

Responsibilities to Society



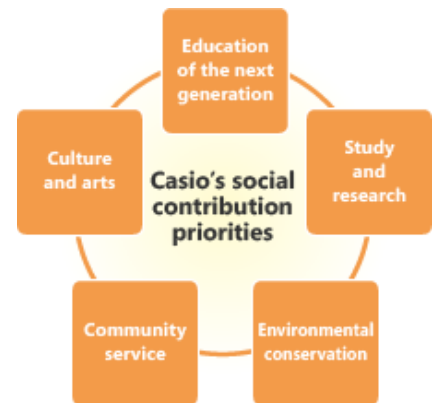
Striving to be a model corporate citizen, Casio makes the most of its unique know-how and management resources to fulfill its various social responsibilities.

Philosophy on Social Contribution

Casio's social contribution initiatives aim to help build a healthy, spiritually rich society. The five priority areas are education of the next generation, study and research, environmental conservation, community service, and culture and arts.

Casio takes a proactive approach to these initiatives, seeking to communicate with various stakeholders in order to determine how it can be most helpful as a good corporate citizen. In this process, Casio seeks to make innovative social contributions, leveraging its unique expertise and management resources as well as the broad range of knowledge and experience possessed by its employees.

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.



Raising up the next generation

Factory tours, classes in the company, and school visits

Casio's business itself provides a diverse array of products used in educational settings, such as calculators and electronic dictionaries. In 2007, hoping to make a broader and more profound contribution to education, Casio started an original educational program, primarily for elementary school students, which includes school visits and classes offered at the Hachioji R&D Center.

The school visit program is roughly divided into a three sections, on "connectedness, creativity and emotional growth," "connection with life," and "today's world." The first section seeks to make children aware of the value of life by facilitating dialogue among them. The second section of the program, on connection with life, seeks to give children opportunities to feel a connection with life and experience living through the senses, by using equipment to listen to the beating of the heart. The final segment, on today's world, provides a forum for children to share and discuss their ideas about the global environment that supports human life and on the various problems children face around the world. This helps to encourage awareness and action on such issues as the life, peace, poverty, and the environment. The program has been spreading around the country. In fiscal 2012, Casio provided learning opportunities to a total of 4,841 students at 57 schools.

The classes offered at the Hachioji R&D Center, one of the Casio Group's most advanced eco-friendly business sites, focus mostly on environmental initiatives. The facilities tour at the Hachioji R&D Center is designed to raise children's awareness about protecting the global environment by allowing them to experience familiar environmental efforts such as energy conservation and sorting of garbage, but in a corporate setting, and also to learn about environmentally friendly product technology by taking apart and then reassembling a calculator.

After these classes, a number of schools have rolled out in-school research programs for children that include issues such as life, peace, human rights, poverty, and the environment. For example, Nagatadai Elementary School in Yokohama, Kanagawa Prefecture, where Casio implemented school visits, decided to exhibit at Eco-Products, Japan's largest environmental expo, becoming the only Japanese elementary school to exhibit in fiscal 2012. The school has also declared its intention to become a UNESCO Associated School under a project sponsored by Japan's Ministry of Education, Culture, Sports, Science and Technology, and it is now implementing initiatives as one of the core schools involved in the project.

Taking seriously the “education for sustainable development” (ESD) initiatives recommended by Japan’s Ministry of Education, Culture, Sports, Science and Technology, Casio will continue expanding these initiatives in collaboration with educational institutions in the future.



30 people including members of the Board of Education, educators and representatives from government organizations in Korea observe the school visit at Nagatadai Elementary School



A Casio employee gives a presentation about the impact of the Casio school visit program at the 3rd National Meeting of UNESCO Associated Schools

Message from a partner

My NPO, the Japan ESD Promotion Forum, has been holding the National Meeting of UNESCO Associated Schools/Education for Sustainable Development (ESD) Forum in conjunction with Japan’s Ministry of Education, Culture, Sports, Science and Technology since fiscal 2010. This event provides a forum for UNESCO Associated Schools and educators from all over Japan to come together to achieve a proper understanding of how to develop and practice ESD in schools.

Casio Computer Co., Ltd., has provided assistance since the beginning as a company that is training the next generation of employees to be the leaders of a sustainable society. Every year, the company gives the participants a presentation on its Class on Life initiative. Mr. Hisashi Wakao from Casio Computer Co., Ltd., is in charge of the Class on Life initiative, and his uniquely earnest and authentic approach to speaking about the program has made an emotional impact on a large number of teachers. Class on Life programs at some schools have emerged out of the national meeting. I am also extremely pleased to have been able to assist in the expansion of the program.

Teachers often tell us that, although the expression “education for sustainable development” is becoming better known, they still do not know how best to incorporate ESD perspectives and approaches into classes. The creation of school education programs in which companies utilize their own principles and cutting-edge technology surely assists with the development of more concrete and practical ESD in the classroom.

Looking to the future, my NPO will continue to serve as a go-between, linking industry, government and schools as we continue working in partnership on initiatives that help children to be educated by society as a whole.



Hideyuki Saito
Secretary-General,
Japan ESD Promotion Forum

Message from a partner

An elementary school in Ichikawa City, Chiba Prefecture, which was teaching children about the value of life, invited Hisashi Wakao from Casio Computer Co., Ltd., to conduct the Class on Life program. The Ichikawa UNESCO Association took part in these classes, and we were impressed. As we wanted to provide an opportunity for even more young people to benefit from the Class on Life, Mr. Wakao was invited to give the class at the association’s UNESCO Let’s Ring the Bells of Peace event, which we held in August 2011. This event has been held every year on August 15, the anniversary of the end of World War II in the Pacific, since the United Nations’ International Year for the Culture of Peace in 2000, and it has become a chance for nearly 100 young people to take part in thinking about peace. As a supporting event in the regional UNESCO activities in 2011, it provided a wonderful opportunity for young people to reaffirm the value of life and the importance of peace in preserving life while considering what they can do themselves for peace. Listening to the Class on Life gave the young people another chance to think about the importance and value of life.



Motoko Toyoda
Youth Section Leader,
Ichikawa UNESCO Association

Educational Initiatives at Casio (Shanghai) Co., Ltd.

CASIO Education Scholarship Foundation

Casio (Shanghai) Co., Ltd., set up the CASIO Scholarship Foundation at Peking University, Shanghai International Studies University, Fudan University, East China University of Politics and Law, Beijing Foreign Studies University, Tianjin Foreign Studies University, and East China Normal University. The foundation provides scholarships for outstanding students and teachers who have produced high quality research.

Through the establishment of the scholarship foundation, Casio aims to support the long-term development of these universities, which have a key role as institutions for the development of human resources.

Looking to the future, Casio will provide support for scholarship across a diverse array of subject areas including languages, international finance and trade, international business administration, the mass media, law, and international education as it contributes to the development and revitalization of academic research.



Fiscal 2012 Awards Ceremony
(Shanghai International Studies University)

Participation in Japanese Studies Master's Thesis Contest in China

Since fiscal 2009, Casio (Shanghai) Co., Ltd., has been participating in China's only Japanese Studies master's thesis contest, held jointly by the Japanese Language Subcommittee of the Foreign-Language Guidance Committee of China's Education College, the China Japanese Education Association, and the Beijing Center for Japanese Studies.

The contest is held to promote interchange between Chinese universities, stimulate research in the field of Japanese Studies in China, and help nurture outstanding scholars in the field of Japanese Studies. As a manufacturer of electronic dictionaries, Casio gives active support to these efforts, and the contest is held under the name of the "Casio Cup."



Contest Awards Ceremony

In 2011, in recognition of Casio's many years of consistent contribution to the teaching of Japanese in China, Casio's electronic dictionaries were awarded certification as "designated electronic dictionaries" by the China Japanese Education Association. This is the first such certification for a Japanese-language electronic dictionary by the Association, and the company's electronic dictionaries have thus become the sole certified brand.



Ceremony for Certification as
Designated Electronic Dictionaries

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.

The Foundation provides grants in a wide range of scientific fields—from electronic and mechanical engineering, to natural sciences related to health, to energy saving—as well as in the cultural sciences including human resources development and human behavior.

Over the last 29 years, the Foundation has provided a total of about ¥1,381 billion in 1,091 grants.



The 29th grant presentation ceremony (fiscal 2012)

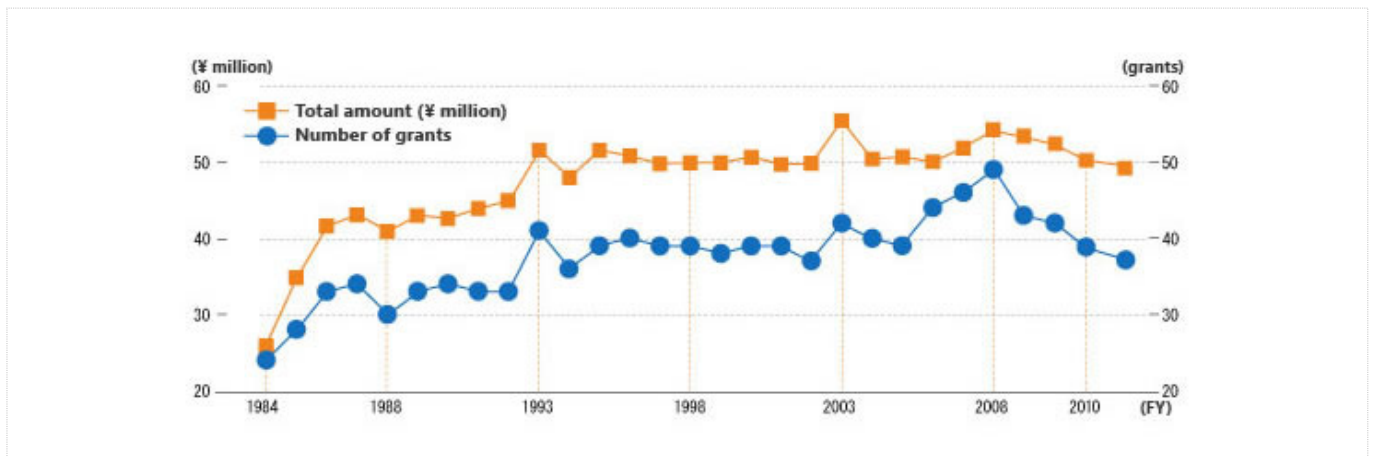
Grants in fiscal 2012

In addition to its 21 basic categories in 5 fields, in fiscal 2012 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 asking 163 universities to submit research topic proposals, the Foundation received the highest number of applications to date: 256 proposals from 88 universities. The large number of proposals on health and environment-related topics was an indicator of the current scientific and technological needs.

After a rigorous selection process, ¥41 million (32 grants) was awarded in the natural sciences, and ¥8 million (6 grants) was awarded in the cultural sciences. Most of the grant recipients are in their thirties or forties, and many young researchers representing the promise of the next generation attended the grant presentation ceremony held in December 2011.

Grants from the Casio Science Promotion Foundation



Message from a grant recipient

I am extremely grateful to have received this prestigious research grant. Casio understood my challenging research proposal for an inorganic semiconductor chip that reduces CO2 using sunlight, at a time when I had only just set up my research laboratory and was still in the process of collecting parts and assembling equipment with my students. Based on this technology, we have created innovative energy devices and blazed a trail to new applications of electronics in the fields of environment and energy. During this process, I have been determined to teach my students about the impact that Casio's FX-7000G calculator made on me when I was a student and the overwhelming importance of technology. I hope that Casio will continue to provide me with help and support in the future.



Mutsuko Hatano, Professor
Department of
Physical Electronics,
Graduate School of
Science and Engineering,
Tokyo Institute of Technology

Supporting the Dolphin & Whale Eco-Research Network

Since the Fourth International Dolphin and Whale Conference held in Japan in 1994, Casio has been offering special G-SHOCK and Baby-G models to support the protection of these wondrous animals. Part of the proceeds from the sales of these watches is donated to the International Cetacean Education Research Center (ICERC) of Japan*1. In this way, Casio has been supporting worldwide education and research activities relating to dolphins and whales.

In fiscal 2012, during which the 17th International Dolphin and Whale Conference was held, Casio released two new watch models, and donated part of the proceeds from the sales of these models to ICERC of Japan.

*1 International Cetacean Education Research Center (ICERC) of Japan

Founded in 1991, this non-profit organization undertakes activities to convey the wonder of dolphins, whales, and nature. Participants follow the three steps of learning, encountering, and caring, in order to help protect dolphins, whales and the natural environment.



G-SHOCK and Baby-G watches help support the International Dolphin & Whale Eco-Research Network project

Tree planting events

Casio Electronics (Shenzhen) Co., Ltd., has been participating in tree planting events for eight years with the aim of mutual harmony and benefit between the global environment and the local community. In April 2012, 26 employees participated in the tree planting event, which was co-sponsored by the Shenzhen Urban Management Bureau and the Shenzhen Green Foundation. The event helped the company build even better relationships with community residents and heightened solidarity among employees.



Tree planting events

Local community initiatives

Establishment of Casio Technology Course and Acceptance of Trainees

Casio Electronic Technology (Zhongshan) Co., Ltd., which manufactures Casio electronic dictionaries, musical instruments and watches, established a Casio Technology Course in a manufacturing technical school in Hunan province through an agreement with the school in 2009. The purpose of the course is to train 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. In 2011, Casio concluded an agreement with a municipal technical school in Guangxi province based on its policy of expanding the same type of structure for cooperation between industry and education in China's interior.

In addition to technical education in manufacturing, the Casio Technology Course gives students skills training in the assembly of Casio products using practice assembly equipment provided by the company as well as code of conduct education using Casio's employment regulations. The course also provides interested students with three-month factory traineeships. Casio accepts a total of about 800 trainees each year.

In June 2011, more than 20 graduates of the Casio Technology Course joined the company as employees. They are responsible for a variety of operations, including quality control and product assembly, and Casio has already identified some outstanding employees who are candidates for promotion to production line leader. Looking ahead, Casio hopes to further expand training of human resources utilizing the Casio Technology Course.



Skill level of trainees is rising every year



Casio Technology Course opening ceremony held at technical school in Hezhou, Guangxi province

Message from a teacher at an affiliated school

The practical training at Casio (Zhongshan) allows students to turn the theoretical knowledge they have studied into more concrete skills by actually experiencing operations at a plant. This in turn helps them acquire some perspective on the work world.

In this respect, both the school and the students are satisfied, and we are extremely grateful to Casio (Zhongshan) as it has also helped to reduce their economic burden, including tuition fees.

We are further deepening our relationship of cooperation, and we hope that Casio will continue to employ many of our graduates and train highly skilled workers.

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 tenth annual marathon held in 2011, Yamagata Casio provided prizes as a corporate sponsor and set up a sales booth. About 80 Yamagata Casio employees also participated in the event as runners, cheering squad members, and route volunteers.

In order to forge even deeper relationships of cooperation and trust with local residents, the company will continue to actively promote this kind of community contribution activity.



Yamagata Casio cheering squad

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

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. At the welfare workspace, which enrolls persons with intellectual challenges and physical disabilities, most of the work is light work such as making bags and presentation boxes and folding leaflets. The workers have rated the work contracted by Casio, which handles a great variety of products, as giving them a high sense of fulfillment. As part of its CSR initiatives, Casio Business Service will continue contracting out this work to help support the independence of workers.



Separated parts

Volunteering

Participating in the Ecocap Movement

Since fiscal 2009, Casio Techno Co., Ltd., and Casio Information Systems Co., Ltd., have led the Casio Group in its participation in the Ecocap Movement, which helps provide polio vaccinations to children in developing countries through the collection and donation of PET bottle caps.

This movement is operated by the Ecocap Movement NPO. Every 800 caps collected is turned into 20 yen, which covers the cost of one polio vaccination.

Collection boxes are placed at principal locations and all employees are encouraged to participate.

Casio is determined to continue producing solid results through the full efforts of its employees.

Conducting volunteer community cleanups

The Casio Group conducts regular community cleanups around company facilities through the volunteer efforts of employees at business sites and plants worldwide. The group will continue these cleanups in order to contribute to the local community.



Casio Computer Co., Ltd.
Hamura R&D Center



Casio Electronic
Manufacturing Co., Ltd.



Casio Electronics (Shenzhen) Co., Ltd.,

Assistance 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 following flooding in Thailand

Casio provided the following assistance for victims of the flooding which took place in Thailand as a result of the heavy rain which started in late July 2011.

	Recipient	Amount
1	The Thai Red Cross Society	3.31 million yen * Includes 1.61 million yen raised by Casio Group employees in and outside Japan
2	The Prime Minister's Office's Disaster Victims' Assistance Fund	5.3 million yen
3	Japan Platform	3.0 million yen

* See [here](#) for Great East Japan Earthquake assistance.