

## Responsibilities to Society

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.

■ Casio's social contribution priorities



### Activities to help nurture the next generation

Casio helps to prepare today's youth to build a better future by offering school visits and factory tours for students in and outside Japan (see pages 24-27).

### Support for the Casio Science Promotion Foundation

Casio is contributing to the development of science and technology by supporting 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 objective of fostering pioneering and creative research in the early stages by young researchers who are persevering with challenging research on 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 27 years, the Foundation has provided a total of about ¥1.281 billion in 1,014 grants.



The 27th grant presentation ceremony (fiscal 2010)

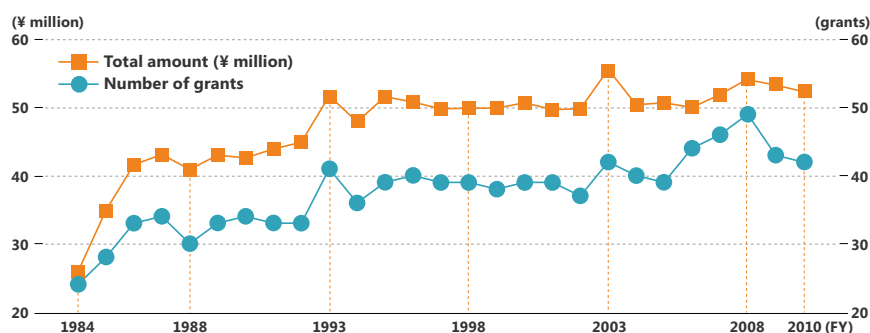
## Grants in fiscal 2010

In addition to its 21 basic categories in 5 fields, in fiscal 2010 the Foundation 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 135 universities to submit research topic proposals, the Foundation received the highest number of applications to date: 216 proposals from 72 universities. The large number of proposals on health and environment-related topics was an indicator of the current scientific and technological needs.

After a rigorous selection process, ¥45 million (37 grants) was awarded in the natural sciences, and ¥7 million (5 grants) was awarded in the cultural sciences. Most of the grant recipients are in their thirties or fourties, and many young researchers representing the promise of the next generation attended the grant presentation ceremony held in December 2009.

## ■ Grants from the Casio Science Promotion Foundation



## Message from the Foundation



**Tomohiro Shimizu**  
Secretary General,  
Casio Science Promo-  
tion Foundation

In recent years, there has been a rapid increase in the need for research grants, and in fiscal 2010 we received five times the anticipated number of applications. Due to the substantial strengthening of regulations on foundations for serving the public interest, we must take great pains to ensure that our review and selection system is fair and impartial. At the Casio Science Promotion Foundation, we pledge to put even more effort into our social mission of fostering good science and technology, in order to better meet the pressing needs of society today.

## Message from a grant recipient



**Junichi Shirakashi**  
Associate Professor,  
Graduate School of  
Engineering  
Tokyo University of Ag-  
riculture and Technology

Researchers are now trying to find engineering applications for unique phenomena found in the microscopic world of atoms and molecules. In the research areas known as nanoelectronics and nanotechnology, I am undertaking an inevitably exploratory and challenging research topic. Due to the pioneering nature of my work, I have encountered many difficulties in getting people to properly understand the significance, intention, and full scope of the research project. This is why I feel a special debt of gratitude to the Foundation for recognizing and supporting this research. I look forward to further support in the future.

## Supporting the Dolphin & Whale Eco-Research Network

Since the Fourth International Dolphin and Whale Conference held in Japan in 1994, Casio has been offering special G-SHOCK and Baby-G models to support the protection of these wondrous animals. Part of the proceeds from the sales of these watches is donated to the International Cetacean Education Research Center (ICERC) of Japan<sup>\*1</sup>. In this way, Casio has been supporting worldwide education and research activities relating to dolphins and whales.

In fiscal 2010, Casio launched a lineup of four G-SHOCK and Baby-G models featuring the ocean, animals, and plants based on the theme of "Love the Sea and the Earth." Part of the proceeds from these models will be donated to ICERC of Japan, which Casio has long supported with dolphin and whale watch models, and another part to the Earthwatch Institute,<sup>\*2</sup> which promotes environmental protection and research.

<sup>\*1</sup> International Cetacean Education Research Center (ICERC) of Japan

Founded in 1991, this non-profit organization undertakes activities to convey the wonder of dolphins, whales, and nature. Participants follow the three steps of learning, encountering, and caring, in order to help protect dolphins, whales and the natural environment.

<sup>\*2</sup> Earthwatch Institute

This international NGO was established in 1971 in Boston, Massachusetts, and is the oldest and most trusted organization of its kind in the world. It provides both funding and human resources for ongoing environmental research activities in the field. Earthwatch sends out volunteers to conduct field research around the world relating to climate change, wild animals, and ecosystems.



G-SHOCK and Baby-G watches help support the International Dolphin & Whale Eco-Research Network project

## 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 2010 initiatives

- Donated NT\$150,000 to help the victims of Typhoon Morakot in Taiwan.
- Contributed ¥1.9 million to help the victims of the 2009 earthquake in Sumatra, Indonesia.
- Donated ¥1.0 million to help the victims of Typhoon Ketsana in the Philippines.
- Donated ¥1.0 million to help the victims of the Haiti earthquake.
- Donated ¥1.0 million to help the victims of the 2010 earthquake in Chile.

## Supporting a Japanese master's thesis contest in China

For the second consecutive year, Casio (Shanghai) Co., Ltd., provided support for the only master's thesis contest for Chinese graduate students in the field of Japanese-language studies. Held in fiscal 2010, the contest was sponsored by the Guidance Committee for Foreign Language Higher Education of China's Ministry of Education, the Japan Association of Chinese Language Education, and the Beijing Center for Japanese Studies at Beijing Foreign Studies University.

The purpose of the contest is to promote exchange with various Chinese universities, to improve the field of Japanese studies in China, and to foster even more outstanding Japanese-language researchers in that country. As a manufacturer of electronic dictionaries, Casio is actively supporting this effort as the organizer of the thesis contest, which is called the Casio Cup.

For the second annual contest held in fiscal 2010, 41 master's theses were submitted from 33 universities, an increase of four universities from fiscal 2009. The entries were evaluated by a panel of Chinese and Japanese experts, and three scholars took a first prize, six received a second prize, and nine obtained a third prize.

Casio (Shanghai) will continue to provide support for the development of Japanese-language education and Japanese studies research in China.



Award ceremony at the Beijing Center for Japanese Studies, Beijing Foreign Studies University

## Donation of graphing scientific calculators to Chicago public schools

Casio America donated 5,000 graphing scientific calculators to 20 public schools in Chicago.

Students at some US high schools use graphing scientific calculators in their classes. However, due to differences in household income, not all students can afford to buy one.

In order to provide learning opportunities to as many students as possible using graphing scientific calculators, Casio America worked together with Chicago public schools. The company provided not only products but also training to teachers at recipient schools, to support more effective classroom instruction.

The teachers praised the devices, saying that Casio's graphing scientific calculators are easy to use and helpful for increasing student understanding.

Casio America will continue to provide support and training to other interested schools.



Teacher training

## Support for Cherry Marathon in Higashine City

Yamagata Casio has been supporting the Cherry Marathon in Higashine City since 2004. The company's intention is to become an enterprise that is appreciated by the local residents not only for its corporate activities, but also for its contribution to the local community and Higashine City.

At the eighth annual marathon held in 2009, Yamagata Casio provided prizes as a corporate sponsor and set up a sales booth. About 40 Yamagata Casio employees also participated in the event as runners, cheering squad members, and route volunteers.

In order to forge even deeper relationships of cooperation and trust with local residents, the company will continue to actively promote this kind of community contribution activity.



Yamagata Casio cheering squad

## Other major social contribution initiatives

### ■ Social contribution initiatives in fiscal 2010

Category	Theme	Details	Implementing organization
Education	Hosting class visits	As part of general studies programs, welcomed 400 students, mostly junior and senior high school students.	Casio Computer Co., Ltd.
	Participation in a program for teacher training by private companies	Participated in a program for the training of teachers at private companies sponsored by the Japan Institute for Social and Economic Affairs. Welcomed five teachers for a three-day program.	Casio Computer Co., Ltd.
	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.	Casio Computer Co., Ltd.
		2) Tour golfers gave golf lessons to 22 elementary school students.	
	Accepting trainees from a vocational college	280 students from a railway vocational college in Huaihua City, Hunan Province received hands-on experience on an electronic dictionary production line from November 2009 to February 2010	Casio Electronic Technology (Zhongshan) Co., Ltd.
	Student training as part of university courses	Provided three to four months of practical training to 19 Thai university students in work relating to their majors, consistent with their university classes.	Casio (Thailand) Co., Ltd.
	Internship participation	Hosted two university students and gave them approximately two weeks of on-the-job training.	Casio Information Systems Co., Ltd.
Hosted nine university students and gave them on-the-job training.		Kochi Casio Co., Ltd.	
Environment	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, 2009. On these two days, four Casio Group companies (including six workplaces) participated in activities to turn off unnecessary lights. By saving 2,415 kWh of electricity, the total CO <sub>2</sub> reduction effect of this effort was about 913 kg of CO <sub>2</sub> .	Casio Group
	Promoting Ecocap activities	Casio Techno, Casio Information Systems, Casio Business Service, and Casio Computer Co., Ltd. (sales offices in Japan) joined an Ecocap campaign carried out by the NPO Ecocap Movement, and donated used plastic bottle caps.	Casio Group
	Participation in tree-planting activities	In order to help beautify the urban environment in Shenzhen, China, 29 Casio employees participated in a tree-planting event sponsored by the Shenzhen Greening Fund, and planted 35 trees.	Casio Electronics (Shenzhen) Co., Ltd.
	Manufacturing and distributing eco-bags	Manufactured eco-bags and distributed them to employees and suppliers.	Casio Electronics (Shenzhen) Co., Ltd.
	Participation in Kokubu River grass burning	As a contribution to the local community, 27 employees took part in the clean-up (grass burning) along the Kokubu River, in order to eliminate harmful insects and raise awareness of environmental beautification.	Kochi Casio Co., Ltd.
	Participation in the Saitama Global Warming Prevention Winter and Summer Campaigns	A total of 130 employees and family members participated in this energy-saving initiative by keeping their homes at a moderate temperature, and turning off unneeded lights and electrical appliances.	Casio Electronic Manufacturing Co., Ltd.
	Volunteer clean-up activity	Regular clean-up activities held around Casio Group sites by employee volunteers.	Casio Group
Other	Participation in blood donation and bone marrow donor registration drives	Employees participated in drives held at Casio Computer Co., Ltd., Yamagata Casio, Kofu Casio, Kochi Casio, Casio Micronics, Casio Hitachi Mobile, and Casio (Thailand) Co., Ltd.	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 in fiscal 2010

Category	Project title	Donation recipient	Implementing organization
Education	Support for the International University of Japan	International University of Japan	Casio Computer Co., Ltd.
	Donation to SIFE JAPAN	SIFE JAPAN	Casio Computer 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.
	Establishment of a Casio scholarship fund	Pinellas City Schools, Florida; Denver Public Schools, Colorado; Omaha Public Schools, Nebraska	Casio America, Inc.
	Donations to the Costco Scholarship Fund	Costco Scholarship Fund	
	Donation to the Toys "R" Us Children's Fund	The Toys "R" Us Children's Fund	Casio America, Inc.
	The 3rd "SFLEP-CASIO" National Easy Reading Competition	Shanghai Foreign Language Education Press	Casio (Shanghai) Co., Ltd.
	Eighth "21st Century CASIO Cup" National High School and Primary School English Speaking Competition	China Daily	Casio (Shanghai) Co., Ltd.
	Support for Chinese teachers to participate in the 2009 Asian Technology Conference in Mathematics (ATCM)	Asian Technology Conference in Mathematics	Casio (Shanghai) Co., Ltd.
Environment	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.
	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.
	Support for the cultivation of tulip bulbs and Ohga lotus for the preservation of fallow rice fields	Hamura City, Tokyo	Casio Computer Co., Ltd.
Culture and arts	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.
	Support for the National Children's Keyboard Contest	Soong Ching Ling Foundation (China)	Casio (Shanghai) Co., Ltd.
Local communities	Donations to local temples, kindergartens, and elementary schools	Local temples, kindergartens, and elementary schools	Casio (Thailand) Co., Ltd.
Other	Support for World Children's Baseball Fairs	World Children's Baseball Foundation	Casio Computer Co., Ltd.
	Volunteer employee participation in 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, the Ashinaga organization, and other	Volunteers from the Casio Labor Union