

Earthquake Reconstruction Support Activities

The Great East Japan Earthquake struck on March 31, 2011. In order to help with recovery and reconstruction in the disaster region and provide relief to the victims, Casio has been donating both money and supplies, while providing other kinds of support such as sending employee volunteers.

Reconstruction Support Initiatives

Employee Volunteers

Volunteer Support in the Disaster Region

In October 2011, 23 Casio Group employees engaged in volunteer work in Shichigahama, Miyagi Prefecture. The volunteers filled sandbags, helped with road maintenance work along the coast, and labored to remove and gather roof tiles from homes that had been destroyed. They also supported the reconstruction effort by purchasing local specialty products.

In April 2012, 35 newly hired employees from Casio Computer Co., Ltd., and Yamagata Casio performed volunteer work in Shichigahama. They dug up debris along a canal, sorting it, and leveled the ground.



New Casio employees volunteering together

School Visits

In December 2011, Casio paid a visit to Koharagi Junior High School, followed by a visit to Magome Elementary School in March 2012. Both schools are located in Kesenuma, Miyagi Prefecture. Each time a class was delivered to the entire school on the “Connections of Life.” After the class the students responded with comments such as “Now I have a better idea how to approach my life,” and “I learned that by having the right perspective on life, the way I live will change,” as well as “I really understood the importance of life.”



This dialogue-based class showed students how empathy can arise even under difficult circumstances, and went two hours longer than planned.

Providing Relief Supplies

Relief supplies	Quantity	Main recipients	Remarks
Clocks	9,600	Temporary housing residents, etc.	
Calculators and scientific calculators	2,150	Affected schools and teachers, etc.	
Name Land	300	Government agencies, affected companies, etc.	
GPS digital cameras	100	Prefectural and municipal disaster response headquarters, and NGOs / NPOs providing humanitarian aid	
Electronic pianos	80	Affected schools	Joint donation with the Watanabe Foundation for Music & Culture
Digital cameras	70	Affected kindergartens, and NPOs providing mental health care	
Electronic cash registers	30	Temporary shopping area in Minamisanriku	

Support for the Temporary Shopping Area in Minamisanriku

Minamisanriku, Miyagi Prefecture, was devastated in the tsunami caused by the Great East Japan Earthquake. A temporary shopping area, the Minamisanriku Sansan Shopping Plaza, was opened in the town on February 25, 2012, and Casio donated cash registers to all 30 shops in the facility. Before the opening day, Casio employees set up the cash registers and showed the shopkeepers how to use them.



Donated cash register in a store

Message from Zenyu Oikawa, Head of the Management Association for the Minamisanriku Shizugawa Fukkou Meitengai (Minamisanriku Sansan Shopping Village)

About 60% of the homes in Minamisanriku were destroyed or damaged by the tsunami. After many ups and downs, and with the hope that reconstruction of shops will help promote reconstruction of the town, a large temporary shopping area was opened on February 25, 2012. Located in the Shizugawa district, the Minamisanriku Sansan Shopping Village consists of 30 stores.

Although the national government paid for shop construction, the shopkeepers had to cover the cost of everything inside. We also received a lot of support from across the country for the opening. All the shops received from Casio the latest cash registers and calculators.

In addition to providing the equipment, Casio staff also showed each shop how to do menu setting and use the functions. We would like to thank Casio again for this support.

Since the homes around the shopping area were washed away and there are few residents here now, the challenge for us is to attract customers. We would be very grateful if Casio could help us create a mechanism to sell the abundant seafood of Minamisanriku to people nationwide, disseminate information, and provide other support in the future.



Donations and Funding from the Casio Group

Recipient	Amount	Remarks
Japan Platform	77 million yen	
Ashinaga Great East Japan Earthquake & Tsunami Orphans Fundraising Campaign	5 million yen	2 million yen per year for 10 years, starting in fiscal 2013
CIPA Photo Aid	1 million yen	
American Red Cross	\$30,800	Donated proceeds from the sale of a special G-SHOCK model with a Japanese flag emblem on the watchband (Casio America)

Casio Group Employee Fundraising

Recipient	Amount	Remarks
Japanese Red Cross Society, JAM	10.58 million yen	

Other

OCEANUS presents Great East Japan Earthquake Charity Jazz Evening

On March 18, 2011, a special “OCEANUS Presents Jazz Evening” was held as a charity event to support the victims of the Great East Japan Earthquake. The proceeds of the ticket sales for the evening and the donations raised at the event were donated to the Japanese Red Cross Society for disaster area relief.

“A Beacon of Rebirth” Poster Exhibition

March 2012 marked the first anniversary of the Great East Japan Earthquake. By showing the current situation in Tohoku and how residents there are rebuilding their lives, posters can provide an opportunity for people to remember the disaster region. This is the reason behind Casio’s participation in “A Beacon of Rebirth” Poster Project.

“A Beacon of Rebirth” poster exhibits were shown at headquarters and the Hamura R&D Center of Casio Computer Co., Ltd., and at Yamagata Casio.



Ongoing Support for the Disaster Region

As part of efforts to foster the next generation, which is an important theme for the Casio Group's social contribution activities, the group will continue to provide support for disaster orphans and to fund mental health care for children affected by the disaster.