

Casio's Corporate Creed and Approach to CSR

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.

Casio's Approach to CSR

■ Casio's CSR Platform



Since Casio's founding in 1957, generations of employees have worked to realize the company's unwavering corporate creed of "Creativity and Contribution."

"Creativity and Contribution" expresses Casio'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. In other words, Casio has explicitly sought to make a social contribution through its business activities. This is the basis for the company's current CSR platform.

In 2003, Casio adopted the Charter of Creativity for Casio and Casio Common Commitment, a promise from everyone working at Casio. They are designed to ensure that Casio employees will be aware of the corporate creed at all times, and act upon it. These promises cover the three key aspects of CSR—economy, environment, and society—as well as the company's approach to compliance.

The Casio Group Code of Conduct was established in 2008. Along with the Charter of Creativity for Casio and Casio Common Commitment, these declarations clarify guiding principles and precepts that all Casio employees are to follow.

To ensure thorough application of these principles, 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. All employees also sign a card printed with these promises, to carry with them at all times.

Charter of Creativity for Casio and Casio Common Commitment

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.

There is also a site on the company intranet entitled CASIO STYLE 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 a month. This helps all group employees to better understand and identify with Casio's essential character.

Every other year, Casio conducts 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 are analyzed to determine how thoroughly employees have embraced the company's approach to CSR. The next questionnaire will be conducted in fiscal 2011.

CASIO STYLE CASIO

Home | President's Message | Founders' Words | Corporate Creed

Home > Founders' Words > Kazuo Kashiwa

April 11, 2010

Trade Shows: The Battlefield for Becoming Preferred Brand



While walking around the camera show the other day, I noticed that booths hosted by some companies really caught the eye and attracted large crowds, while others were quiet and quiet. Seeing this made me ask myself, what is the real purpose of exhibiting at a trade show?

I suspect that in the eyes of visitors, a turnout at the booth reflects the company's competitiveness in the marketplace. If an exhibitor pales in comparison to another in either size or overall appeal, it is almost sure to give people a negative perception of that company, believing that it "must not be doing very well," or "must not be a growing business."

A trade show is a place where different companies come together in one place and compete with one another face-to-face. Consumers compare the models they see and decide which one to buy. Distributors decide which company's models will be the most profitable for them to carry. This is really the "battling arena" that will determine which of the many exhibitors companies are going to

CASIO STYLE