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## **Module: Community Engagement**

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## Introduction

Community engagement is a vast process of interaction between the community (which can be a group of people, cities or other locations that have the same interests and principles) and other interested organizations. Community involvement contributes to decision-making and to the development of the organization's actions. Due to the involvement of the community, the level of trust of the community towards the organization increases and at the same time the organization benefits from several solutions, which can be an advantage both for the organization and for the community. (Chappell, 2008, p.8)

Community engagement is a strategic method that aims and motivates the involvement of as many people as possible, regardless of their origin, place, or interests, to identify and examine various issues that affect the entire community and its well-being. (Chappell, 2008, p.7)

The essay is based on Fujitsu, which is a community investment and development company, and is in the UK and Ireland, which in general was founded in 1936 in Kawasaki, Japan after which it became a thriving global network, offering a wide variety of products, services, and technological solutions. Fujitsu has been a member of the business in the community (BITC) for over 17 years and collaborates with several projects. (Fujitsu,2022)

At the same time, the main purpose of this essay is to understand and evaluate the concept of transferable skills and to describe the organizational analysis and the Reflective evaluation of the company.

### **Task 1: Description of how Fujitsu uses both human and material resources to improve community life**

The correct interpretation of the community, the examination and comparison of different real examples were made with the intention of obtaining practical results in terms of policies or planning rules for the development and improvement of life in the community. (Graham ,2006, p.31)

Fujitsu's development and success depends heavily on human resources. In fact, one of the biggest problems of the group is the ability to recruit, promote and anticipate the loss of professional staff, so Fujitsu examining and comparing the community, introduced new human resource reforms to create a community where people can gather talented and experienced, which has a special role in the activity of the group. They also set up a system for legal departments and employees to deal with reciliation the contracts with those employees who do not want to do so and accidents at work, as such issues can damage Fujitsu's reputation or create different negative opinions. (Fujitsu,2022)

Fujitsu believes that if a business tends to be profitable and successful then it must create common values for both the organization and the community, so Fujitsu uses both human and material resources to improve community life. by supporting and helping the young generation, it collaborates with small businesses, thus contributing to the UK economy. Fujitsu embraces issues both locally and globally, ensuring that the community has advanced technology and grows. (Fujitsu, 2019, p.1)

**Task 2: Identify the key themes on which Fujitsu conducts its community involvement activities.**

Fujitsu employees, who know that they are members of a global organization, will have a positive influence not only for the economy, business, organization but also for society, as well as growing empathy for social problems and cooperate in creating solutions, activities to solve them. (Fujitsu,2022)

Analysing the community and its aspects, some notions such as common solidarity, collectivism and traditionalism were used to express the vision of the working class on the world having a special habit of cooperating and appreciating people, without directly and emotionally expressing answers, thus demonstrating empathy for society. (Graham,2006, p.65)

Fujitsu will develop, examine, and declare the influence that Fujitsu employees have had on the company and will give a special significance to the company, thus contributing to the transformation of both the corporate culture of the organization and the mentality of its employees.

**Key focus areas for 2022:**

**1. Contributing to the transformation of the corporate culture and the mentality of the employees.**

Compared to 2019, Fujitsu reports a 10% increase in the number of employees dealing with social issues.

**2. Approaching the organization in relation to the activities for the community.**

The Fujitsu Group cooperates with regional communities, but to achieve this goal they will promote their activities both in the UK and abroad, to raise confidence in the organization globally and will focus on the compartments, where it can make the most of the organization's strengths.

**3. Good Health and well-being.**

**4. Quality education.**

**5. Gender equality.**

**6. Reduced inequalities.**

**7. Climate action.**

## 8. Life on land.

Fujitsu has a system through which it supports various volunteer activities to encourage the contribution of any employee to society. At the same time, they have developed various programs customized to each region, depending on their criteria, to support local communities in any area where the company has branches. (Fujitsu ,2022)

Volunteering is the implementation of a set of government policies on social inclusion that includes health and social welfare, education, criminal justice and antisocial behaviour, sustainable communities, and rural communities.

The government supports volunteering, thus creating special groups that deal with volunteering, initiating projects and programs to help the elderly, young people or the unemployed, thus promoting and developing volunteering. (Rochester,2009, p.2)

### **Task 3: Discussion about service users and what services Fujitsu provides for them.**

Communication and information technologies allow new means of sending services to consumers.

The creation of eService's, call centres, and service centres changes the role of traditional offices. Fujitsu transformed the service organization, moving from local service units, characteristic of the site, to national service centres, then to global service centres, which offer services to computer users around the world, this decision being one of success. (Parnisto , Salmela, 2022)

Fujitsu is a global provider of digital IT services and solutions, with over 80 years of experience cooperating with diverse types of organizations around the world.

Fujitsu deals with the design, development, implementation, management, and optimization of access to information and systems to accommodate solutions to customer requirements for processing, infrastructure, and applications in both the public and private sectors.

Services and solutions offered:

1. Your Multi-Cloud-which consists in creating together with the clients a perfect personalized ecosystem, Multi-Cloud, for the client's business.

Fujitsu believes that every business, to reach the top of digital disruptions, to promote business success and to improve its services, must reshape its business in the future based on three aspirations:

- For this reason, Fujitsu promotes that global ecosystem of technology, things and people become perfectly connected.
- Allowing customers' experiences to become intelligent.

- And of course, it accelerates applications, services, and business models towards a transformed future. (Fujitsu,2022)

2. Application Services - services for continuous improvement and transformation of customer applications to be adapted to future requirements optimized for current use.
3. Fujitsu Business Services- the digital transformation of the business, the improvement of the processes to have a better efficiency, a productivity, and a higher profit.
4. Digital Workplace Services- which allows the evolution of the company in step with the technological changes and the requirements of transformation of both the customers' business and the end users.
5. Enterprise and Cyber Security Services- Fujitsu provides security and protection services to the organization against cybercrime and provides support for strengthening resistance against cyber-attacks.
6. Network and Communication Services- offers flexible and evolving solutions for the needs of connectivity, network, and communication.

Service users:

- Young people
- Small businesses
- Organisations from all sectors, private or public, around the world.

#### **Task 4: The importance of community involvement in the Fujitsu organization.**

Fujitsu is of the opinion that every person on the globe is responsible for all global problems and must produce a solution to solve them. (Fujitsu,2005)

Networks contribute to the vitality of communities and civil society, which is increasingly recognized in politics but also in practice.

The well-connected community aims to strengthen and expand informal networks, support international labour partnerships, and promote social cohesion.

The community in relation to social identity, models of interaction and mutual influence, promotes the creation of a network as a strategic and qualified intervention, which offers recommendations for a good networking practice, which includes innovative ideas on social capital and community practice. much emphasis on community empowerment and commitment.

The well-connected community appeals to trainers, decision makers, practitioners and managers who work with communities or who are responsible for the company's participation strategies both in the UK and internationally. (Gilchrist,2009)

Creating new possibilities by connecting technology, ideas, and people, can create an environment where everyone can achieve their dreams.

Seven important keys to achieving a sustainable environment:

1. Sustainable manufacturing.
2. Consumer experience.
3. Healthy living.
4. Trussed society.
5. Digital shifts.
6. Business applications.
7. Hybrid IT.

**Task 5: Discussion of Fujitsu staff, skills and knowledge needed to successfully carry out community involvement activities.**

To train Fujitsu staff, they create educational programs that identify the needs of the community, after which they allocate resources for planning and organizing the activity that will contribute to the society. (Fujitsu,2005)

Fujitsu employees must have the expertise and experience to master the fields of high technology.

UK Community target:

1. Digital inclusion - Fujitsu staff must participate in 16 events that focus on digital inclusion.
  2. Young employment - fulfilment of 45 CVs and interviews for the young people.
  3. Offering a volunteer for networks of counsellors and organizations.
  4. Supporting the team that deals with staff recruitment, thus increasing the number of new employees.
  5. The inclusion of 100 people in the Junior Talent program, not to exceed the age of 25.
  6. Each year, 10% of the organization's employees will use their volunteer day to support charities.
- (Fujitsu, 2019)

#### **Task 6: Discussion about how Fujitsu employees can acquire their identified qualities.**

Fujitsu provides support to young people, so that they gain experience and knowledge in the field of employee technology, they are offered a wide range of learning and self-growth options based on global policies, so Fujitsu supports employee growth and career development by using their own ideas and aspirations. while promoting corporate culture. Fujitsu promotes the exchange of experience globally, performs highly qualified training and education and with the ability to implement changes, which will lead to solving the problems facing customers and society. (Fujitsu,2019)

#### **Conclusion**

Community engagement contributes to decision-making and to the company's action. Because the community actively participates in decision making, the level of trust of society towards the company increases and at the same time the company benefits from free consultation and identification of solutions to problems that can benefit both the community and the organization. Community engagement is a way whose purpose is to involve as many people as possible to identify and study various issues that affect the community. (Chappell, 2008, p.8)

Fujitsu is a community investment and development organization that aims to develop a more sustainable world by building community trust through technology innovation. Fujitsu works with the community and supports it by creating new possibilities by connecting technology, ideas, and people, creating an environment where everyone can achieve their dreams. (Fujitsu, 2022)

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