

# Social Contribution Initiatives

Striving to be a model corporate citizen, Casio makes the most of its unique know-how and management resources to fulfill its various social responsibilities.

## Philosophy on Social Contribution

Aiming to help create a healthy, generous society, Casio is earnestly engaged in a variety of social contribution initiatives. Casio takes good corporate citizenship literally, so its process for determining the most useful things to do is guided by communication with various stakeholders. The five priority themes of Casio's social contribution initiatives are outlined in the figure below. Leveraging its unique 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 innovative way.



## Activities of the Casio Science Promotion Foundation

### About the Foundation

The Casio Science Promotion Foundation was established in 1982 by the four Kashio brothers and the former chairman, Shigeru Kashio.

The Foundation provides research grants with the principle aim of fostering pioneering and creative research in the early stages by young researchers who are persevering in challenging research with limited funding. This is based on the philosophy that advanced R&D should be promoted in various fields, in order to fulfill the Foundation's mission of helping Japan contribute to the world as a nation of advanced technology. The Foundation provides grants in a wide range of scientific fields—from electronic and mechanical engineering, to natural sciences related to health, to energy saving—as well as in the cultural sciences including human resources development and human behavior.

Over the last 26 years, the Foundation has provided a total of about ¥1.229 billion in 972 grants.



The 26<sup>th</sup> grant presentation ceremony (fiscal 2009)

For more details visit the website below.  
Casio Science Promotion Foundation

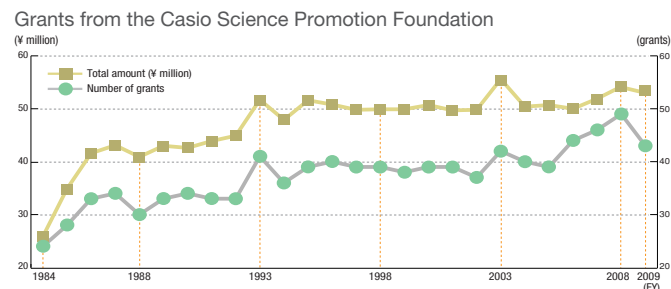
URL <http://www.casio.co.jp/company/zaidan/> (in Japanese)

## Grants in Fiscal 2009

In addition to its 21 basic categories in 5 fields, in fiscal 2009 the Foundation has established 3 special topics considered to be important based on recent social trends: miniaturization and energy-saving technology; electronic devices for the maintenance and improvement of health; and human intellectual progress in an IT society.

After asking 118 universities to submit research topic proposals, the Foundation received the highest number of applications to date: 185 proposals from 69 universities. The large number of proposals on health-related topics was an indicator of the current needs of society.

After a rigorous selection process, ¥46 million (38 grants) was awarded in the natural sciences, and ¥7 million (5 grants) was awarded in the cultural sciences. About half the grant recipients are in their thirties, and many young researchers representing the promise of the next generation attended the grant presentation ceremony held in December 2008.



### Message from the Foundation

In recent years, there has been a rapid increase in the need for research grants, and in fiscal 2009 we received four times the anticipated number of applications. In order to properly meet this need, we have been working to provide research grants in a fair and impartial manner by improving our review and selection system. In coming years, we will keep striving to choose specific research themes that meet the changing needs of society.



**Tomohiro Shimizu**  
Secretary General, Casio Science Promotion Foundation

### Message from a Grant Recipient

#### Topic: Research on the potential for supporting the transmission of embodied expertise using information technology

In order to realize the latent potential of technology, not only a natural science or engineering perspective is essential, but also a social science viewpoint which clarifies how technology is understood in society, and how society will end up using it. Accordingly, it is necessary to continuously accumulate knowledge through steady fieldwork, without being influenced by short-term trends. I am deeply grateful to have received a grant in this field.



**Yoko Takeda**  
Professor, Graduate School of Environment and Information Sciences  
Yokohama National University

## Activities to Help Nurture the Next Generation

In August 2007, Casio Computer Co., Ltd., developed its own educational program for elementary school students in Japan, and has been visiting schools and welcoming students on tours of its facilities.

The aim of the school-visit program is to raise the awareness of children concerning the three social issues of the environment, poverty, and human rights, through studies focused on the three keywords of "connectedness," "creativity," and "emotional growth." The content relating to "connectedness" involves considering ties with family members, teachers and friends, while the "creativity" content covers the limitless power of humans to create things. The "emotional growth" portion helps the children to appreciate the importance of nature and of life, and to be aware that no one can live without their support. At the same time, the program is designed so that the children become aware of many real-life challenges relating to the three issues of environmental protection, poverty, and human rights.

The aim of the program for student visits to Casio involves raising their awareness of global environmental protection. Through tours of the Hachioji R&D Center, the most cutting-edge environmentally friendly facility in the Casio group, the children learn about everyday environmental activities such as corporate energy-saving activities as well as trash sorting.

In fiscal 2009, Casio provided educational activities for a total of 759 students. Casio aims to keep contributing to the broader society through this program, which benefits from the understanding and support of many people.



Casio instructor visits a school



Students tour a Casio facility

## Factory Tours for 10,000 People

Kofu Casio has been running a "Factory Tours for 10,000 People" program since 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 get a rare opportunity to see cutting-edge product creation, and 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. Also, by listening to enthusiastic employees, they discover that they can realize their dreams through hard work and perseverance. Kofu Casio believes it can help educate the leaders of the future, by providing these opportunities for discovery to children.

The company welcomed 10 schools in fiscal 2009, and a total of 303 students and teachers toured the factory. The total number of visitors since the start of the program is now 1,225.



Calculator assembly class

### Message from a Casio Instructor

#### Classes by a G-SHOCK Developer

In summer 2008, I participated in the Social Studies for High School Students program sponsored by Nikkei Inc. Since Casio Computer Co., Ltd., was one of the participating companies at the event, I taught a class called, "Breaking Away from Convention and Never Giving Up: The G-SHOCK Development Story." Based on requests from teachers who saw my class, I began taking my class to their schools.

I wanted to convey three aspects of my job: the wonderful feeling of accomplishment, the importance of working hard, and never giving up. Although I was unsure if I could reach the students with my message, I was glad to see their shining eyes and get their full attention. It was their reaction to my class that gave me so much energy. I was so delighted to find out that many students were inspired to try and achieve their goals. Although my time with students was short, I hope these classes will be an investment in the future.



**Kikuo Ibe**  
Timepiece Division



### Supporting a Japanese Thesis Contest in China

Casio (Shanghai) Co., Ltd., provided support for the first graduation thesis contest for Chinese graduate students in the field of Japanese-language studies. The contest was sponsored by the Japan Association of Chinese Language Education, the Guidance Committee for Higher Education at China's Ministry of Education, and the Beijing Center for Japanese Studies.

In recent years, there has been an increase in the number of people studying Japanese in China, and there is an urgent need to quickly train Japanese instructors. As a manufacturer of electronic dictionaries, Casio is actively supporting this effort, and held its first thesis contest, called the Casio Cup.

The award ceremony was held on October 25, 2008, at the Beijing Center for Japanese Studies of Beijing Foreign Studies University. Of the numerous entries submitted from 29 graduate schools, 33 were selected as outstanding theses. The contest will be held every year, as Casio (Shanghai) works to increase its contribution to the field of education in China.



Award ceremony

### Participating in the Eco Internship Program of Japan's Ministry of the Environment

As a first-time participant in the Ministry of Environment's Eco Internship Program, Casio Computer Co., Ltd., welcomed two university interns for two weeks from September 1 to 12, 2008. The Eco Internship Program aims to develop the next generation of human resources with a high level of environmental awareness, by allowing undergraduate and graduate students to experience environmental management work at companies. Along with deepening understanding of corporate environmental measures, the program provides opportunities for students to consider what they can do as members of the workforce to actually address environmental issues, and what society needs to do in order to resolve these issues.

During their internships, the students gathered and analyzed environmental impact data for each Casio site at the Environment Center of Casio Computer Co., Ltd., and carried out product lifecycle assessments. In addition, the students were exposed to various experiences, including a tour of environmental efforts at the Hachioji R&D Center, which received an AAA rating, the highest available, in the fiscal 2007 interim report of the Tokyo CO<sub>2</sub> Emission Reduction Program, as well as the Ome Office of Casio Micronics Co., Ltd.



Intern training

### Casio America Supports the Kids' Toyako Summit

Ahead of the Toyako G8 Summit held in Hokkaido in July 2008, a Kids' Toyako Summit was held on June 16 and 19, 2008, sponsored by the International Art and Technology Cooperation Organization. Casio America, Inc., provided support for the program, and the company's video conference room was used as the venue for the New York event. The Kids' Toyako Summit was planned as a way to send a message to the world, by establishing a forum for kids to discuss global environmental issues via video conference. The young participants were from countries around the world involved in the Kids' ISO 14000 program. As a supporter of the Kids' ISO 14000 program in the US, Casio America has been involved in the event since 2007.

Children from the US, Japan, and Kuwait participated in the summit, discussed their own environmental protection activities and future activity proposals, and made an appeal to the G8 leaders. The Kids' Summit content was compiled into a proposal report and sent to the leaders attending the G8 summit.



Using the conference room at Casio America

\* Kids' ISO 14000 program 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.

### Relief Efforts for Disaster Victims

When a major natural disaster strikes, Casio provides relief to disaster victims, as well as support for rapid post-disaster reconstruction.

Fiscal 2009 initiatives

- May: Contributed ¥11.1 million to a relief fund for victims of the major earthquake in Sichuan, China
- May: Contributed ¥3 million to a fund for the victims of Cyclone Nargis in Myanmar
- July: Contributed ¥2 million to a fund for the victims of the Iwate-Miyagi Nairiku Earthquake in Japan

### Casio Receives Award for Excellence in Energy Management

The Hachioji R&D Center of Casio Computer Co., Ltd., has been promoting initiatives that go beyond relying on the energy-saving design and construction of its building to create further energy savings by eliminating unnecessary lighting and improving the operation of air conditioning equipment. In recognition of these efforts, in February 2009, the Hachioji R&D Center received a Kanto Bureau of Economy, Trade and Industry Director's Award, as part of the Awards for Excellence in Factory Energy Management in 2008 given by Japan's Ministry of Economy, Trade and Industry.



Award Ceremony

### List of Other Major Social Contribution Initiatives and Donations in Fiscal 2009

#### Social contribution initiatives

Category	Theme	Details	Implementing organization
Education	ClassPad experimental classes as part of Super Science High School	As a special class at the Hitachi 1st Senior High School in Ibaraki prefecture, experimental classes were held using the ClassPad Super Graph scientific calculator.	Casio Computer Co., Ltd.
	Sending Casio designers to teach in university classrooms	Sent a GUI designer to Musashino Art University as an information design instructor. The designer also reviewed the work of students.	Casio Computer Co., Ltd.
	Lectures at universities	Gave lectures at Yamagata University about advanced technologies for plastic molding.	Yamagata Casio Co., Ltd.
	Student training as part of university courses	Provided 3 months of practical training to 13 Thai university students in work relating to their majors, consistent with their university classes. Received an award for "providing good support and giving learning opportunities to vocational students in the southern province."	Casio (Thailand) Co., Ltd.
	Welcoming university student interns	Provided vocational training to 14 university students.	Kochi Casio Co., Ltd.
	Internship participation	Hosted 2 university students and gave them 2 weeks of on-the-job training.	Casio Information Systems Co., Ltd. and others
Environment	Educational activities at the Casio World Open Golf Tournament	1) Invited local elementary school students to the competition. Gave them a tour of the event as part of an extra-curricular learning program, let them experience the game of Snag Golf, and gave them a tour of the broadcasting center. 2) Tour golfers gave the students golf lessons.	Casio Computer Co., Ltd.
	Setting up a Kids' ISO 14000 booth at Japan Day	Casio America set up a booth for the Kids' ISO 14000 program at the Japan Day event held in Manhattan, New York. The booth planning, construction, and operation was all carried out by Casio employees, and it enlightened visitors about the Kids' ISO 14000 program and the importance of environmental protection.	Casio America, Inc.
	Participation in tree-planting activities	In order to help beautify the urban environment in Shenzhen, China, 35 Casio employees participated in a tree-planting event sponsored by the Shenzhen Greening Fund, and planted 50 trees.	Casio Electronic (Shenzhen) Co., Ltd.
	Participation in Lights Out Campaign	The Japanese Ministry of the Environment sponsored a CO <sub>2</sub> Reduction Lights Out Campaign on June 21 and July 7, 2008. On these 2 days, 8 Casio Group companies participated in activities to turn off unnecessary lights. By saving 1,495 kWh of electricity, the total CO <sub>2</sub> reduction effect of this effort was about 565 kg of CO <sub>2</sub> .	Casio Group
	Promoting Ecocap activities	Casio Techno, Casio Information Systems, Casio Business Service, and Seiyo Electronics joined an Ecocap campaign carried out by the NPO Ecocap Movement.	Casio Group
	Participation in Kokubu River grass burning	As a contribution to the local community, 34 employees took part in the clean-up (grass burning) along the Kokubu River.	Kochi Casio Co., Ltd.
	Participation in the Saitama Global Warming Prevention Winter Campaign	A total of 198 employees and family members participated in this winter energy-saving initiative by keeping their homes at 20 °C, wearing warm clothing, and turning off unneeded lights and electrical appliances.	Casio Electronic Manufacturing Co., Ltd.
Cleanup Day	Cleanup performed along the streets around company sites. About 60 employees participated twice during the year.	Kofu Casio Co., Ltd.	
Other	Participation in blood donation drive	A total of 615 people at Casio Computer Co., Ltd., donated blood twice during the year. At Kofu Casio and Kochi Casio 96 and 53 employees, respectively, gave blood twice, while 78 employees at Casio Hitachi Mobile donated blood once during the year.	Casio Group
	Subcontracting of product disassembly and unpacking to workshops employing people with disabilities	Consigned work to workshops for people with disabilities. The work involved disassembly, unpacking, and sorting of disposed products, accessories and sales promotion materials. This contributed to the local community by helping people with disabilities to become independent.	Casio Business Service Co., Ltd.

#### Donations

Category	Project title	Donation recipient	Implementing organization
Education	Support for the International University of Japan	International University of Japan	Casio Computer Co., Ltd.
	Support for the Nikkei Education Challenge 2008	Nikkei, Inc.	Casio Computer Co., Ltd.
	Support for the Cambodia Student Chorus Promotion Project, and donated projectors	NPO Japan Team of Young Human Power (JHP)	Casio Information Systems Co., Ltd.
	Donations to the Costco Scholarship Fund	Costco Scholarship Fund	Casio America, Inc.
	Education assistance to elementary school children through Office Max ACTS	Office Max ACTS	Casio America, Inc.
	Support for the 2nd Junior High School English Reading Comprehension Contest	Shanghai Foreign Language Education Press	Casio (Shanghai) Co., Ltd.
	Established the Casio Education Fellowship	Peking University, Beijing Foreign Language Studies University, Tianjin Foreign Languages University, Shanghai International Studies University, East China University of Political Science and Law, and Tongji University, etc.	Casio (Shanghai) Co., Ltd.
Environment	Donated electronic musical instruments to help create music classrooms at local elementary schools	Yaan, Sichuan, China	Casio (Shanghai) Co., Ltd.
	Support for the International Art & Technology Cooperation Organization (ArTech)	International Art & Technology Cooperation Organization (ArTech) (NGO)	Casio Computer Co., Ltd.
	Donation to Keidanren Nature Conservation Fund	Keidanren Nature Conservation Fund	Casio Computer Co., Ltd.
	Support for the "Think the Earth Project"	Think the Earth Project (NPO)	Casio Computer Co., Ltd.
Academics and research	Support for WWF Japan (World Wide Fund for Nature Japan)	WWF Japan (NGO)	Casio Computer Co., Ltd.
	Donation to the Japan Industrial Waste Management Foundation	Japan Industrial Waste Management Foundation	Casio Computer Co., Ltd.
Culture and arts	Donation to IHES Japan Fund	Institut des Hautes Études Scientifiques (IHES) Japan Fund	Casio Computer Co., Ltd.
	Support for the NHK Symphony Orchestra	NHK Symphony Orchestra	Casio Computer Co., Ltd.
	Support for the Tokyo Philharmonic Orchestra	Tokyo Philharmonic Orchestra	Casio Computer Co., Ltd.
	Sponsorship of the Friends Association, MAISON DE LA CULTURE DU JAPON À PARIS	Friends Association, MAISON DE LA CULTURE DU JAPON À PARIS	Casio Computer Co., Ltd.
Local communities	Support for the National Children's Keyboard Contest	Soong Ching Ling Foundation	Casio (Shanghai) Co., Ltd.
	Support for Cherry Marathon in Higashine City	Executive Committee for the Higashine Cherry Marathon	Yamagata Casio Co., Ltd.
	Support for the cultivation of tulip bulbs and Ohga lotus for the preservation of fallow rice fields	Hamura City, Tokyo	Casio Computer Co., Ltd.
Other	Support for World Children's Baseball Fairs	World Children's Baseball Foundation	Casio Computer Co., Ltd.
	Cooperation with the Kanpa fundraising activity for promoting social welfare sponsored by the Casio Labor Union	Japan Committee for UNICEF, National Federation of UNESCO Associations in Japan, and the Ashinaga organization	Volunteers from the Casio Labor Union
	Holding a live charity concert to raise money for seeing-eye dog training	Eyemate	Casio Group employee volunteers
Support for a hospice for AIDS patients and those infected with HIV	Prabhat Nampthu Temple	Casio (Thailand) employee volunteers	