

Sustainable Manufacturing: building resiliency, agility, and capability

As unprecedented market conditions continue to mount, along with the demands of customers, regulators, and shareholders, a new generation of manufacturers is emerging.

These industry leaders are defined not by sectors, regions, or longevity, but by an unyielding commitment to constructing a sustainable future for both our planet and society. These leaders are change makers, navigating this new frontier of sustainability with technology. They see beyond costs. They see business opportunity.

A Fujitsu survey completed by 1,000 business leaders across 15 countries revealed that 49% of business leaders are proactively identifying avenues for business value and growth. Manufacturers are exceptional at finding opportunities to improve, leveraging this tipping-point to transform their business. This, in turn, drives efficiencies to reduce waste, responsive production scheduling, safer work environments, and cleaner communities. In seizing this moment, they position themselves ahead of the competition.

Sustainability brings business opportunities

49%

of business leaders see business opportunities associated with sustainable energy initiatives.

They see sustainability as business, driving value for customers and consumers, shifting their approach from CSR.

* Fujitsu July-August 2022 survey

Business opportunities in sustainability

- 49%** Contribution to sustainable energy consumption
- 41%** Reduced waste and promote recycling
- 28%** Disaster prevention and safety
- 27%** Response to climate change
- 25%** Contribution to smart and sustainable cities
- 25%** Contribution to sustainable development of economy and industry
- 25%** Improved well-being
- 23%** Conservation of natural resources and biodiversity

Number of samples: 1,769 (excluding public sector)

“The concept of Sustainability Transformation covers not only short-term goals, but also initiatives for the future. Large enterprises have a particular responsibility to promote all areas of Sustainability Transformation.”

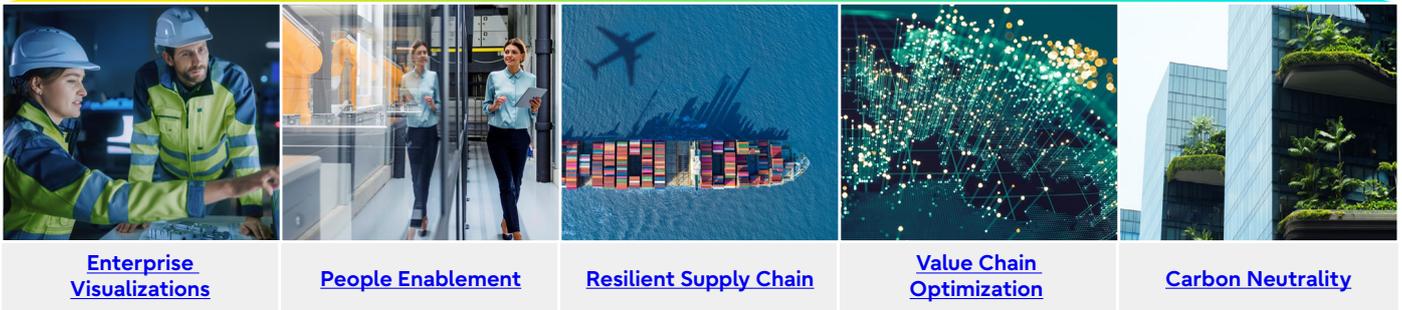
Shunsuke Onishi, SEVP and Chief Revenue Officer, Fujitsu

Sustainable Manufacturing is not solely a response to challenges; it is about proactively seizing new opportunities and unleashing the power of its benefits on our environment, economies, and societies.

By weaving sustainability into the fabric of production strategy, organizations will recognize that sustainability delivers continuous value and success for their business.

Fujitsu's Sustainable Manufacturing approach extends across **5 pillars**. Drawing on a century of manufacturing experience, Fujitsu has an extensive track record of achievements and takes immense pride in merging its manufacturing acumen with ground-breaking technologies like artificial intelligence and high-performance computing to connect the entire supply chain with security and traceability.

Fujitsu's 5 pillars for Sustainable Manufacturing



[Enterprise Visualizations](#)

[People Enablement](#)

[Resilient Supply Chain](#)

[Value Chain Optimization](#)

[Carbon Neutrality](#)

Our Sustainable Manufacturing expertise helps manufacturers to build processes for a sustainable future. Our approach empowers manufacturers to adapt to the unpredictable, be flexible, and to continuously provide products and services that enhance people's lives.

This addresses the following trends in the manufacturing industry:

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Taking responsibility for social and environmental impact, transitioning to net zero and addressing key issues such as climate change, pollution, and inequality.
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Implementing circular economy principles to reduce waste through more efficient use of raw materials, packaging, and technology for business resiliency.
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Aligning with changing consumer preferences for sustainable products and services.
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Adapting to changes in demand and creating a strong ecosystem to achieve a competitive advantage that would be unattainable alone.
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Improving sustainability to lower costs and reduce exposure to carbon emission liabilities.

“At Fujitsu, we take a customer-first approach to Sustainable Manufacturing by identifying and addressing their critical pain points. We start by understanding their current processes and systems to determine where the weak links are, rather than pushing our own solutions. It is a consultative approach to solving the customer's problem.”

Hiroyuki Goto, Executive Director, Fujitsu Uvance Sustainability Manufacturing, Fujitsu