.

Meanwhile, predictive AI and social digital twin technology can help organizations develop preventative medicines to contribute to the wellbeing of society, and plan responses to critical emergencies and disasters, helping to save lives.

By embracing AI and analytics, organizations can free up their workforce to focus on value added tasks, empowering them with a more meaningful role, instead of mundane work. What's more, a workforce's involvement in making more informed decisions will resonate throughout the business and impact positively on staff retention and morale.





## Human-centric

Technological advancements like 5G and 6G, people enablement technology, and Extended Reality (XR) are leading to a greater level of convergence between physical and digital worlds. This could lead to some significant benefits for organizations and individuals, including:

- Improved employee training, benefiting satisfaction, motivation, and wellbeing
- Enhanced diversity and inclusion
- Increased levels of employee safety
- Greater organizational flexibility and choice
- More innovations that contribute to the wellbeing of society
- Better health and wellbeing monitoring
- Smarter, safer public transportation systems
- More meaningful, satisfying work through task automation
- A true hybrid workplace, with equal benefits regardless of location

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## Sustainable wellbeing in practice

### Improving brain research and screening with Macquarie University



**MACQUARIE**  
University  
SYDNEY · AUSTRALIA

As one of the most innovative and impressive universities for research, Macquarie University has been at the forefront of significant medical advancement for almost half a century. With academics at the leading edge of innovation and embracing the opportunity to tackle the big issues of our time, they needed to find the right technology partner to move things further forward.

Brain aneurysms affect 3.2% of the global populace and kill 500,000 people worldwide every year. Part of the problem is screening, as it takes an expert 15 minutes to analyze the 512-slice images for each patient. The chance for error is high.

To help simplify this process and remove the risk of errors, Macquarie teamed up with Fujitsu to develop an AI-powered analysis tool to find aneurysms within brain scan imagery. This involved training an AI to know what to look for.

First, anonymous patient scans are annotated. Second, AI experts develop an algorithm and train it to detect aneurysms. The AI is still learning, but will eventually be able to alert areas of interest to radiologists, track aneurysm growth over time, and use fluid dynamic modelling to predict the risk of aneurysm rupture.

***This project is a true collaborative effort, but Fujitsu is going out of its way to ensure this will be an exceptional success that will benefit all the partners and, most importantly, patients. 🏆***

**Dr. Brenton Hamdorf, Director, Academic and Research Partnerships, Macquarie University**

## Automating public transport for the island of Osakikamijima

With a decreasing population, Osakikamijima was increasingly at risk of losing its public transport network. This would be a disaster for the elderly population of the island, who increasingly have difficulty driving their own cars. If they couldn't get around, their welfare would suffer. A new means of transportation was needed. The answer was to do something entirely different.

Through a combination of on-demand traffic tools and self-driving technology, Fujitsu pioneered a self-driving vehicle pick-up and drop-off service on the island. Users can request transportation online, with a driverless vehicle making its way over to complete the request.

What's more, delivery services were also switched to self-driving vehicles, so residents could get anything they needed delivered to them, all without ever needing to drive anywhere.

This program is still in the pilot stage, but the results have been encouraging so far. Now, Fujitsu is expanding the demonstration by introducing more applications and partners in order to realize a full MaaS solution that supports people's lives on remote islands.

***If these services are realized, you can go home safely even if you arrive at the port after the bus service has ended, making your life much more convenient. 〰***

Yukinori Takata, Mayor of Osakikamijima





## Delivering a consistent employee experience everywhere for Robeco.

ROBECO

With an ambition of establishing a state-of-the-art and always up-to-date workplace solution, supporting secure working, in any environment. Robeco needed to find a partner with the right balance of global scope and local presence. Fujitsu came out on top.

Since 2016, Fujitsu has provided Robeco's users with modern hardware, and a continually updated digital workplace from the Work Life Shift portfolio, based on global standards and the latest Microsoft technology.

This solution has user satisfaction set as the key performance indicator. It's available 24x7 and provides Robeco's users with a single point of support, using self-service, onsite service desks, and remote facilities.

***We regularly monitor employee satisfaction levels and while they used to be 6.7 out of 10, we now anticipate it being much closer to 8 out of 10. Happier employees tend to be more productive too. ”***

**Johan Sturm, Head of Continuity and Stability at Robeco**

## Higher standards of sustainable wellbeing start here

An organization's responsibility towards the individual health of people, and the combined health of society, has never been clearer than it is today. As standards and expectations continue to change, taking wellbeing seriously will offer significant benefits to all involved, reducing health concerns and improving business results. And that's just the start.

Fujitsu Uvance uses technology and expertise to help organizations take a significant step towards a sustainable future. From cloud-based computing and security to data analysis that streamlines healthcare, we leverage all our expertise, and work with you to understand your goals and design suitable technology to match.

From consultancy to design, deployment, and managed services – we assess where you are, where you want to get to, and help you make the most of existing assets, while ensuring you're fit for future growth – with sustainability in mind at every stage.

Our expertise and vendor-agnostic approach to technology allows us to find the best solution for your specific requirements. And we can look at far beyond wellbeing too. We can help with major societal issues, as well as evolving industry challenges, giving organizations the tools and support they need to evolve.



## Learn more about how Fujitsu Uvance can address business and societal challenges on [our website](#)



Or email us at [askfujitsu@fujitsu.com](mailto:askfujitsu@fujitsu.com) to be put in touch with one of our experts.