

CSR Promotion System

Casio promotes its CSR activities by ascertaining public expectations, observing changes in society, and ensuring each department sets its own issues before engaging in problem resolution.

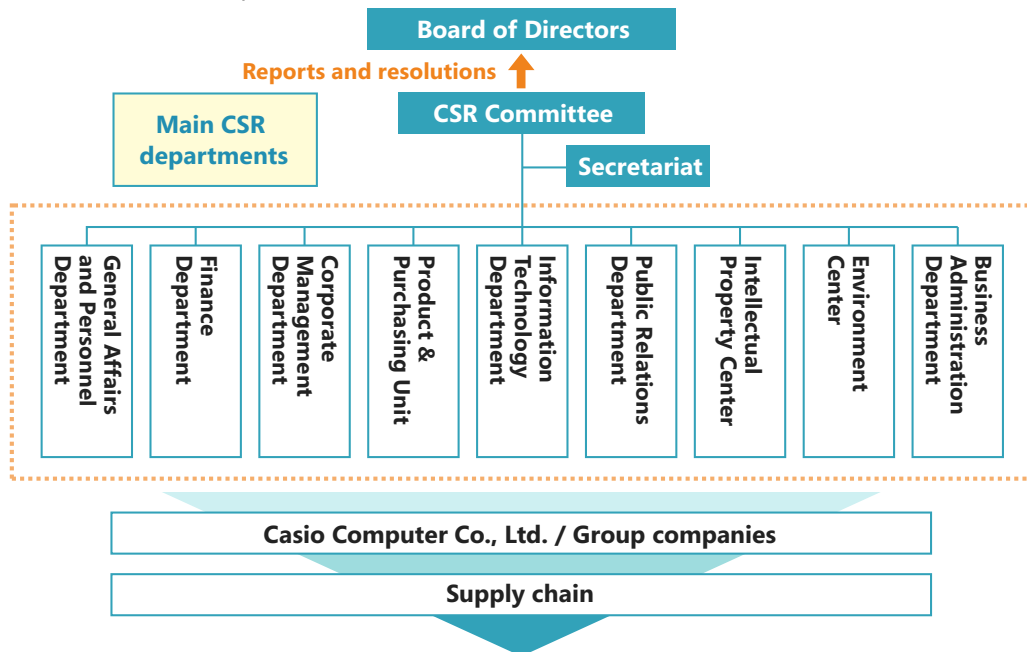
Reorganization of the CSR promotion system

In 2004, Casio established a CSR Committee chaired by the president of Casio Computer Co., Ltd., and with a membership of directors and corporate auditors. The committee was tasked with establishing basic policies and discussing vital matters related to group-wide CSR activities.

Decisions of the committee have been disseminated group-wide. The advantage of this top-down form of CSR promotion is that information can be quickly distributed to everyone. On the other hand, a top-down system does not necessarily help individual departments to independently consider their own CSR issues. Meanwhile, society's expectations of companies are changing and growing year by year. In order to accurately meet these expectations, and to promote CSR activities at the ground level, Casio has decided to revise its CSR Committee system in fiscal 2011.

Specifically, the company must determine the public's expectations, how society is changing, and what the appropriate responses are. With the new system, each department will investigate these questions independently, and determine the themes to be pursued. In March 2010, the former CSR Committee decided to implement the following new CSR promotion system.

■ New CSR Promotion System



CSR Committee administration

The new CSR Committee is chaired by the director in charge of CSR and is composed of the director in charge of staff function departments, the heads of each staff function department, and the corporate auditors.

By analyzing changes in society, public expectations, and Casio's current situation, the CSR Committee works to make problem points always visible. At the beginning of each fiscal year, it selects priority issues to be addressed.

The committee then assigns each issue to a main department, and those departments determine future goals in consultation with other relevant departments, and then draft a promotion plan for the year. Specifically, they carry out activities according to a plan-do-check-act (PDCA) management cycle.

Meanwhile, the CSR Committee Secretariat confirms progress conditions throughout the fiscal year and

then performs an audit at the end of the period. It sorts out the activity results for the year, and identifies issues for the following period. The annual activity results are reported to the board of directors.

The new CSR Committee will absorb the old Risk Management Committee. The risk management themes will be set each year along with the CSR themes, and be promoted within the CSR Committee framework. A Kickoff Meeting was held for the new CSR Committee members on April 7, 2010, in order to launch the new system. The CSR Operations Section, which is the secretariat for the new CSR Committee, explained the new system, next steps, and the issues relating to Casio's current situation.

At the same meeting, Hideto Kawakita of the International Institute for Human, Organization and the Earth (IIHOE), who has written independent opinion reviews of the *Casio Corporate Report* for the last three years, gave a talk entitled, "The Latest CSR Trends and Outstanding Examples from Other Companies." His lecture helped to create a unified awareness among the CSR Committee members.



CSR Committee Kickoff Meeting

Social initiatives: Fiscal 2010 action plans and performance / Fiscal 2011 action plans

In order to steadily promote CSR initiatives, Casio carries out activities using a specific plan-do-check-act (PDCA) management cycle. The following covers the fiscal 2010 issues and activity results for social initiatives, along with the priority issues for fiscal 2011, based on these activity results.

Corporate governance

FY 2010 Targets & Plans	FY 2010 Performance	FY 2011 Action Plans
Promote further improvement of internal controls based on the Financial Instruments and Exchange Act.	Introduced a system that specifies the person responsible for each operation as an initiative for strengthening the company's monitoring system (self inspection system), which was created in fiscal 2009.	Promote further internal control improvements based on Japan's Financial Instruments and Exchange Act

Compliance and risk management

FY 2010 Targets & Plans	FY 2010 Performance	FY 2011 Action Plans
Monitor to confirm ongoing improvement, and implement simulations to confirm crisis response capabilities, related to major laws.	Monitored to confirm ongoing improvement and implemented simulations related to five major laws.	Monitor to confirm successive ongoing improvements and implemented simulations related to major laws.
Carry out education on the Casio Group Code of Conduct at group companies in Japan.	Carried out education on the Casio Group Code of Conduct at all group companies in Japan.	Carry out education on the Casio Group Code of Conduct at all group companies in Japan and for Japanese staff overseas
Carry out education on the Charter of Creativity for Casio and Casio Common Commitment.	Carried out education on the Charter of Creativity for Casio and Casio Common Commitment at all group companies in Japan	Carry out education on the Charter of Creativity for Casio and Casio Common Commitment at all group companies in Japan and for Japanese staff overseas
Promote measures to prevent unauthorized use or falsification of data in information systems.	Performed thorough access and log management for information systems Promoted measures to strengthen security measures based on risk review	Implement activities to reduce the risk of personal information leakage using the Privacy Mark system Implement activities to reduce information system risk using ISMS
Strengthen information security controls at group companies.	Implemented training and oath-taking at group companies	Take on the challenge of reducing major system malfunctions to zero through ITIL introduction

Customers

FY 2010 Targets & Plans	FY 2010 Performance	FY 2011 Action Plans
Set priority issues for quality improvement and carry out priority measures.	Set priority issues for each cause of quality problem including software, devices and configuration, and implemented improvement activities	Take thorough initiatives for defect recurrence prevention and improve technological ability to prevent problems Execute the Product Safety Action Plan and put safety first in every action Review design and manufacturing standards based on accident cases at Casio and other companies Ensure accurate compliance with all laws and regulations related to safety
Take thorough initiatives for defect recurrence prevention and improve technological ability to prevent problems.	Took thorough initiatives for recurrence prevention and defect avoidance, using a quality information database	
Implement the Product Safety Action Plan.	Took thorough measures to secure consumer safety, based on the Product Safety Action Plan	
Revise design and manufacturing standards with reference to accident cases at Casio and other companies.	Set, revised and verified design and manufacturing standards to prevent accident recurrence	
Ensure strict compliance with all laws and regulations related to safety.	Monitored the situation for reporting, certification acquisition, and compliance confirmation, in accordance with laws and regulations related to safety	
Promote ongoing improvement of service quality based on the enhancement of repair speed and quality.	Improved telephone customer service quality by concentrating services at the Customer Repair Service Center and staff specialization by product Analyzed the content of customer inquiries through recording of calls received by the Customer Repair Service Center, and took initiatives for improving response accuracy	Promote continuing measures to improve customer satisfaction, based on surveys of after-sales customer satisfaction levels
Promote ongoing improvement of product support websites.	Changed name of product support website in Japan to "Customer Support" Redesigned the website to make it more visual and to make information easier to find, with the aim of enhancing usability	Promote ongoing improvement of customer support websites Promote ongoing improvement of customer satisfaction by enhancing repair service Strengthen analysis of customer feedback, and create a database for information distribution and sharing
Promote activities to improve product functions based on customer feedback.	Promoted ongoing improvement of products, manuals, catalogues and websites based on customer feedback	
Combine management systems at production sites.	Constructed and operated a planning and management system at Casio Thailand	Expand the operation area for production management system integration
Carry out integrated management of global logistics for the entire group, from the customer's standpoint.	Carried out a process trial in Aomi, Tokyo for the reconstruction of the current mainframe system	Simplify site allocation policy by standardizing production facilities and sharing management systems at production sites in China
Reduce country risk.	Expanded multiple-item production in plants for import processing in China	Implement SCM production in close adherence to the sales plan Begin full-scale operation of the planning system. Promote logistics process reform at the global level together with Casio SCM

Suppliers

FY 2010 Targets & Plans	FY 2010 Performance	FY 2011 Action Plans
Continue to hold material procurement policy briefings in Southern China and Thailand.	Held a vendor meeting on August 28, 2009 in Shenzhen, China, with 400 participating suppliers; representative suppliers presented their CSR activities as model examples, and awards were given to suppliers with outstanding MQCD (management, quality, cost, and delivery period management)	Continue CSR questionnaires for suppliers in and outside Japan
Conduct CSR questionnaires in China and Thailand as well.	Received questionnaire responses from 119 companies in China and 42 in Thailand Prepared the results along with comments about future expectations for suppliers, which was sent by the production sites to their suppliers as feedback Began to create a CSR promotion system outside Japan (started CSR promotion project)	Urge CSR promotion by suppliers outside Japan through the activities of the CSR promotion project with new CSR organizations overseas Make model CSR initiative presentations by representative suppliers a regular feature at vendor meetings outside Japan, and use the meetings as an opportunity for dialogue

Employees

FY 2010 Targets & Plans	FY 2010 Performance	FY 2011 Action Plans
Continue the activities of the Female Employees	Held Female Employees Advancement Working Group meetings (twice a month) Held a round-table discussion between the president and the Female Employees Advancement Working Group Held department head round-table discussions (department head interviews)	
Advancement Working Group.	Casio Computer Co., Ltd. (fiscal 2009: 1.83% -> fiscal 2010: 1.96%); consolidated group in Japan (fiscal 2009: 1.67% -> fiscal 2010 1.76%) Actively developed ongoing hiring activities, and now promoting efforts for the achievement of the legally mandated employment rate, group-wide	
Continue seminars and education for the advancement of female employees.	Continue to provide employment opportunities to retirees	Conduct an awareness survey among female employees and managers concerning female employee advancement, and establish a female employee advancement action plan based on the results
Meet the legally mandated employment rate of persons with disabilities at main group companies.	In July 2009, obtained the Kurumin Mark for efforts to foster the next generation from the Ministry of Health, Labour and Welfare, as a company that actively helps employees to balance work and family responsibilities	Continue to promote achievement of the legally mandated employment rate of persons with disabilities, group-wide
Continue to provide employment opportunities to retirees.	Improved the nursing care leave system [Through March 31, 2009] Nursing care leave + shortened working hours for nursing care (1 hour) ... Up to 93 days [Starting April 1, 2009] Nursing care leave ... Up to one year Shortened working hours for nursing care (2 hours) ... Until nursing care is no longer needed	Continue to provide employment opportunities to retirees Continue to maintain the percentage of eligible female employees taking childcare leave (above 90%) Promote activities to reduce overtime work as well as health and safety activities, group-wide
Take initiatives to help employees balance work and family responsibilities.	Continued to improve the percentage of eligible female employees taking childcare leave (above 90%).	Promote awareness raising activities for better employee health
Improve the nursing care leave system.	Employees reported their career, skill and goal intentions to the company, as a regular measure, which is used as an important reference material by supervisors of personnel development policies and for future personnel placement planning	
Continue to improve the percentage of eligible female employees taking childcare leave (above 90%).	Implemented an internal personnel recruiting system at main group companies in fiscal 2010	
Promote the career challenge system.	Continued to provide training where regular employees can choose the instruction they need from a selection of courses, with the aim of enabling staff to effectively and efficiently obtain the various skills necessary for their jobs (Began in 2005; 17 courses offered in fiscal 2010)	
Implement a personnel recruitment system at main group companies.	Increased the number of industrial physicians and began health and safety activities that include group companies	

Local communities

FY 2010 Targets & Plans	FY 2010 Performance	FY 2011 Action Plans
Continue to visit schools and welcome school tours.	Provided learning opportunities to students: Casio Computer Co., Ltd., to a total of 800 students, and Kofu Casio to 683 students	Expanded activities by enhancing the content of the school visit program
Continue to support research through the Casio Science Promotion Foundation.	Casio Science Promotion Foundation awarded a total of 42 research grants worth ¥52 million	Continue to support cutting-edge science and technology research