

The Corporate Creed and Casio's Social Responsibility

Since Casio's inauguration in 1957, its unchanging corporate creed has been "Creativity and Contribution," shown at right in Japanese. To ensure that all employees fully embrace the corporate creed and always put it into practice, Casio has established the Charter of Creativity for Casio and Casio Common Commitment, highlights of which are shown below.

The Charter of Creativity for Casio and 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.
2. We will be idealistic in all of our work.
3. We will carry our work through to completion, with a strong determination to take on every challenge that comes our way.

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."
2. We will share a "life of spiritual and material prosperity" with people.
3. We will foster relationships of "respect and trust."

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.
2. We will each take responsibility for our results and success, according to our individual role.
3. We will strive daily to improve everything we do.

* 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.

The First Chapter discusses creating products that meet universal needs, or in other words, products that everyone needs but no one makes yet. It also challenges Casio to be idealistic and expresses the determination to go beyond conventional thinking to achieve those ideals. This chapter commits everyone at Casio to an unwavering will to overcome every challenge.

The Second Chapter calls for consistently seeing things from the customer's perspective, and providing products and services that exceed the customer's expectations. It includes consideration of irreplaceable natural resources and the environment, and efforts to reduce environmental impact. Further, this chapter expresses an attitude of sharing, calling for mutual understanding and respect for all of Casio's stakeholders as we prosper together.

Finally, the Third Chapter calls for undertaking business activities in good faith and in compliance with regulations and laws. It covers the need to take personal responsibility, making use of past experience in future tasks, while striving to make improvements from the point of view of overall optimization.

Corporate social responsibility (CSR) is said to be a matter of a company fulfilling its responsibility to all of its

stakeholders in all important economic, environmental and social respects. Thus considered, it is clear that the Charter of Creativity for Casio and Casio Common Commitment already encapsulate the key concepts of CSR.

In other words, when Casio employees put the Charter of Creativity for Casio and Casio Common Commitment into practice in their daily work, they are by definition helping the company to fulfill its CSR. Or to put it another way, Casio's social responsibility in essence consists of this—Casio employees observing the Charter of Creativity for Casio and Casio Common Commitment as they realize the corporate creed through their business activities.

The directors and department heads sign the Charter of Creativity for Casio and Casio Common Commitment every year as their pledge to abide by it. In addition, all employees sign a card showing the Charter and Commitment, and carry it at all times.

In order to familiarize employees further with the company's core values, there is also a section on the company intranet entitled Casio Style, where the thinking of the company's founders on the company creed is presented in a serial format.

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