


Casio's CSR Management



Casio is committed to earning the confidence of all of its stakeholders, including the broader society. In order to further enhance the effectiveness of its CSR activities, the company is engaged in various initiatives such as the improvement of corporate governance.


CSR Implementation System

Casio communicates with stakeholders to determine the issues that it should address to meet the expectations of society.




Social Initiatives: Action Plans and Performance

Each fiscal year issues are identified, and promotion plans are drafted and implemented to ensure that CSR activities are steadily carried out.




Corporate Governance

Through various initiatives, Casio is working to strengthen the soundness and transparency of its management.



Compliance and Risk Management

Casio is pursuing total compliance through integrated management of three foundations of employee conduct: the Casio Group Code of Conduct, risk management, and the Whistleblower Hotline.



CSR Implementation System

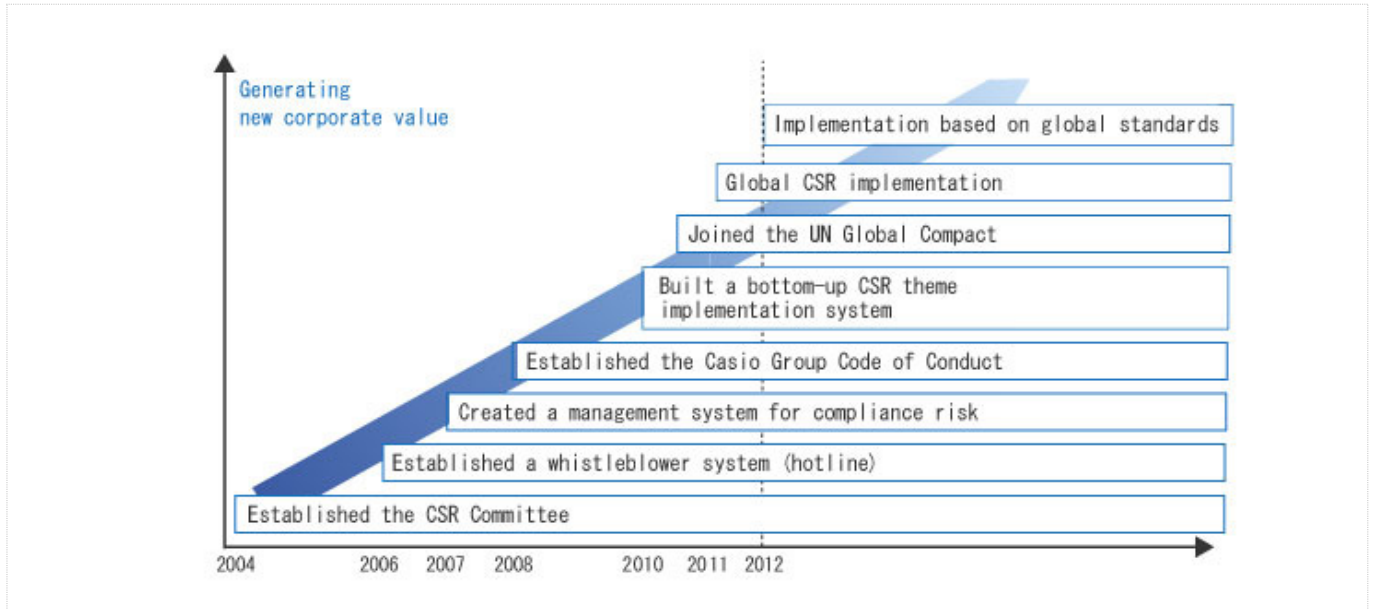
Guided by the ISO 26000 international guidance standard on social responsibility, Casio determines the issues it must address to meet social expectations in close communication with stakeholders. The company is implementing management cycles designed to drive constant progress.

Steps in CSR Implementation

Since the establishment of its CSR Operations Section in 2004, Casio has been implementing CSR activities while expanding the themes to be undertaken and the scope of their impact. In the initial stage, there was an emphasis on protecting corporate value. Now however, the company is working to generate new corporate value from a global perspective.

In fiscal 2012, Casio appointed managers and team leaders who have responsibility for implementing CSR in order to advance CSR globally at group companies around the world. At the same time, the company evaluated and analyzed the status of initiatives at each company based on the core subjects under ISO 26000. In fiscal 2013, Casio will begin implementing plan-do-check-act (PDCA) management cycles for the priority issues it has identified through analysis of its current level of adherence with ISO 26000.

Implementing CSR initiatives

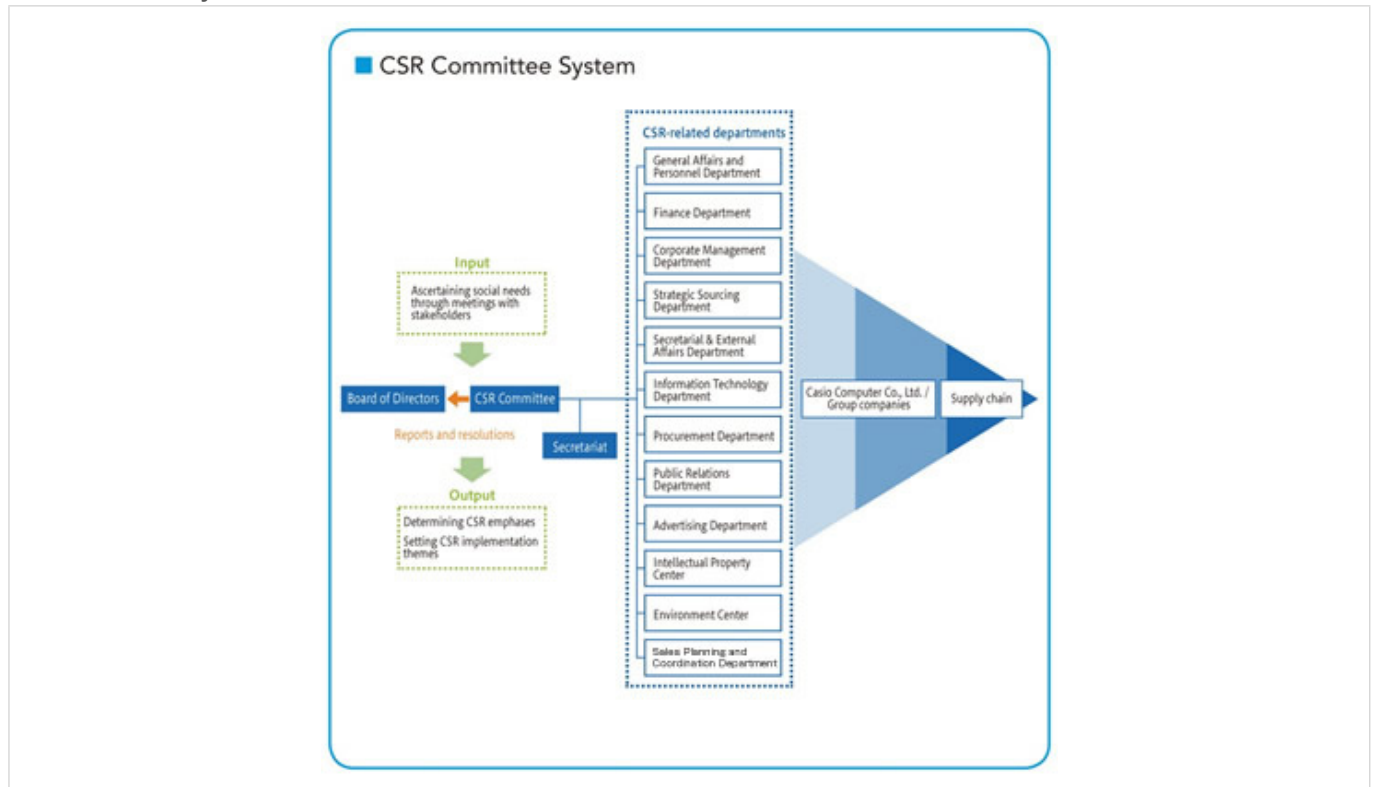


CSR Committee

A CSR Committee headed by the director responsible for CSR has been established under the board of directors. The committee is the central body for implementation of CSR.

Operations conducted by the CSR Committee are based on the use of management cycles. A stakeholder dialogue is held at the beginning of the fiscal year, after which the annual initiative themes are established and/or updated. The departments mainly responsible for each theme establish goals for their themes and set annual plans to achieve the goals before implementing the necessary programs. At the end of the fiscal year, the departments review and evaluate their own results, in addition to an objective evaluation by the Internal Audit Department. Based on this, issues are then re-defined and used to establish the themes and plans for the next fiscal year.

CSR Committee System



In fiscal 2012, Casio worked on a total of nine themes, including those carried over from the previous year. There were eight themes related to CSR and one theme related to compliance. The individual themes and status of implementation are shown below.

<Individual themes for fiscal 2012 and implementation status>

No.	Theme	Fiscal 2012 performance	Status	Fiscal 2013 plan
1	Implement group CSR	Established framework and identified CSR issues	Completed	—
2	Great East Japan Earthquake: Aid for affected area	Dispatched volunteers	Completed	—
3	Improve environmental performance	Carried out study into levels of priority and difficulty	Ongoing theme	Determine categories for measurement
4	Promote CSR procurement in supply chain	Implemented onsite inspections at suppliers	Ongoing theme	Hold supplier meetings
5	Strengthen crisis management	Formulated and put in place measures for major earthquake with Tokyo epicenter	Completed	—
6	Advance promotion and activity of female employees	Held seminars for female employees	Ongoing theme	Produce guidebook
7	Increase diversity	Hired foreign employees, etc.	Completed	—
8	Raise brand value	Collaboration with major European and US distributors	Cancelled	—
9	Address compliance risk measures	Revised information security rules	Ongoing theme	Establish log system

In addition to the ongoing themes described above, Casio divided up current issues into areas based on the stakeholder dialogue described below, and established working groups to look into the problems and countermeasures for each area and formulate concrete action plans. These classifications were used to establish the new themes that Casio will work on in fiscal 2013.

Stakeholder dialogue

Prior to setting the themes for fiscal 2012, Hideto Kawakita of the International Institute for Human, Organization and the Earth (IIHOE) was invited to attend a meeting with members of the CSR Committee. At the meeting, Mr. Kawakita and the committee members discussed how Casio could respond to the new ISO 26000 guidance standard and the aftermath of the Great East Japan Earthquake in the setting of its fiscal 2012 initiative themes.

In addition, coached by Mr. Kawakita, members of each of the departments with responsibility conducted CSR benchmarking, which consisted of reading CSR reports from other companies and comparing them with Casio's report. The meeting participants discussed the future direction that CSR at Casio should take and the best format for disseminating information.

In fiscal 2013, Casio is highlighting respect for human rights, giving it a special focus among the issues that the CSR Committee identified as priority challenges based on the results of its analysis of ISO 26000 at the beginning of the fiscal year. Makoto Teranaka, a visiting professor at Tokyo Keizai University, was invited to give a lecture to the CSR Committee on the subject of human rights. Kaori Kuroda, Co-Director of CSO Network Japan, also took part in the dialogue that followed with CSR Committee members on the topic of human rights.

* See below for the details of the dialogue.

[Stakeholder Dialogue](#)



Stakeholder dialogue