

Environmental Aspects of Social Responsibility

In order to implement management that is of service to society and delight to customers, Casio Group is making environmental management efforts in accordance with the Charter of Creativity for Casio, placing fundamental importance on its management philosophy of “Creativity and Contribution.”

Management Philosophy



Means “Creativity and Contribution”

The Charter of Creativity for Casio

First Chapter
We will value creativity,
and ensure that our products meet universal needs.*

Second Chapter
We will strive to be of service to society,
providing customers with delight, happiness, and pleasure.

Third Chapter
We will back up our words and actions
with trustworthiness and integrity, and work as professionals.

Casio Common Commitment -A Promise from Everyone Working at Casio-

First Chapter : We will value creativity, and ensure that our products meet universal needs*.

1. We will strive to “ensure that our products meet universal needs” and this includes not only manufactured goods, but also services and support, and everything else that we do.
 - (1) We will accurately understand the universal desires of people all over the world. Our business is creating what people need and delivering satisfaction.
 - (2) We will look at things from a variety of perspectives, constantly seeking new insights, and avoid adhering to conventional ideas, fixed notions or thinking that is dependent on precedent.
 - (3) We will take the way of original thinking, never imitating others.
2. We will be idealistic in all of our work.
 - (1) We will go beyond conventional thinking to envision the ideal state of affairs.
 - (2) With this ideal as our goal, we will think and act creatively to discover the means of realizing it.
 - (3) We will remain idealistic at heart, constantly striving with intense determination to realize our vision.
3. We will carry out our work through to completion, with a strong determination to take on every challenge that comes our way.
 - (1) We will always set our sights high, and continue striving to accomplish what we have set out to do, without compromise.
 - (2) We will make bold and detailed plans for fulfilling our commitments, thinking rationally, without over-dependence on intuition or emotion.
 - (3) We will thoroughly analyze all results, whether successful or not, and make use of what we learn in taking on the next challenge.

Second Chapter : We will strive to be of service to society, providing customers with delight, happiness, and pleasure.

1. We will provide people with “limitless inspiration”.
 - (1) We will take a focused, customer-oriented stance, and consider everything from the customer’s point of view.
 - (2) We will be strongly conscious of the need to offer inspiration and delight transcending mere “satisfaction” to the customer, by providing products and services that dramatically exceed our customers’ expectations.
 - (3) We will always respect the actual opinions of customers, and contribute to society by adding new value in accordance with the wishes of customers.
2. We will share a “life of spiritual and material prosperity” with people.
 - (1) We will carefully consider the irreplaceable resources and environment of the earth, and conduct business activities with concern for the environment as a top priority.
 - (2) We will work to continue providing products and services that offer people a life of spiritual and material prosperity and provide convenience to the business world, always at a reasonable price.

- (3) We will contribute to the improvement of people’s lives by working in such a way that people recognize “the essence of Casio” in everything we do, making the most of our company’s unique core technologies and expertise.
3. We will foster relationships of “respect and trust”.
 - (1) We will share growth and development with all of our stakeholders, never simply prioritizing our own gain. We will always adopt a “give-and-take” approach, respecting others and appreciating their points of view.
 - (2) We will be sincere and transparent in disclosing information to the public, and address any issue that may arise rapidly and accurately.
 - (3) As Casio Group employees, we will value and exercise “respect and trust” toward one another, be sincere in our actions, and be justifiably proud of the Casio brand.

Third Chapter : We will back up our words and actions with trustworthiness and integrity, and work as professionals.

1. We will take complete responsibility for all of our words and actions in accordance with all laws and regulations.
 - (1) We will comply with every law and regulation, whether external or in-house, in all of our business activities.
 - (2) We will, as members of the Casio Group and vital participants in strengthening the Casio brand, take complete responsibility for all of our words and actions, being aware that we each represent the company and, as a citizen of our own community, also have a responsibility to society.
 - (3) We will distinguish between right and wrong in all matters, and act according to proper judgment and personal conscience.
2. We will each take responsibility for our results and success, according to our individual role.
 - (1) We will each obtain a clear understanding of our personal role and organizational mission, and perform our work accordingly.
 - (2) We will each always be responsible for our personal conduct, and will never abdicate our own responsibility or attempt to shift blame to another person.
 - (3) We will each genuinely accept the consequences of our own conduct, and use such experiences as lessons for further improvement.
3. We will strive daily to improve everything we do.
 - (1) We will do our best to improve ourselves, and will value self-reliance as we strive to improve the scope and level of our skills.
 - (2) We will always exercise critical thinking, asking ourselves questions such as “why?” and “what caused this?” in order to find ways to improve.
 - (3) We will not merely fulfill our own duties, but will also, as professionals, think about the good of the larger group and seek solutions for larger issues each day.

*To “ensure that our products meet universal needs” means to create innovative products that everyone needs but no other company has ever produced. At Casio, this is the mission not only of product development, but of every other part of the business.

Casio Code of Conduct

Rules that all Casio employees must comply with in our daily activities that stipulate respect for human rights, separation of personal affairs from business, environmental conservation, and social contribution.

Mechanism to Implement Environmental Management

Casio Environmental Charter

To conserve the global environment, Casio recognizes the importance of its corporate environmental responsibility across the operations of its entire group. Casio establishes basic policies and specific measures for contributing to world prosperity and human happiness from the broad perspective of international society, and endeavors to implement them.

Fundamental Environmental Policies

1. Casio group members shall comply with all environmental laws, agreements, and standards in Japan and overseas.
2. The Group shall establish voluntary “Casio Environmental Conservation Rules”^{**} based on consideration for the environment at all product stages of development, design, manufacture, distribution, repair services, and recovery/disposal. All Casio business divisions shall assume responsibility for their implementation, additionally auditing the degree of compliance and making continual improvements.
3. From the standpoint of corporate social responsibility, and as good corporate citizens, all Casio Group members shall apprehend the importance of global environmental conservation and try to heighten their awareness.
4. These policies shall apply to all Casio Group business divisions in Japan and overseas.

^{**} The Casio Environmental Conservation Rules are specific action programs for environmental conservation, set forth in the “Casio Voluntary Plan for the Environment (CVPE).”

Implementation of Environmental Management

Casio Voluntary Plan for the Environment (CVPE)

Environmental action guidelines for the Casio Group that set forth specific themes and measures to be implemented at each stage: development, design, manufacture, distribution, repair services, and recovery/disposal. (revised periodically)

Casio’s Environmental Action Plan

Policies of the quantitative targets or deadlines among the items stipulated by the CVPE.

Promotion of Casio’s Environmental Action Plan

Continual improvements through implementation, assessment, and review.

Charter of Creativity for Casio and Casio Environmental Charter

For every employee of the Casio Group to implement the “Creativity and Contribution” corporate creed, we established the Charter of Creativity for Casio on June 1, 2003, the anniversary of the foundation of Casio Computer, as a standard for each employee to judge things and take appropriate actions. Subsequently, in December of the same year, we disclosed the “Casio Common Commitment” that stipulate the concrete action standards that help employees understand and implement each chapter of the Charter. We also established the “Casio Code of Conduct,” with which all employees comply to act as sensible members of society and to contribute to society.

The Casio Environmental Charter was formulated in January 1993, together with the four Fundamental Environmental Policies. To implement concrete environmental conservation activities, we established “Casio Environmental Conservation Rules” as the Casio Voluntary Plan for the Environment (CVPE). In January 2004 the CVPE was revised for the 8th edition in

response to changing social circumstances and progress in our activities.

Based on these rules Casio established the Casio Group’s Environmental Action Plan “Clean & Green 21” Initiative that explicitly sets forth specific quantitative targets and implementation deadlines and clarifies the medium-term action plan for the entire Casio Group. Efforts are underway to achieve the target. The “Clean & Green 21” Initiative was revised for the 7th edition in June 2004. [p.13](#)

As described above, the Charter of Creativity for Casio clarifies the mechanism to implement environmental management, including social contributions, environmental conservation, information disclosure and communication with stakeholders, and is closely related to the Casio Environmental Charter.