

Local Communities

▶▶ Social Contribution Activities

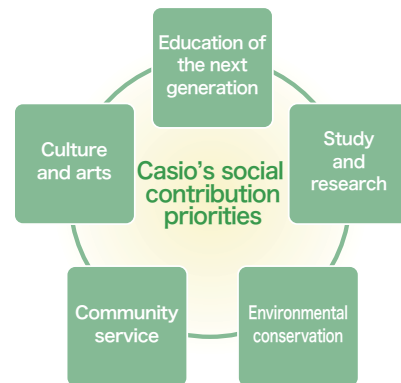
Striving to be a model corporate citizen, Casio makes the most of its unique know-how and management resources to fulfill its various social responsibilities.

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.

Going forward, Casio will continue to provide assistance to people suffering in the aftermath of the Great East Japan Earthquake. Casio also plans to make sure that its social contribution initiatives target global challenges.

■ Casio's social contribution priorities



Raising up the next generation

Factory tours, classes in the company, and school visits

In 2004, Kofu Casio started the "Factory Tours for 10,000 People" educational program with the aim of giving children awareness through factory tours that can help link "family connectedness," "the power of science," and "the realization of dreams" with "the power to live." In 2007, Casio started an original educational program for elementary school students including school visits and classes offered at the Hachioji R&D Center.

The school visit program 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 and then reassemble a calculator to learn about environmentally friendly product technology. In the final segment, the instructor explains the importance of protecting the global environment with specific examples. 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 classes offered at the Hachioji R&D Center are focused more on environmental initiatives. Touring the facilities at the Hachioji R&D Center, one of the most advanced environmentally friendly business sites in the Casio Group, gives children an experience intended to promote their awareness and understanding of the need to protect the global environment.



People are very interested in the "Factory Tours for 10,000 People" program, which enables visitors to observe and experience things for themselves.



The Hachioji R&D Center regularly holds classes for Casio employees and their family members.



The school visit program is offered for students from kindergarten through university.

The school visit program is offered for students from kindergarten through university and has been spreading around the country. In fiscal 2011, these learning opportunities were provided to a total of 1,932 students at 45 schools.

In fiscal 2011, Casio started offering cooperative classes with several universities affiliated with NGOs/NPOs. These classes give college students a chance to interact directly with the public and are also used to give students hoping to become educators someday some experience with teaching.

After these activities, the students have held their own summits to discuss issues such as life, peace, human rights, poverty, and the environment, and multiple elementary schools have rolled out interesting social initiatives.

One elementary school became the first to exhibit at

the Eco-Products exhibition in Japan in fiscal 2010. In fiscal 2011, two elementary schools exhibited.

What is more, Nagatadai Elementary School in Yokohama, Kanagawa Prefecture, which became involved through Casio's school visit program, declared its desire to become a UNESCO Associated School in order to engage actively in Education for Sustainable Development (ESD). In fiscal 2011, the school was the first elementary school in Kanagawa Prefecture to obtain certification from UNESCO.

Taking the ESD initiatives recommended by Japan's Ministry of Education, Culture, Sports, Science and Technology seriously, Casio will continue expanding these initiatives in collaboration with educational institutions in the future.

Message from a school principal

I was recently transferred to Nagatadai Elementary School. Thinking that I would really like the children here to experience the class offered by Mr. Hiroshi Wakao of Casio Computer Co., Ltd., I asked him to conduct a school visit.

For a long time children in the individual support class at Nagatadai Elementary School have grown plants outside the building to create green curtains that keep the building cool in summer, recycled vegetable peels and rain water, and undertaken other sustainable practices. I really wanted to exhibit these efforts at the Eco-Products exhibition.

I hoped that the exhibition would boost the

children's self-confidence by letting people know about their initiatives. When we confine our thinking to just within the school, our efforts tend to get stuck in a dead end, and so I asked Mr. Wakao for broad-ranging advice.

Mr. Wakao's continued involvement has helped to broaden and deepen the children's learning. Seeing how he interacts in earnest with the children and keeps talking to them, the teaching staff too has obtained new insights and strengthened its dedication to education. This has also led to forward-thinking efforts within Kanagawa Prefecture, such as our membership in the UNESCO Associated Schools. I am very grateful.



Masaharu Sumita, Principal
Nogatadai Elementary
School

Message from an NPO

"3.11"—I think that this great disaster has become a major turning point not just for individuals, but also for corporations and NGOs/NPOs. It has changed their values and altered the course of disaster support.

Through the cooperation of Mr. Wakao of Casio Computer Co., Ltd., my NGO, People for the Advancement of Cambodian Education, has had opportunities to give lectures at elementary schools and at the Japan International Cooperation Agency (JICA). "Children have the power to change the world of adults." Being able to communicate these words from Mr.

Wakao together with the things that we have gained from our actions on the ground in Cambodia to as many children in Japan as possible has been a very valuable experience for us.

Corporations and NPOs—although their standpoints are different, I think that having been able to work on a public awareness campaign together became a trigger for the further expansion of our initiatives. I believe that this overlaps exactly the spectacle of the Japanese people, of NGOs/NPOs, and of corporations groping for what that each could do and then taking action in response to the disaster.

I am determined to give my best in all our endeavors from here on, not just public awareness campaigns.



Noriko Takahashi
People for the Advancement of Cambodian
Education

Employee message

Children have unlimited possibilities and high aspirations. They have a great deal of power to change the world of adults. Children will eventually become the leaders of society. We should help them to build a more sustainable world by giving them early sentiments on "life," which is the starting point of living. That is why we place value on the "Class on Life."

Children who have had contact with senti-

ments on life and fostered awareness and aspirations engage on their own with peace, human rights, poverty or environmental initiatives. Efforts to foster children who can change society for the better by thinking and acting for themselves are important as a corporate social responsibility. From here on, we will work even harder on this, as a core part of our CSR initiatives.



Hisashi Wakao
CSR Promotion Office

Academic Research

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.

Grants in fiscal 2011

In addition to its 21 basic categories in 5 fields, in fiscal

Relief for the Great East Japan Earthquake

The Casio Science Promotion Foundation donated 10 million yen to three universities in the Tohoku region that were severely damaged in the earthquake disaster in order to support the earliest possible recovery of university research.

Recipients: Tohoku University: 5 million yen
Tohoku Gakuin University: 2 million yen
Fukushima University: 3 million yen

2011 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 a rigorous selection process, ¥44.00 million (34 grants) was awarded in the natural sciences, and ¥6.75 million (5 grants) was awarded in the cultural sciences.

Over the last 28 years, the Foundation has provided a total of about ¥1,332 million in 1,053 grants.

Message from a grant recipient

Thank you very much for the research grant from the Casio Science Promotion Foundation. I am grateful to the selection committee and everyone involved. My research is concerned with energy-related materials. Since the energy field is a pressing issue, there is a tendency merely to improve on existing research and to neglect basic research. In this context, Casio was bold enough to understand the value of my extremely challenging proposal, which could be seen as a privilege of academics. I will work at developing an innovative energy device so that it can help in the restoration of Japan. I ask for your continued guidance and encouragement in the future.



Jun Matsui, Assistant Professor
Institute of Multidisciplinary Research for Advanced Materials,
Tohoku University

Environmental Conservation

Tree planting events

Casio Electronics (Shenzhen) Co., Ltd., has been participating in tree planting events since six years ago with the aim of mutual harmony and benefit between the global environment and the local community.

In April 2011, 32 employees participated in the 2011 Green Universiade* Memorial Tree Planting Event, planting 25 jacaranda trees in the Longcheng Park in Shenzhen's Longgang District. The event helped the company build good relationships with community residents and heighten solidarity among employees.

* An environmentally friendly Universiade hosted in Shenzhen, China in August 2011.



2011 Green Universiade Memorial Tree Planting Event

Culture and the arts

By sponsoring symphony orchestras and cultural facilities, Casio provides people with opportunities to feel delight and deep emotion and promotes the development of culture and the arts.

- Sponsorship of the NHK Symphony Orchestra
- Sponsorship of the Tokyo Philharmonic Orchestra
- Sponsorship of the Maison de la culture du Japon à Paris (Institute of Japanese Culture in Paris), and more

Local community initiatives

Establishment of a Casio Technology Course in a manufacturing technical school and acceptance of trainees

In 2009, Casio Electronic Technology (Zhongshan) Co., Ltd., established a Casio Technology Course in a manufacturing technical school in Hunan province through an agreement with the school. The purpose of the course is to contribute to the community by training engineers and technicians in a developing region of China's interior, and to give students who wish to work at Casio an opportunity to join the company. The course currently has 309 students in six classrooms. In addition to manufacturing technical education, the students are provided with skills training in the assembly of Casio products using assembly practice equipment provided by the company and code of conduct education using Casio's work rules.

Additionally, Casio provides in-house practical training for students during summer and winter vacations. A total of 1,660 students have completed the practical training as of March 2011.



Casio Technology Course opening celebration

The first graduates of the Casio Technology Course are anticipated to join the company in June 2011, and Casio has expectations that they will become candidates for production line leaders in the future.

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 ninth annual marathon held in 2010, Yamagata Casio provided prizes as a corporate sponsor and set up a sales booth. About 60 Yamagata Casio employees also participated in the event as runners, cheering squad members, and route volunteers.



Yamagata Casio booth

Others

Product disassembly and separation work contracted to a welfare workspace

Aiming to be a company that is good for people and environmentally friendly, Casio Business Service Co., Ltd., contracts disassembly and separation work of Casio products to a welfare workspace operated by a social welfare corporation as part of its recycling initiatives in product disposal.

The workers have rated the work contracted by Casio, which handles a great variety of products, as giving

them a high sense of fulfillment. Casio has received reports that the ability to concentrate and the self-confidence gained here spreads into worker's everyday lives and helps shape them as citizens.



Disassembly work

Support for Jewelers for Children

Casio America, Inc., has supported Jewelers for Children since 2010.

Jewelers for Children (JFC) is an NPO established in 1999 by the US jewelry industry. It manages a fund used to help children fighting intractable diseases and children who have faced abuse and similar hardships. Since its inception, JFC has donated more than \$35 million to support the sound development of children.



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.

● Relief after the 2010 Yushu earthquake in China

Casio made the following donations for the relief of people suffering in the aftermath of the major earthquake that struck Yushu prefecture, Qinghai province, China in April 2010:

Amount: 1.5 million yen from Casio Computer Co., Ltd., and 1.0 million yen from Casio's local sales subsidiaries in China

Donated through the Japanese Red Cross Society and the local Red Cross Society