

## Talking About the Future with Young People

Casio helps to prepare today's youth to build a better future by offering school visits and factory tours for students.

### Companies can play an important role in education

Seven years ago, two employees of Kofu Casio began an initiative called, "Encouraging Kids to Have a Dream." It began as a program that involved factory tours of a Casio production site, and grew into a unique educational program that encourages young people to think about the environment, and the importance of life. In 2007, Casio began a school visit program for interested elementary schools, and this initiative began to spread to other Casio sites across Japan.

A 90-minute class during a school visit is roughly divided into three parts. The first part covers the importance of life through "connectedness, creativity, and emotional growth." In the second part the students take apart an environmentally friendly calculator, and then reassemble it. In the final segment, the instructor explains the importance of protecting the global environment with specific examples. The aim is to assist the children to think about what is happening in the world, and to give them a real sense of what they can do to help. The program is designed to help the children think for themselves, to understand the importance of empathy, kindness, goodwill, and a smile, and to foster generosity of spirit by raising awareness.

The first step to creating a better society is to raise children that are empathetic towards others. Casio believes properly handing on the baton to the next generation is part of its social responsibility and cooperates with educators toward this end while carrying out activities such as factory tours and school visits.



School visit by Casio employee



### Employee Message



**Hisashi Wakao**  
CSR Operations  
Section

Children have the power to change the world of adults. This realization made me want to help foster healthy children with kind hearts, as they will be working members of society one day. So I have been taking action based on my belief that I should be a part of the company's social contribution efforts.

I am often asked why we talk about the importance of "life." As a manufacturer, one of Casio's important corporate responsibilities is to make safe and reliable products while considering the effect on the environment, which is the basis of all life. This effort naturally leads us to value our lives. I believe that this gives rise to empathy towards others, a feeling of wanting to care for things, and an awareness of the need for environmental protection. I want to continue putting all my effort into initiatives that place importance on generosity of spirit.

## Program spreading to other plants and sites in Japan

In 2004, Kofu Casio began the “Factory Tours for 10,000 People” program to deepen understanding of the company by opening up its facilities to the public. Through the program, many elementary and junior high school students have learned about product creation, and the importance of life. In 2007, the Hachioji R&D Center was also opened to students for educational tours with an emphasis on environmental issues.

The tours of the Hachioji R&D Center allow visitors to see Casio’s environmental facilities, and to learn about the company’s approach to environmental protection through energy-saving technologies and other initiatives. This unique program, which connects the importance of life with the importance of the environment, has been well received by educators. However, only 70 people can tour the site at a time. In order to reach even more students, Casio also sends employee instructors to schools.

In fiscal 2010, Casio was able to talk to a total of 700 children about the importance of life and the environment through its site tours and school visits. At the end of each session, there is always an enthusiastic response from the students and teachers. Based on the many letters of appreciation received afterwards, it is clear that these efforts are producing results steadily.

Starting in fiscal 2011, these activities will be expanded through cooperation with the Tokyo Metropolitan Government, Toshiba Corporation, TEC Engineering Corporation, and other companies.

### Employee Messages



**Kumiko Kawai**  
Manager, General Affairs Section, Hachioji R&D Center

I have been providing site tours at our environmental facility, while also giving classes at schools, as part of our efforts to contribute to the community. I think it is important to have as many children as possible understand the importance of life and develop environmental awareness. Through these activities, we instructors also learn a lot, and this inspires us to improve ourselves. My aim is to provide even more enriching classes in order to meet the attentive expectations of students.



**Kiyoe Kawahata**  
General Affairs Section, Hachioji R&D Center

I hope that the elementary and junior high school students that come for the site tours will deepen their interest in product creation, and become fans of Casio products. I am optimistic that this experience will help foster a diverse sensitivity within individual students. The positive reactions of the students provide us with renewed energy and purpose.



**Kiyoshi Kazama**  
Hachioji Office, Casio Business Service Co., Ltd.

Since this is an R&D center rather than a production plant, we provide educational tours that show students the environmental features of the building and how it operates. By adapting the Kofu Casio factory tour program, we help the students learn about environmental protection and experience calculator assembly, while teaching them about the importance of life. Other employees also actively participate in these activities. Although it is a small initiative, I believe it will produce big results.

## Message from a Partner Company in a School Visit Program



**Naomi Kanazawa**  
TEC Engineering Corporation

Casio has been very supportive towards us as a partner company of the Tokyo Metropolitan Government, participating in the Kids ISO 14000 Program.

Starting in 2009, we have had the opportunity to work with Casio on school visits at special-needs facilities in Tokyo. Together we were able to provide a venue for diverse learning that could not be achieved by one company alone. We provided classes relating to life and natural science, focused on hands-on learning using the theme of devices from everyday life, including Casio's calculators and our cash registers.

The students expressed their individual discoveries and perceptions in words and actions full of feeling. At times I was startled by the realization that I was also learning along with the students. This was a result of our two companies bridging the frameworks of our individual organizations to work together with the aim of giving an experience of true value to the students. I feel the program is a great asset.

In the future, we would like to continue working with Casio and other companies to contribute to the development of youth in order to help create a sustainable society.

## Supporting local communities at Casio sites around the world

### Factory tour for local university students at Casio Thailand

In October 2009, Casio Thailand gave a factory tour to a group of about 50 university students interested in becoming engineers. The students enthusiastically observed the operations of engineers working on a timepiece production line, demonstrating outstanding efficiency and productivity. Casio Thailand is also actively engaged in other social contribution activities including participation in local community events, as well as visits and donations to orphanages and hospitals.



Local university students on a factory tour

### **Training provided to 280 vocational college students**

In December 2009, Casio Zhongshan, which produces electronic dictionaries, electronic pianos and other products in Southern China, welcomed high school students from Hong Kong. High schools in Hong Kong usually visit the operations of Western subsidiaries, but this time they came to visit Casio based on the strong wishes of students interested in someday working at a Japanese-owned company. Both the students and teachers were impressed with the visit, saying that it was a better learning experience than any of their previous factory tours.

Around the same time, a visit request was also received from a vocational college in Henan province, and 280 students were invited to Casio Zhongshan as trainees. The students were able to perform actual operations on the electronic dictionary production lines, and received valuable onsite experience.



Hong Kong high school students on a factory tour

### **Helping Japanese university students to gain international awareness**

In November 2009, Casio India welcomed a group of 20 students and instructors from the international management program of Rikkyo University in Japan. While participating in an international conference in India, the group visited Casio India in order to see the overseas operations of a Japanese-owned company.

On the day of the visit, the students had an animated discussion in English about Casio's role in India, which proved to be a memorable moment. Although the visit was not a direct contribution to the local community, some of these students may well go on to make a future contribution in India.



Rikkyo University students and instructors visit Casio India