

# Social Contribution Initiatives

## Casio's Philosophy on Social Contribution

The five priority themes of Casio's social contribution initiatives are outlined in the figure on the right. By making the most of its proprietary know-how and management resources as well as the wide range of knowledge and experience possessed by its employees, Casio fulfills its social responsibilities in its own unique way.

Acting upon the principles set forth in the Charter of Creativity for Casio and Casio Common Commitment, the company seeks to win trust by fulfilling its responsibilities in an innovative, visionary way. As an essential part of this process, Casio communicates with all types of stakeholders, asking what Casio, as a good corporate citizen, can do for local communities and the world.



## Education of the Next Generation

Casio operates its own educational programs to fulfill its responsibility to educate the leaders of the future.

### Elementary Students Visit the Hachioji R&D Center

Casio Computer Co., Ltd., launched a new educational program at its Hachioji R&D Center in August 2007, and the center has begun hosting visits by groups of elementary school students and sending its staff to schools to give lectures.

This program is a revised version of an activity that first got underway in 2004 when Kofu Casio launched the "Factory Tours for 10,000 People" program. So far, the Hachioji R&D Center has provided educational opportunities to students from 3 schools in Hokkaido and 17 schools in the Tokyo area.

The program is anchored around an effort to teach three core concepts: "the power of connectedness," "the power of creative activity," and "emotional growth."

The idea of the power of connectedness focuses on the fact that no one lives in isolation, and stresses the importance of caring about others. Staff recount personal experiences to illustrate the point, and students also learn by observing how work is performed at the company.

The idea of the power of creative activity is all about the nearly unlimited ability human beings have to create new things. The point is driven home by a presentation on the history of Casio. Students learn how to assemble calculators, which they then use to carry out actual calculations, thus experiencing the joy of building something they can use practically in everyday life.

Finally, the theme of emotional growth focuses on environmental education. Students are encouraged to appreciate the wonder of nature and life, and to value these blessings more deeply.

The Hachioji R&D Center is the most environmentally advanced site within the Casio Group. Students can get a feel for



Students on a tour of the Hachioji R&D Center, learning about the high-efficiency heat storage tank

what Casio is doing to reduce the environmental impact of its activities just by observing the facilities at the center.

Students also learn about various things they can do in the home for the sake of environmental preservation—e.g.,

adjusting the air conditioner, re-using your own bags when shopping, unplugging electrical appliances when not in use—and how much they can contribute to the reduction of CO<sub>2</sub> emissions by doing so.

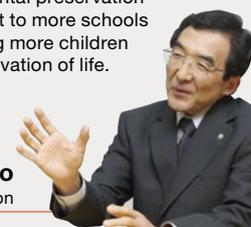
Casio receives written comments from students about their experiences in the program, and the common message is that everyone enjoys the pleasure of creating things, and all leave with a stronger interest in finding out what they can do at home for the environment.



Casio lecturer giving a talk at Kodaira Elementary School

Responding to the requests of educators, Casio began holding lectures at schools in 2007. It is not easy to impress upon children the precious value of life. We try to make everything easy to understand by offering a thoughtful selection of teaching materials, lively hands-on exhibits, and numerical data on environmental preservation topics. The program will reach out to more schools in the future in the hope of helping more children to be concerned about the preservation of life.

**Hisashi Wakao**  
CSR Operations Section



**Factory Tours for 10,000 People**  
 Providing a place for children to gain inspiration for a meaningful life

Casio launched the "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 three important sources of inspiration for a meaningful life.

Children discover the value of family ties by coming to see the place where their parents work, while also learning about the ties that bind together their entire society. They learn about product construction and function by actually trying simple product assembly themselves. This gives the young visitors a glimpse into the wonders of science. And with the helpful explanations and commentary of enthusiastic employees, they discover that they can realize their dreams through hard work and perseverance. The program is an outstanding way for Casio to help educate the leaders of the future.

In fiscal 2008, Kofu Casio invited five schools (213 students and teachers) to participate in factory tours. Moreover, at the Eco-products 2007 exhibition held in Tokyo, the Casio booth offered a calculator assembly experience for elementary school students. During the three days of the event, about 150 children participated in this activity. Casio is pleased at the growth of this program.



Calculator assembly

**Children's Summer Vacation Science Course**

The North Eight Hachioji Area Labor Union, which belongs to the Hachioji Branch of the Casio Labor Union, began offering a Children's Summer Vacation Science Course in 2005. The course was established to foster their interest in the natural sciences, and represents a response to social concerns that children may be losing their interest in such subjects.

On July 28, 2007, the Hachioji R&D Center set up a classroom, and members of the Casio Labor Union executive committee volunteered their time to teach children and handle various administrative and security tasks.

A total of 50 students (including the children of North Eight members and kids from Hachioji City No. 8 Elementary School) took part in the course. By making kalimbas (an African musical instrument that uses metal keys of varying lengths to produce different notes), students learned how sounds are generated and pitch is changed.

Adjusting pitch was quite a struggle for the students, but successful completion of the task made them very happy. They were also keenly interested to hear about how keys of different lengths produce sounds of higher or lower pitch.

Courses will continue to be held in the future, and hopefully will prove beneficial to the children.



In the classroom

**Kids' ISO 14000 Program in New York**

The trial phase of the Kids' ISO 14000 program\* was launched in New York in September 2007. It began with lectures given to 450 sixth-grade students in Manhattan, Queens, and Brooklyn schools. The lectures were then followed up with site checks over a week-long period at students' homes to see how much electricity and water were being consumed. Following the site checks, resource conservation targets were set for each household, and the students took on the challenge of achieving the proposed targets. Results of the activity showed that children who were not originally concerned about the environment not only came to understand the importance of environmental preservation, but also became leaders within their families in this area.

At an awards ceremony in February 2008, Casio America Chairman and CEO Hideaki Terada was awarded an eco-instructor certificate, becoming the first corporate representative to receive this honor.

Casio America has been a proud sponsor of this program since its origin, and will continue to provide support.

\*Kids' ISO 14000 was established by the International Art and Technology Cooperation Organization (ArTech). It is a program designed to educate children about environmental issues. It also encourages them to approach the future with a spirit of hope and innovation, by helping each one of them to improve their ability to resolve problems and pursue a meaningful life.



Award ceremony

**Casio Establishes Fellowship Fund for Chinese Universities**

With the Olympics approaching, China has been working hard to engage the international community. As a result, the need for people with proficiency in Japanese and other foreign languages has increased considerably.

Casio (Shanghai) has witnessed a great deal of support from local educators there for its efforts to expand the usage of electronic dictionaries. In gratitude for this support, and in order to help develop foreign language education in China, the Casio Education Fellowship has been established.

The Fellowship was set up at Peking University in 2005, at Fudan University, Shanghai International Studies University, and East China University of Political Science and Law in 2006, and at Beijing Foreign Studies University and Tianjin Foreign Languages University in 2007. The Fellowship offers tuition assistance and research grants to teachers at each of these universities.

In addition, in cooperation with Beijing Foreign Studies University, the Fellowship will also begin providing grants to students at 17 key foreign language high schools in China. Casio will provide the Fellowship with funding totaling RMB 6 million.



Signing ceremony

## Study and Research

Through the activities of the Casio Science Promotion Foundation, Casio supports efforts to develop the leading-edge technologies that are essential to social development.

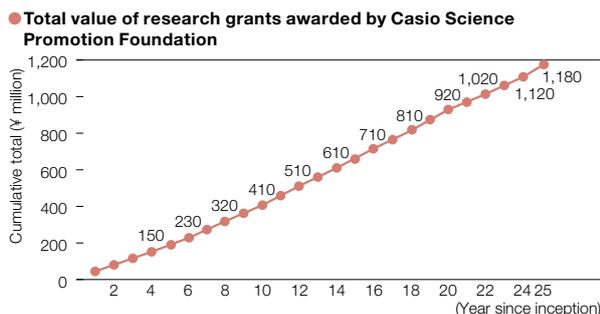
### Activities of the Casio Science Promotion Foundation

The Casio Science Promotion Foundation was established in 1982 by the four Kashio brothers, and the late former chairman, Shigeru Kashio. The foundation's main focus is on assisting cutting-edge, creative research in the early stages conducted by younger researchers. Every year, assistance is given to approximately 40 projects. In addition, approximately 10 grants are awarded to send Japanese researchers abroad and 10 more to host research meetings.

In fiscal 2008, 49 research projects received grants, totaling ¥54.35 million. The recipients included Associate Professor Shintaro Ito of Nagoya University, Associate Professor Daichi Nozaki of Tokyo University, and Associate Professor Keiichi Yoshimoto of Kyushu University.

The grants were awarded to the recipients at the 25th presentation ceremony held on December 7, 2007.

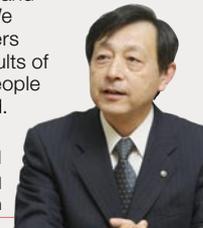
The foundation has awarded 929 grants since its inception, totaling ¥1.176 billion.



### Message from the Foundation

With all the reforms of public interest organizations in recent years, the environment in which assistance foundations operate is changing.

In addition to the 21 basic categories in which our foundation grants assistance, we also create special categories so we can respond flexibly and quickly to the needs of researchers. We hold conferences where the researchers we have sponsored announce the results of their research, and we work to help people understand how our grants are utilized.



**Tomohiro Shimizu**

Secretary General  
Casio Science Promotion Foundation

### Message from a Grant Recipient

The building of databases and development of quantitative analytical methods have brought a great deal of innovation to the social sciences. However, because this is a brand new approach that uses the methods of engineering to solve the problems of social science, it is not at all easy to get people to recognize the significance of such research. I thank Casio for its support, and urge it to continue supporting new fields of research in the social sciences.



**Naohiro Shichijo, Ph.D.**

Associate Professor  
Interfaculty Initiative in Information Studies  
The University of Tokyo

>>> Web Website of the Casio Science Promotion Foundation (in Japanese)  
<http://www.casio.co.jp/company/zaidan/>

## Environmental Preservation

Casio cooperates with non-profits and environmental groups to preserve our irreplaceable global environment.

### Supporting the Dolphin & Whale Eco-Research Network Project

Casio lent its support in 2007 to the Seventh Dolphin & Whale Eco-Research Network project, led by the International Cetacean Education Research Center (ICERC) of Japan, by launching special G-SHOCK and Baby-G models. The band and back of each case bear the phrase "All As One," and a leaflet introducing the activities of ICERC Japan is given to the buyer. The packing materials for both watches include paper recycled from Casio operations. The G-SHOCK models also feature Tough Solar technology that minimizes the problem of waste batteries. Part of the proceeds from sales of these models goes to ICERC Japan.



Dolphin & Whale  
Eco-Research Network  
watches

### Courses on the Environment for Community Residents

The Association for the Promotion of Environmental Learning and Recycling, a group based in Hachioji City, hired the Hachioji R&D Center to teach a course entitled "Energy-saving Equipment in Office Buildings" in June and November of 2007. The course was attended by employees of local firms, area residents, and officials from the city government's Environmental Policy Department, who learned about energy-efficient equipment and energy saving measures, and took tours to observe the energy-efficient equipment in operation at the center. Participants had high praise for the course, commenting that every single employee keenly understood the importance of environmental preservation, and noting that good results have been achieved through relatively straightforward activities.



Course participants  
observe natural ventilation  
system

## Community Service

As a responsible corporate citizen, Casio takes part in local activities and interacts with each of the communities that are home to its business sites.

### Casio Sponsors Cherry Marathon

Yamagata Casio has been sponsoring the Cherry Marathon since 2004, when the employees there decided, "Let's make a contribution in Higashine City and become a truly valued member of the local community."

Yamagata Casio was one of sponsors that year, but since the 4th Cherry Marathon in 2005, staff have also participated as volunteers and runners, in order to more actively contribute to the event. The company also puts together a pep squad to cheer on not only the Casio runners but everyone else.

As the sponsorship enters its fifth year, Casio Yamagata stands ready to do its small part to ensure its success and build up strong relationships of cooperation and trust with the local community.



Marathon runners take off at the gun

## Culture and Arts

By sponsoring cultural facilities and orchestras, Casio brings happiness and enjoyment to many, and also helps to ensure that culture and the arts will continue to be passed on to new generations.

### Casio Sponsors Soong Ching Ling Foundation Keyboard Contest

The Soong Ching Ling Foundation was established in 1982 in memory of Soong Ching Ling, wife of Sun Yat-sen, to provide assistance to underprivileged children in China. As a supporter of the foundation's aims, Casio sponsored the foundation's very first National Children's Keyboard Contest in 1986, and has continued to do so for over 20 years now. Casio provides administrative support for the contests, and is highly regarded by government agencies in China for its contributions to the culture of music in that country. Chinese President Hu Jintao has emphasized the importance of children's moral education as part of the "scientific outlook on development" that he champions, and the keyboard contests sponsored by Casio represent a specific attempt to carry it out. As such, it has been widely praised.



Keyboard contest

## Other Areas

In addition to the five priority themes discussed so far, Casio does many other things to fulfill its commitments as a good corporate citizen.

### Sponsorship of Pink Ribbon Campaign

A campaign to fight breast cancer gained momentum in the United States in the 1980s, and has come to be symbolized by a pink ribbon.

To support the campaign, Casio America has joined hands with the National Breast Cancer Foundation (NBCF) in launching a new digital camera, the EXILIM EX-Z75 Pink Ribbon. The body of the camera is pink, a pink ribbon is embossed on the case, and the strap looks like a pink ribbon. The camera went on the market in October 2007, and part of the proceeds from sales goes to the Breast Cancer Research Foundation via the NBCF.



The EXILIM EX-Z75 Pink Ribbon camera

## Awards and Commendations

### Casio receives Monodzukuri Nippon Grand Award

In August 2007, Yamagata Casio received the Prize for Outstanding Performance in the Manufacturing and Production Process Category of the 2nd Prime Minister's Monodzukuri Nippon Grand Awards for the development of a blueprint-free production system that makes use of a digital network for plastic molding and precise metal mold processes in the Mold Making & Molding Division.



Monodzukuri Nippon Grand Award ceremony

### Casio Receives Award for Excellence in Energy Management

Among the Awards for Excellence in Factory Energy Management in 2007 that were handed out by Japan's Ministry of Economy, Trade and Industry in February 2008, the Hatsudai headquarters of Casio Computer Co., Ltd., received a Kanto Bureau of Economy, Trade and Industry Director's Award for its outstanding performance in switching to energy-efficient equipment, having lights turned off around the office, and implementing the Ministry of the Environment's Cool and Warm Biz Campaigns.



Award ceremony

>>> Ref. p6. Major Social Contribution Initiatives in Fiscal 2008