

# Casio's Corporate Creed and Approach to CSR



Corporate Creed

Determined to fulfill its corporate social responsibility (CSR), Casio realizes its corporate creed of "Creativity and Contribution" by ensuring that all employees, in the course of their daily work, implement the Charter of Creativity for Casio and Casio Common Commitment.

The concept of CSR began catching on like wildfire in Japan in about 2003. It calls upon enterprises to demonstrate responsibility to their stakeholders on a comprehensive range of issues, including the economy, the environment, and society.

Casio has abided by its corporate creed of "Creativity and Contribution" ever since the company's founding in 1957. "Creativity and Contribution" expresses the company's commitment to bringing entirely new types of value to the world by creating things that have never existed before, thereby enriching people's lives and contributing to society. Ever since the beginning over half a century ago, in other words, Casio has explicitly sought to make a social contribution through its business activities.

In 2003, Casio adopted the Charter of Creativity for Casio and Casio Common Commitment, a promise from everyone working at Casio. The Charter and Commitment are designed to ensure that Casio employees will be aware of the corporate creed at all times, and act upon it.

The First Chapter of the Charter discusses creating innovative products and the human attitudes needed to achieve this. The Second Chapter recommits Casio to contributing to society through its business, and growing along with all stakeholders. Finally, the Third Chapter calls for social responsibility in every aspect of one's job. All three chapters contain essential principles which apply to the three key aspects of CSR—economy, environment, and society.

## Charter of Creativity for Casio and Casio Common Commitment

—A Promise from Everyone Working at Casio—

	Three aspect of CSR			Compliance
	Economy	Environment	Society	
<b>First Chapter</b> <b>We will value creativity, and ensure that our products meet universal needs*.</b> 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.	●			
<b>Second Chapter</b> <b>We will strive to be of service to society, providing customers with delight, happiness, and pleasure.</b> 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."	●	●	●	
<b>Third Chapter</b> <b>We will back up our words and actions with trustworthiness and integrity, and work as professionals.</b> 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 directors and department heads sign the Charter of Creativity for Casio and Casio Common Commitment every year, and together recite a pledge to abide by the Charter and Commitment and familiarize their subordinates with it.

There is also a site on the company intranet entitled CASIO World which includes messages about the corporate creed and the Charter and Commitment from the four brothers who founded the company, along with other simple, compelling stories presented once every other month. This helps all group employees to better understand and identify with Casio's essential character.

In August 2008, Casio conducted a comprehensive questionnaire survey to learn what group employees in Japan think about the Charter of Creativity for Casio and Casio Common Commitment, the Casio Group Code of Conduct, and the Whistleblower Hotline. The results were analyzed to determine how strongly employees identify with Casio's ideals, and the company is now identifying areas where improvement is needed. The findings will help to determine next steps.



CASIO World intranet site

# Casio's Business Activities

Casio's business creates new value because every organization, each with its own function, exercises creative and technological skills. Simply put, each group focuses on going from "0" to "1" in its own area of responsibility, with each step in the process linked seamlessly to the next. This section highlights Casio's value creation and environmental and social efforts in every phase of the business process.

