Fujitsu - Young Enterprise Trust

Digital inclusion is recognised as a key social challenge. The education, social and economic benefits of being connected improve quality of life and society. We also know that digital exclusion coincides with other forms of social and economic disadvantage.

Fujitsu have a commitment to digital inclusion globally as a business, both through the development of innovation and our employees' volunteering activities. Our digital inclusion work has centered on education and preparing our youth for the workplace, supporting SDG8: Decent Work & Economic Growth and SDG9: Industry, Innovation & Infrastructure.

The future of work: Young Enterprise Trust
With a growing and aging population and the rapid rise in digitising workplaces, the future of work is uncertain. That is why Fujitsu New Zealand has been a supporter of the Young Enterprise Trust (YET) for more than 10 years. We use our business skills to mentor young workers to nurture key skills such as problem solving, resilience, and innovative thinking. One example of this is our involvement in the 'Entrepreneurs in Action' weekend in 2018, supported by New Zealand Trade and Enterprise and Massey University.

Students worked through two business challenges over the weekend, and this year a team of three mentors from Fujitsu participated. They were assigned a team to mentor for the whole weekend. Winners of the challenges are selected to attend overseas study tours to continue their learning.

Through its support of YET and the development of a customer relationship management (CRM) solution that directly leads to the enablement of students in experiential enterprise education, Fujitsu is helping YET to deliver on its goal of fostering the desire and imparting the skills required to drive future economic growth in New Zealand. Fujitsu recognises that, by supporting YET, it is investing in its own future as well as New Zealand's.

The new solution offers YET a consolidated, customer-centric view of its data, letting users differentiate between the diverse set of stakeholders and sort them into multiple categories.

" We can now track the status of schools and teachers and what they are involved in at any point in time, making communication more relevant and efficient. We can also send newsletters to selected audiences and create targeted campaigns." Terry Shubkin, Chief Executive, Young Enterprise Trust

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Most relevant SDGs: