

## ▶▶ Social Initiatives: Action Plans and Performance

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 2011 issues and activity results for social initiatives, along with the priority issues for fiscal 2012, based on these activity results.

### ■ Corporate governance

FY 2011 Action Plans	FY2011 Performance	FY2012 Targets & Plans
Promote further internal control improvements based on Japan's Financial Instruments and Exchange Act	Enhanced financial strength for the entire group ahead of the introduction of the International Financial Reporting Standards (IFRS), and promoted the strengthening of internal controls, among initiatives to improve management culture	Promote further improvement of internal controls based on Japan's Financial Instruments and Exchange Act.

### ■ Compliance and risk management

FY 2011 Action Plans	FY2011 Performance	FY2012 Targets & Plans
Monitor to confirm successive ongoing improvements and implemented simulations related to major laws	The Risk Management Committee Secretariat implemented monitoring relating to five major laws, and checked effectiveness and points for improvement (no simulations in fiscal 2011)	Continue monitoring relating to major laws by the Risk Management Committee Secretariat and implement simulations Conduct compliance training that includes group employees outside Japan
Carry out education on the Casio Group Code of Conduct at all group companies in Japan and for Japanese staff overseas	Along with implementing compliance training for all group employees in Japan based on the Casio Group Code of Conduct, conducted a questionnaire relating to the Charter of Creativity for Casio and Casio Common Commitment, and promoted a more thorough understanding of it (questionnaire not yet conducted at group companies outside Japan)	
Implement activities to reduce the risk of personal information leakage using the Privacy Mark system	Expanded training on personal information protection and employee pledges to group companies	Conduct risk review ahead of the Privacy Mark renewal audit and reestablish safety measures
Implement activities to reduce information system risk using ISMS	Established PDCA cycles for the ISMS, and received evaluation and certification for compatibility by renewal audit	Promote the effective utilization of information assets in the ISMS, along with better and more thorough management of incidents
Take on the challenge of reducing major system malfunctions to zero through ITIL introduction	Obtained ITIL V3 Foundation certification and promoted operation improvement projects through ITIL introduction	Start operation processes using the ITIL, and establish PDCA cycles for improvement

### ■ Customers

FY 2011 Action Plans	FY2011 Performance	FY2012 Targets & Plans
Take thorough initiatives for defect reoccurrence prevention and improve technological ability to prevent problems	Prevented defect reoccurrence based on the utilization of quality information database, and strengthened the prevention system	Strengthen initiatives to prevent reoccurrence based on re-analysis of past failure examples Implement a voluntary action plan on product safety Minimize risk by accelerating and streamlining collection of accident information Establish a system for responding to safety laws
Execute the Product Safety Action Plan and put safety first in every action	Implemented voluntary action plan relating to product safety, and ensured thorough safety-first actions Shared accident information and revised the design and manufacturing standards through cause analysis	
Ensure accurate compliance with all laws and regulations related to safety	Implemented an internal safety survey, and verified legal compliance measures	
Promote continuing measures to improve customer satisfaction, based on surveys of after-sales customer satisfaction levels	Identified issues based on an after-sales customer satisfaction survey	Continue to promote measures to improve customer satisfaction through after-sales customer satisfaction surveys Promote customer satisfaction improvement by strengthening the Casio online repair direct request system Update the customer service website Strengthen feedback for product quality improvement, by ensuring the thoroughness of the market monitoring function
Promote ongoing improvement of customer support websites	Increased direct requests for repairs by improving convenience of Casio online repair system Added content to the customer support website	
Promote ongoing improvement of customer satisfaction by enhancing repair service	Changed repair fees for digital cameras in order to improve customer satisfaction	
Strengthen analysis of customer feedback, and create a database for information distribution and sharing	Continued to analyze customer comments and use the information as feedback Started update of database for improvement proposals and sharing	
Expand the operation area for production management system integration	Improved production planning speed by improving the simulation function (already introduced at sites in Japan, and will be progressively expanded overseas)	Diversify China concentration risk Improve and streamline production system Restructure and integrate functions in Southern China Strengthen technological abilities at production sites in Japan
Simplify site allocation policy by standardizing production facilities and sharing management systems at production sites in China Implement SCM production in close adherence to the sales plan	Promoted cooperation with sites in and outside Japan in the effort to move from standardization to automation and fewer personnel	
Begin full-scale operation of the planning system. Promote logistics process reform at the global level together with Casio SCM	Partial operation with a new logistics system (SPACE)	

### ■ Suppliers

FY 2011 Action Plans	FY2011 Performance	FY2012 Targets & Plans
Continue CSR questionnaires for suppliers in and outside Japan	Continued implementation of CSR questionnaires in and outside Japan (responses were received from 128 companies in China and 41 in Thailand) An online questionnaire was conducted in Japan, with a response rate of 95% (85% rate in the previous fiscal year)	Continue to implement CSR questionnaires for suppliers in and outside Japan (Investigating a change in the question format for overseas questionnaires to one using a response scale of 1 to 5)
Urge CSR promotion by suppliers outside Japan through the activities of the CSR promotion project with new CSR organizations overseas	Implemented inspections of CSR measures at supplier sites outside Japan with local CSR promotion project staff (3 companies in China and 2 in Thailand) After inspection completion, held exchange of opinions with supplier top management in order to deepen understanding of Casio's CSR objectives	Expand CSR inspections for suppliers outside Japan (plan and implement inspections by CSR promotion project members at overseas sites, from planning to inspection result evaluation) Continue implementation of model initiative presentations by suppliers that have received onsite CSR measure inspections (present model cases where improvements have been made on issues identified in onsite inspections)
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	At vendor meetings in China and Thailand, a selected supplier presented model CSR initiatives.	

### ■ Employees

FY 2011 Action Plans	FY2011 Performance	FY2012 Targets & Plans
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	Conducted an awareness survey among female employees and managers concerning female employee advancement Established an action plan based on the results (action guidelines and targets) Listened to details of initiatives taken at three leading companies in the advancement of female employees Held two female employee role model presentations Held seminars for female employees and managers (3 seminars / 450 attendees)	Continue activities for the advancement of female employees Maintain the employment rate of persons with disabilities within the Casio Group in Japan
Continue to promote achievement of the legally mandated employment rate of persons with disabilities, group-wide	Employment rate of persons with disabilities rose from 1.76% to 1.86% for the consolidated Casio Group in Japan, achieving the legally mandated rate (1.8%)	Continue to provide job opportunities to employees that have reached the age of mandatory retirement
Continue to provide employment opportunities to retirees	Continued to provide rehiring opportunities to employees that have reached mandatory retirement age	Continue to maintain the percentage of eligible female employees taking childcare leave at above 90%
Continue to maintain the percentage of eligible female employees taking childcare leave (above 90%)	Maintained percentage of eligible female employees taking childcare leave (above 90%)	Continue initiatives for reducing overtime work Ensure recommendation of proper medical examinations at medical institutions for those with high-risk results in a regular health check
Promote activities to reduce overtime work as well as health and safety activities, group-wide	Began health and safety activities group-wide, and provided health counseling to employees including those posted outside Japan Computerized attendance management system at Casio Computer Co., Ltd.	Continue smoking cessation support program
Promote awareness raising activities for better employee health	Began health and safety activities across Japan including group companies, and implemented smoking cessation support programs to raise awareness through guidance relating to the safety, health and hygiene of employees.	

### ■ Local communities

FY 2011 Action Plans	FY2011 Performance	FY2012 Targets & Plans
Expanded activities by enhancing the content of the school visit program	Provided opportunities for learning to a total of 1,932 students from kindergarten to high school, through the development of programs in which many children can participate (an increase of 1,132 students compared to last year)	Expand activities by further improving content of programs for educating the next generation Continue support for cutting edge science and technology research
Continue to support cutting-edge science and technology research	Provided a total of 39 research grants totaling 50.75 million yen, through the Casio Science Promotion Foundation	Continue support for victims and for the disaster region after the Great East Japan Earthquake