

# Independent Message

Having read the report, I became aware of the great amount of effort Casio went through in putting various kinds of information together in creating its first official *Sustainability Report*. Also, I noticed progress in the report's readability since last year's. As for the content, rather than describing achievements, it would be better to send a message to the world by raising discussions based on an analysis of unachieved environmental management issues. This will help promote communication among people and gather collective wisdom from society.

This year's *Sustainability Report* dedicated more pages to the social contribution section than last year's. However, the report would be even more attractive to stakeholders if it describes the details of established local social relationships and mutual trust in addition to Casio's activities. Stakeholders are interested in stories about the building of real social relationships and sustainable trust between the company and people, the company and the environment, and the company and society itself. I hope that these precious stories will be further shared by enriching the content of the Website and other communication tools.

This year, I asked for a factory tour before reading the report. When I visited Kofu Casio and met the public relations personnel, I sensed their eagerness to deepen their relationship with the local community. I also sensed that Casio will to become a company that is open to society. I heard a comment made by an environmental technology manager, who said, "No company can survive if it does not care about the environ-

ment." I definitely felt his strong commitment to fulfilling the responsibilities of a technical leader. I wish that more of these real opinions and messages from employees at the workplace would be expressed in the report. The *Sustainability Report* will accomplish its aim only if it effectively incorporates workplace opinions and feelings.

A future challenge for those who are in charge of publishing this report is giving their mission more depth by establishing communication ties between the business world and the broader society instead of merely creating a report. This process can be done by utilizing the report at organized stakeholder meetings, where various people with their own knowledge, thoughts, and wisdom gather. This whole process will transmit the essence of Casio's management philosophy "creativity and contribution" to the world. Lastly, from the statement made by the management officers who face the challenge of CSR management issues, I sensed a sign and a possibility for building Casio's new corporate culture to enrich people's sensitivity through technology.



**Tsutomu Iijima,**

Representative of  
the Association of  
Environmental Planners

## From the Editors

The title of this year's report was changed to "Sustainability Report 2004." We enriched the description of our social responsibility in addition to the environmental ones in consideration of the Corporate Social Responsibility (CSR) that is increasingly popular in the media. As "society" covers a wide area, the content varies to a great extent depending on the targeted stakeholders.

We target consumers and Casio Group employees as the readers of our report and have been making efforts to make it clear and easy to understand for our readers. We also paid attention to the colors used in the report in consideration of readers who have trouble seeing certain hues. We would like to hear your opinions and comments about these.

With the announcement of the Charter of Creativity for Casio last year and the establishment of the CSR Operation Section on April 1 of this year, we celebrate the first year of our CSR activities in 2004.

In this report, a discussion between Mr. Mita, Chairman of the Sustainable Management Forum of Japan, and President Kashio was included [pp.5-8](#). What management described clearly in the discussion was our top commitment, i.e., Casio's policy of environmental management. We would like to ask you to read it through.

As for a Stakeholder Dialog to Read Sustainability Report [p.26](#), which was held for the first time this year using a draft of Sustainability Report 2004, it provided a



valuable opportunity for us to communicate with the Casio employees as stakeholders. We reflected as many comments as possible in the final report. As for the comments that were not reflected, we will utilize them for our activities as future challenges.

We would also be happy to receive your frank opinions and comments on this report. Your cooperation would be highly appreciated.

Lastly, we would like to extend a hearty thanks to all the people who provided information or helped us in creating this report.

Staff of the Sustainability Report Publication Committee,  
Casio Computer Co., Ltd.