

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 2012 issues and activity results for social initiatives, along with the priority issues for fiscal 2013, based on these activity results.

Social initiatives: Fiscal 2012 action plans and performance/Fiscal 2013 action plans

Evaluation ●: All targets met, ○: Most targets met, △: Remaining issues outweigh results, ✕: No progress made

Corporate governance

FY2012 Targets & Plans	FY2012 Performance	Evaluation	FY2013 Targets & Plans
Promote further improvement of internal controls based on Japan's Financial Instruments and Exchange Act	Enhanced financial strength of the entire group ahead of the introduction of 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

FY2012 Targets & Plans	FY2012 Performance	Evaluation	FY2013 Targets & Plans
Continue monitoring relating to major laws by the Risk Management Committee Secretariat and implement simulations	Secretariat of the CSR Committee (to which the functions of the Risk Management Committee have been transferred) implemented monitoring relating to four major laws	○	Formulate and implement a new risk monitoring mechanism, following the end of the previous risk management and implementation cycle
Conduct compliance training that includes group employees outside Japan	Carried out education on compliance at group companies in and outside Japan	○	Shift the focus of CSR education in the Casio Group from compliance education based on Japanese law to CSR itself
Conduct risk review ahead of the Privacy Mark renewal audit and reestablish safety measures	Conducted risk review ahead of Privacy Mark renewal audit; continued to implement training and employee pledges on protecting personal information at group companies	○	Carry out comprehensive security management adapted to the changes in society and the business environment
Promote the effective utilization of information assets in the ISMS, along with better and more thorough management of incidents	Promoted security management that increased effective utilization of information assets	○	Strengthen the linkage between risk management and business themes (measures related to better product quality, improved IT services and security)
Start operation processes using the ITIL, and establish PDCA cycles for improvement	Commenced operation processes using ITIL and promoted operation improvements through QC programs (ITQC)	○	Improve operation processes and tools using ITIL and establish PDCA cycles for improvement of service quality

Customers

FY2012 Targets & Plans	FY2012 Performance	Evaluation	FY2013 Targets & Plans
Strengthen initiatives to prevent reoccurrence based on re-analysis of past failure examples	Strengthened measures based on comprehensive quality inspection programs	○	Reduce quality problems by focusing on new technology for establishing systems that conform to safety laws and regulations Prioritize management of product quality as an integral part of overseas business expansion
Implement a voluntary action plan on product safety	Ensured execution of a voluntary action plan on product safety	●	
Minimize risk by accelerating and streamlining collection of accident information	Strengthened and vigorously implemented rules on collection of accident information	●	
Establish a system for responding to safety laws	Established a system for responding to safety laws	△	
Continue to promote measures to improve customer satisfaction through after-sales customer satisfaction surveys	Identified issues based on an after-sales customer satisfaction survey	○	Continue to improve customer satisfaction based on implementation of after-sales customer satisfaction surveys Update the pages about watches on the customer support website
Promote customer satisfaction improvement by strengthening the Casio online repair direct request system	Increased the number of customers using the Casio online repair system	○	
Update the customer service website	Revised the structure of the website to make it easier for visitors to get to the page they want based on an analysis of website links and the duration of visits	△	
Strengthen feedback for product quality improvement, by ensuring the thoroughness of the market monitoring function	Contributed to improvements in product quality using analysis of customer comments and feedback	○	Strengthen feedback by improving and establishing methods for analyzing trends in the comments of dissatisfied customers
Diversify China concentration risk	Planned to increase allotment of manufacturing to Thailand, but plan delayed slightly due to flooding (This plan is now in progress with the establishment of a new plant in Thailand)	△	Further diversify China concentration risk by adding more products to those for which risk is already diversified Further clarify status of components through restructuring of production-related systems and reorganization of IPO functions
Improve and streamline production system Restructure and integrate functions in Southern China	Transferred Casio Hong Kong functions to Shenzhen largely in line with plans	○	
Strengthen technological abilities at production sites in Japan	Strengthened positioning of in-house production of core components as a key business strategy, and provided leadership for group companies outside Japan	○	

Suppliers

FY2012 Targets & Plans	FY2012 Performance	Evaluation	FY2013 Targets & Plans
<p>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)</p>	<p>Continued implementation of CSR questionnaires in and outside Japan (Responses received from 178 companies in China and 44 in Thailand. The switch to the five-point scoring system has enabled better visualization of achievement. In Japan, the online questionnaire response rate was 96%, compared with 95% the previous year. The questionnaire also covers BCP initiatives in Japan.)</p>	<p>●</p>	<p>Continue to implement CSR questionnaires in and outside Japan</p> <p>Review the question categories for Japan to make the content easier for suppliers to understand and respond to</p> <p>Continue to follow up BCP surveys</p>
<p>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)</p>	<p>Implemented inspections of CSR measures at 9 company sites in China, covering 30% of suppliers in terms of volume over a two-year period Implemented inspections of CSR measures at 5 company sites in Thailand during the first half of the fiscal year, but forced to suspend program in the second half of the year due to flooding</p>	<p>○</p>	<p>Continue to implement inspections of CSR measures for suppliers outside Japan</p> <p>In Thailand, recommence education and inspections once operations at new plant stabilize</p>
<p>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)</p>	<p>Implemented model initiative presentations by suppliers that have received onsite inspections of CSR measures (representative suppliers present model cases where improvements have been made on issues identified in onsite inspections to serve as examples of best practice for other companies)</p>	<p>●</p>	<p>Share expertise through model initiative presentations by suppliers that have received onsite inspections of CSR measures</p>

Employees

FY2012 Targets & Plans	FY2012 Performance	Evaluation	FY2013 Targets & Plans
Continue activities for the advancement of female employees	Held seminars for female employees (3 seminars/180 attendees) Held assemblies on work-life balance (2 assemblies/50 attendees) and held three female employee role-model meetings	○	Employ and train global human resources Continue activities for the advancement of female employees
Maintain the employment rate of persons with disabilities within the Casio Group in Japan	Employment rate of persons with disabilities fell from 1.86% to 1.64% for the consolidated Casio Group within Japan	×	Take action to achieve the legally mandated employment rate of persons with disabilities at group companies in Japan
Continue to provide job opportunities to employees that have reached the age of mandatory retirement	Continued to provide rehiring opportunities to employees who have reached mandatory retirement age	○	Continue to provide rehiring opportunities to employees who have reached mandatory retirement age
Continue to maintain the percentage of eligible female employees taking childcare leave at above 90%	Maintained percentage of eligible female employees taking childcare leave above 90% Maintained percentage of female employees returning to work after taking childcare leave above 90%	○	Maintain percentage of eligible female employees taking childcare leave above 90% Maintain percentage of female employees returning to work after taking childcare leave above 90%
Continue initiatives for reducing overtime work	Ensured attention to safety and health with overtime work management for management level employees as well as regular employees	○	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	Achieved follow up rate of over 70% by ensuring those with high-risk results in health checks received proper medical examinations	○	Ensure referral of those with high-risk results in a regular health check to medical institutions for proper medical examinations
Continue smoking cessation support program	Continued smoking cessation support program	○	Continue smoking-cessation support program

Local communities

FY2012 Targets & Plans	FY2012 Performance	Evaluation	FY2013 Targets & Plans
Expand activities by further improving content of programs for educating the next generation	Enhanced education programs, providing opportunities for learning to a total of 4,841 students (an increase of 2,909 students compared to last year)	○	Boost nationwide roll-out of activities by continuing to promote the programs for educating the next generation
Continue support for cutting edge science and technology research	Provided a total of 38 research grants totaling 49 million yen, through the Casio Science Promotion Foundation	○	Continue to support cutting-edge science and technology research
Continue support for victims and for the disaster region after the Great East Japan Earthquake	In addition to the school visit program and dispatch of employee volunteers, also continued to provide material assistance	○	Continue to provide assistance for victims of the Great East Japan Earthquake, with a focus on helping children orphaned by the earthquake and ensuring adequate emotional care for children and school students affected by the earthquake.