Fujitsu on Trusted Society
February 2026

Overview: Building Trust Through Innovation to Put Trusted Society into Practice

The concept of a trusted society is gaining support among policymakers, businesses and citizens alike. It focuses on creating environments where people, institutions and technology interact in ways that strengthen public confidence, social cohesion and enable long-term sustainability.

The trusted society concept acknowledges that technology has the potential to transform civic life, with AI, cloud computing, the Internet of Things and digital identity as the main drivers. However, the vision of a trusted society can only succeed when it is deployed with openness, transparency and accountability.

In practice, this means designing systems that protect individual rights, foster data privacy, and deliver social benefits that are both visible and measurable.

Key challenges

Today, public sector organizations are challenged to leverage the benefits of digitalization and better serve citizens by improving process quality and speed. The push toward digital transformation is matched only by the imperative to counter an ever-growing number of sophisticated cybersecurity threats, the rising demand for seamless citizen experiences, and the urgent need to decarbonize operations.

There has never been a greater need to unify diverse systems, such as transportation, utilities, and health and social care, securely and sustainably. Complexity is added by factors such as skills shortages, climate risks and social inequities. There is also constant pressure on data privacy due to changing dynamics, such as the increasing use of cameras, sensors and analytics in public spaces.

Older systems must be replaced with newer, more efficient and cost-effective ones to address emerging challenges and unlock new possibilities. For example, technologies such as artificial intelligence, automated workflows and multimodal connectivity are changing how the public sector addresses issues such as emergency response, urban management and logistics.

Industry analysts estimate that by 2027, global spending on public-sector digital modernization will reach $130 billion, with governments prioritizing resilience and sustainability as the primary drivers of innovation. The shift to low-carbon infrastructure and circular economy models is accelerating, driven by growing consumer expectations and increasingly stringent regulatory requirements in many geographies.

For example, in logistics, unified platforms streamline complex supply chains, reduce emissions, and enable organizations to respond more quickly to disruptions. In urban

contexts, smart cities rely on real-time data and stakeholder collaboration to drive both economic and social impact.

Fujitsu Trusted Society: An Overview

Fujitsu's mission is to drive innovation that helps the public sector address modern challenges through AI, advanced analytics, and smart automation.

And the company's goal of enhancing digital accessibility for 150 million people by 2030 demonstrates a strong commitment to inclusion, social responsibility, and positive change.

Fujitsu Trusted Society aims to improve public access, safeguard critical infrastructure, and promote community resilience by delivering technology solutions rooted in security, accountability, and human impact.

By leveraging digital platforms, Fujitsu enables public sector partners to eliminate barriers, reach underserved populations, and future-proof their organizations against uncertainty.

Fujitsu Trusted Society: Key Pillars

Sustainable Transportation:

- **Software-Defined Vehicle**: By adopting Software-Defined Vehicles (SDVs), mobility operators and local governments can control and optimize vehicle functions through software, helping address challenges such as labor shortages and operational inefficiencies. This also enables more flexible responses to disasters and fluctuating mobility demands, supporting the creation of resilient social infrastructure.
By leveraging data from across the entire mobility lifecycle, from vehicle software development to operations and maintenance, Fujitsu's SDV solutions contribute to safer, more secure, and more resilient communities.
- **Fleet Optimization**: Fujitsu enables public sector organizations to address social challenges in the transportation sector – such as reducing GHG emissions, supporting the sustainability of regional transportation systems and developing communities that are more disaster-resilient. These are achieved through more efficient EV deployment and operations, as well as measures such as improving EV battery circulation and residual value.

Sustainable City:

- Fujitsu's vision of a Sustainable City is to work with the public sector to deliver collaborative, automated services across companies and municipalities that enhance city attractiveness, and to pursue sustainable urban development from economic, environmental, and social perspectives.
- **Smart Space – Smart Venue:** By unifying facility operations and ticketing on a single platform, Fujitsu elevates the user experience with seamless, intuitive interactions. The solution promotes cross-visitation between multi-purpose venues and enables autonomous facility management, minimizing the need for manual decisions.
- **Smart Space - Smart Mobility:** To enable smoother, more comfortable journeys, Fujitsu is reducing stress in daily travel by developing optimal, multimodal mobility solutions using a comprehensive transportation simulator and deploying them through a MaaS (Mobility as a Service) framework.

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- **Smart Space – Smart Security:** Leveraging video analytics AI to detect behavior patterns means that Fujitsu can automatically identify suspicious activity and alert. This enhances overall facility safety, allowing users to enjoy a safer experience.
- **Social Infrastructure:** Contributing to the realization of sustainable infrastructure by streamlining on-site maintenance and inspection operations and suppressing excessive waste.

Fujitsu Trusted Society: Major Differentiators

Fujitsu is focused on ethical leadership in technology deployment. The company's trusted society portfolio stands out for its deep expertise in AI governance, data privacy, and ESG strategy, combined with a commitment to transparency and cross-sector partnerships.

To nurture a flourishing, safe and sustainable society, Fujitsu is implementing innovative trustworthy technologies to solve societal challenges, working hand-in-hand with countries, governments, citizens and business partners. Its focus is on co-designing solutions that align with real-world needs and values.

Fujitsu is an active participant in global standards bodies, makes continuous investments in workforce skills and is dedicated to social impact. Together, these qualities mean Fujitsu is uniquely qualified to support governments and organizations navigating digital transformation.

Fujitsu platforms are designed for interoperability and adaptability, supporting local customization while maintaining global standards. Customers value the company's ongoing support, rigorous attention to ethical design and appreciate the measurable results in sustainability, security and user experience.

Fujitsu quotes – Yoshinami Takahashi, Head of Fujitsu Uvance

- "Today's society is shaped by trust, and Fujitsu's purpose is to build solutions that keep communities strong, citizens protected, and the environment safeguarded for future generations. Technology alone isn't enough."

- "We work hand-in-hand with our partners to put innovation to work for real people, addressing challenges from climate change to public safety to digital inclusion. Every Trusted Society solution from Fujitsu is built to deliver social value, operational excellence, and measurable, positive outcomes that matter."

Reference customers

Honda Mobility Land saw increased profitability and sustainability after embracing Fujitsu's venue and event management technologies, which replaced traditional processes with integrated digital tools.

Leading EV fleet operators in India leveraged Fujitsu's analytics and optimization systems to transform energy consumption and emissions, supporting both business and national climate ambitions.

Central Japan International Airport overcame operational bottlenecks and enhanced security for millions of travellers by implementing Fujitsu's AI-powered monitoring solutions.

JA Mitsui Leasing used advanced modeling from Fujitsu to pilot zero-emission strategies, gaining vital business intelligence for a changing regulatory environment.