

Social Contribution Activities

We are developing various social contribution activities based on the spirit symbolized by our corporate creed of “Creativity and Contribution.”

Tokyo Volunteer Network for Disaster Relief

If an inland earthquake hits Tokyo during daytime, over 3.17 million people will have difficulties in returning home. Casio joined “Citizen’s disaster drill 2003 to deal with people that have difficulties in returning home,” organized by the Tokyo Volunteer Network for Disaster Relief for establishing a route for the disaster victims to return home on foot.

We offered the head office building as a first aid center on a route. Many participants recognized our building as an aid center, and we received words of gratitude from them. Hoping that we will be of service to as many people as possible in case of emergency, we



■ Drill to help disaster victims

will continue to participate in the disaster drill.

Support for the Fourth Dolphin & Whale Eco-Research Network Project

After the International Dolphin & Whale Conference held in 1994, G-Shock & Baby-G have been supporting education and research activities on the world’s dolphins and whales in cooperation with the International Cetacean Education Research Centre Japan (I.C.E.R.C. Japan). In 2004, which marks the 10th anniversary of this project, we will focus on dolphin and whale watching that provides an opportunity to meet invaluable nature under the fourth Dolphin & Whale Eco-Research Network Project, “Feel the Time of Nature.” We donate a portion of G-Shock and Baby-G sales in order to support efforts to realize more fruitful dolphin & whale watching.



■ Dolphin & Whale Eco-Research Network model

Blood Donation Campaign

We conduct blood donation campaigns twice a year (summer and winter) at a public space in front of the head office building, co-hosted by the Tokyo Red Cross Blood Donation Center and the Tokyo Babasakimon Lions Club. More than 100 Casio employees responded every time, which surprised the organizers into saying that this figure was rarely seen at other places recently except at blood donation rooms.

Our Hamura Research & Development Center has been awarded a Golden Medal of Merit for its longstanding blood donation campaign. This medal is awarded by the Japanese Red Cross Society in appreciation of the individuals and organizations that continuously supported its blood donation activities. The center has been awarded a medal for its blood donation campaign stretching more than 20 years. At the center, two blood donation cars are installed twice a year where 120 to 130 employees donate their blood.



Golden Merit Award



■ Blood donation at the Hamura R&D Center

Activities of the Casio Science Promotion Foundation

The Casio Science Promotion Foundation, since its establishment in 1982 with the aim of contributing to the development and promotion of academic research in Japan, supports research projects, dispatch of researchers overseas, and study groups. It subsidizes about 40 research projects a year, focusing on supporting advanced and original research by young researchers, especially in promising areas. It also subsidizes a total of 10 overseas dispatch or study group projects per year. In fiscal 2003, the Foundation spent a total of 55,000 thousand yen in subsidies to 40 research projects and 18 overseas dispatch or study group projects.



■ Research subsidy awarding ceremony

Lecture by Our Employee at an Outside the Company

In June 2003, Mr. Otsuka, Manager of the Quality & Environment Center was invited to speak by the Association of Consumer Affairs Professionals (ACAP) and gave a 2-hour lecture on “Casio’s Efforts on Green Products.”

Participation in the Fuel Cell Committee

We participate in the Micro FC Committee that defines fuel cell standards to promote standardization.

List of Social Contribution Activities by Casio Group Companies

Social contribution activities by Casio Group companies are as follows:

■ Social contribution activities in Japan

Company/ Site	Activity	Details	Number of participants	Date
Kofu Casio	Cleanup day	Cleaning within factory and public facilities in the neighborhood	117/94 persons	June/ December 2003
Yamagata Casio	Cleaning of the neighborhood	Cleaning along the city marathon course	6 persons	February 2004
Casio Micronics	Implementation of cleanup	Cleaning pathways around the factory	Commission to a contractor	Every Monday
	Implementation of cleanup	Cleaning the area surrounding the factory	100 persons in the company	October 2003
Head Office	Presentation of energy saving examples	Presentation of energy saving examples of the company	150 persons in and outside the company	February 2003
	Enhancement of international exchange and mutual understanding	International exchange with Thai youths from a company management group in response to a request from the Junior Executive Council of Japan	28 persons in total	July 2003
Casio Techno	Cleaning of the neighborhood	Cleaning pathways around the head office building	3 to 5 persons in rotation	Every day (except holidays and rainy weather)

Glossary

I.C.E.R.C. Japan : I.C.E.R.C. Japan stands for the International Cetacean Education Research Centre Japan. This is a global network to provide correct knowledge on dolphins and whales or the natural environment by supporting activities conducted by dolphin and whale research organizations around the world as well as transmitting their activities and messages to the world.