

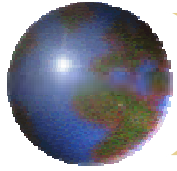
Corporate Social Responsibility

Comments regarding the CSR presentation
delivered by Chairman Kobayashi

Chet Borucki

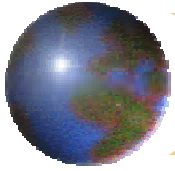
Professor of Strategy and Management

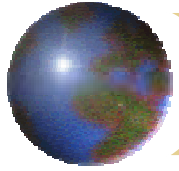
International University of Japan



How important is CSR??? Some compelling reasons.....

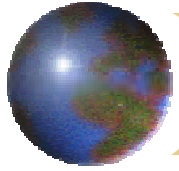
- ✿ Google search turned up about 2,530,000 "hits"
- ✿ Corporate scandals have affected employees, customers, shareholders and others in U.S., Europe, and other countries
- ✿ Safeguarding the environment and attending to the needs of the less unfortunate is the best legacy we can leave future generations
"The needs of the many are greater than the needs of the few" (Mr. Spock, Star Trek)





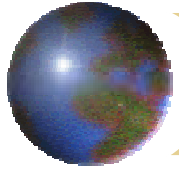
Some Environmental Issues

- ✿ The Ozone Layer
- ✿ Deforestation and its effects
- ✿ Lead in gasoline and paint
- ✿ Pollution of air and water
- ✿ Depleting natural resources such as Oil
– with the prospects of Water becoming
the next global battle
- ✿ Recycling



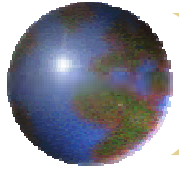
Fuji Xerox's Corporate Vision

- Emphasizes the importance of “multiple stakeholders”
 - Customers
 - Employees
 - Shareholders
 - Society
- In most mission statements of leading multinational corporations, the Shareholder comes first!



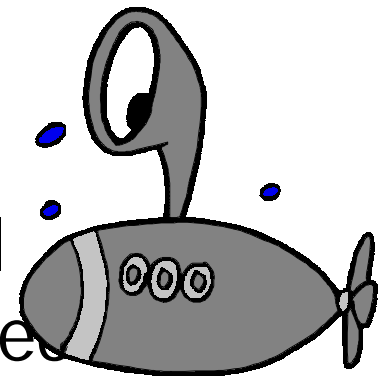
What is Admirable about Fuji-Xerox CSR

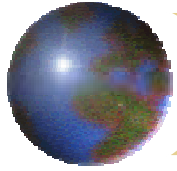
- Comprehensive Multiple Stakeholder view
- The Triple Bottom Line
 - Economic aspect
 - Social aspect
 - Environmental aspect
- The Corporate Governance Model
- “Walking the talk” -- putting words into action!!!



Challenges for Fuji-Xerox

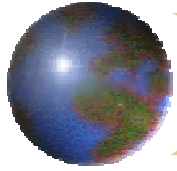
- ✚ Independent Audit – comparisons to an internal audit
- ✚ Supply chain effect – reinforcing the importance of CSR to vendors, suppliers, strategic alliance/joint venture partners, and even end-users
- ✚ Transferring learnings and serving as the “benchmark” for others
- ✚ The effect of CSR on ISR (Individual Social Responsibility) to avoid the “submarine effect” -- weaving CSR into the fabric of Fuji-Xerox’s culture





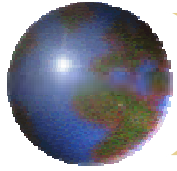
Challenges for IUJ

- ✚ Our International Management Program (IMP) is an example of a local community “give back”
- ✚ Our scholarships to students in need and also those of JICA/JICE provide opportunities for students from less developed countries
- ✚ But we can do more! Universities like Michigan have Global Citizenship programs where ALL 1st-year MBAs are required to engage in CSR-related initiatives



Challenges for IUJ

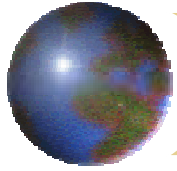
- ❖ Converting IUJ-SR to Student – SR so that you carry forward with the understanding, knowledge, and skills to “add value” in any position you assume upon graduation!
- ❖ Plant and nourish good seeds, remove the weeds, and your flowers will grow!
- ❖ But our responsibility should not stop there as problems can occur when “transplanting” these flowers into other environments – the lack of “support systems” can halt growth!



In closing.....

Leaders leave footprints for followers.....

- ❖ *Chairman Kobayashi's challenge to you:*
What footprints will you leave throughout your career that are a testimony to your social responsibility to safeguarding the environment, running companies with a strong moral compass, helping the less fortunate, and leaving a lasting legacy for future generations?



In closing.....

- ⊕ These words are not mine, and I do not recall the source, but they guide my actions:

Give a man a fish, feed him for a day.....

Teach a man to fish, feed him for a lifetime!