

### Social Contribution Factory Tours for 10,000 People

Casio launched its "Factory Tours for 10,000 People" program in February 2004. The goal of the program is to provide a place for young people to discover that family ties, the power of science, and pursuing one's dreams are all important sources of strength for a meaningful life, and also to learn the importance of being considerate of others.



Factory tour

Young people discover the value of family ties by coming to see the place where their parents work. They also learn that there are close ties between households, schools, the local community, and companies. They learn about product construction by having the rare chance to see how advanced products are made, and actually trying simple product assembly themselves. Through a close-up look at the history of Casio products, they also learn the history of scientific and technological development behind the various devices they see every day. All this gives the young visitors a glimpse into the wonders of science. Inspiring presentations by Casio employees help the children to discover that they can realize their dreams through hard work and perseverance. Finally, by witnessing Casio environmental activities, they learn the importance of protecting the global environment. Casio's dream—the inspiration behind this factory tour program—is to provide opportunities for young people to make the discoveries that will help them become the leaders of the future.

Fiscal 2006, the second year of the program, brought advances to the program. The tours became a part of the career education promotion program for elementary and junior high school students sponsored by the Japanese government and the integrated study periods of school curriculums. The program was entitled, "Make a Proposal to Casio: Your Own Idea for a New Calculator," since calculators are one of Casio's main products. The

participants thought about the ideal calculator, and came up with ideas for new models. They then prepared the plans, and gave product concept presentations to Casio employees actually in charge of product planning. The students learned how hard it is to think up a new idea and then try and convince strangers of the merits of their product concepts.

Through this experience, they got a better idea of what it means to work, as well as the satisfaction and self-realization that work can bring. This new development has enabled Casio to further improve the content of the original Factory Tours for 10,000 People program.

Casio was thus able to provide educational opportunities in fiscal 2006 by bringing together the corporate, government, and scholastic realms. The Factory Tours for 10,000 People program has earned strong approval for Casio from both government and local communities.

In fiscal 2006, Kofu Casio Co., Ltd., invited six schools, or 278 students and teachers, to participate in factory tours. At the Eco-products 2005 exhibition



Classroom activity

held at the Tokyo International Exhibition Center (Tokyo Big Sight) in December 2005, the Casio booth offered a calculator assembly experience for elementary school students and presented information on the Factory Tours for 10,000 People program. During the three days of the event, 124 children participated in this activity, and Casio was able to expand its community outreach.

In fiscal 2007, Casio will further expand the scope of these activities to



Kofu Casio

interested schools in the Tokyo metropolitan area.

Casio is now actively pursuing opportunities to advance the Factory Tours for 10,000 People program throughout the group. Casio is holding briefings on the program for group companies under the theme of lifetime learning for local communities, and is working to raise employee awareness about lifetime learning.

Through joint initiatives with several companies, Casio is also pursuing plans to promote career skills training for local youth.

Japanese youth today are faced with a very different environment, given



Briefing at Casio group company

the declining birthrate, aging population, nuclear family lifestyle, and advance of information technology.

Today's changing society requires more youth development initiatives to secure a positive future. As a good corporate citizen, Casio sees youth development as a major component of its social contribution, and is working to develop new initiatives in this area.

The "resiliency for a meaningful life" advocated by Casio is based on three fundamental concepts: awareness (a proper understanding of today's society); integrity (sincere action based on that understanding); and responsibility (properly taking that action). Several education institutions in the Tokyo metropolitan area have expressed interest in participating in the program. Casio hopes that this program, by providing new sources of resiliency to youth, will contribute to the development and sustainability of the society of the future. The company is working on plans to keep expanding the program.

## Promoting ISO Activities for Kids

Participants in Casio's "Factory Tours for 10,000 People" program can see the steps the company is taking to recycle waste and save energy in its cafeterias. This gives young people a first-hand look at an operational site that practices environmental conservation. By making a comparison with the everyday environmental steps involving electricity, water and trash that children take at home or school, the tours are helping to promote awareness of global environmental concerns.

Casio is also participating in the Kid's ISO 14000 Program developed by the non-profit, non-governmental International Art and Technology Cooperation Organization (ArTech). Casio employees with instructor certification in the program are taking an active leadership role in environmental activities for children, based on ISO principles. Since fiscal 2005, these activities have included introducing various elementary schools to the Kids' ISO 14000 Program as part of the Factory Tours for 10,000 People program.

The Kids' ISO 14000 Program is an environmental education program carried out in Japan and around the world through UN agencies and the International Organization for Standardization (ISO). Based on the concept of children themselves discovering things that lead to more environmental awareness, the program

aims to develop youth with hope and confidence for the future. This is done by learning about environmental management and facilitating networking, which helps the children to acquire the resiliency they need to lead a meaningful life.

Casio recognizes the potential of the Kids' ISO 14000 Program—an effective, sustainable method for helping to preserve the global

environment—to have a multiplier effect within society. Casio is actively promoting the program. Further, since the program is effective in human development as well as environmental protection, Casio will also make it a part of its lifetime learning initiative. In the future, Casio intends to deploy certified employee instructors throughout Japan to extend the reach of the Kids' ISO 14000 Program.

### Otoguro Cherry Trees

There are currently 30 Otoguro cherry trees growing at the Kofu Casio site. These cherry trees produce beautiful blossoms every spring, giving wonder and joy to all that see them.

The Otoguro cherry grows along the banks of the Fuefuki River, which flows through Chuo-shi, Yamanashi, where Kofu Casio located. Spring blossoms and new leaves appear at the same time on this variety of cherry. With the unusually large white blossom of the Otoguro cherry, these trees are very special to the local people. In 1932 however, the banks of the river were reconstructed as a flood prevention measure, and the original trees were removed. Now, the people in this community have decided that they want to bring back their beloved Otoguro cherry. Efforts have been made to propagate and replant the species, using the few remaining descendants of the original trees.

Kofu Casio has also stepped in to help preserve the Otoguro cherry tree.

In spring 2004, the company planted 15 Otoguro cherries on its premises to help preserve these historically popular trees and to beautify the plant. In spring 2005, 15 more trees were planted.

These trees have become a symbol of the close ties between Casio and the local community. Casio is committed to providing more community support, through tree planting and other "greening" activities.



Otoguro cherry blossoms

### Key Person

## Providing a Place for Young People to Gain Resiliency for a Meaningful Life through Discovery and Wonder



**Tomoaki Furuya**  
General Affairs Department  
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While CSR management has gained prominence recently, we actually had an opportunity to think about corporate social contribution several years ago within our company.

We were discussing ways to help children become the leaders of tomorrow by using the operations of the plant, and to strengthen ties with the local community. These desires led to the creation of the "Factory Tours for 10,000 People" program.

When children visit our plant and have a different experience from the classroom, they discover and appreciate things such as family ties, the wonder of science, the power of pursuing one's dreams, consideration for others, and the importance of protecting the global environment. The factory tours are filled with carefully planned activities in order to leave a lasting impression on the students.

These factory tours would not be possible without the support of many people. Despite their busy schedules, all of our employees have worked hard to help out. In the process, the deeper ties have been fostered among our staff. We have all gained a sense of fulfillment and wonder by watching the children learn.

We are now in the third year of this program, and we have received inquiries from various customers. Even activities stemming from a small project such as this can grow into something that tells the world what Casio is all about.

We hope to keep providing these tours to better contribute to society.