

Responsibilities to Society



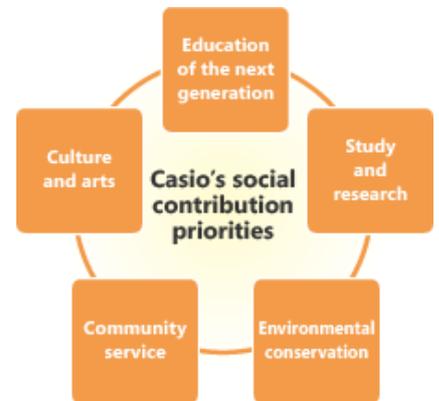
Striving to be a model corporate citizen, Casio makes the most of its unique know-how and management resources to fulfill its various social responsibilities.

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 life, peace, poverty, and the environment.



School visit

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.

* For more information on Casio school visits, see ["Class on Life"](#) in the Highlight section.



Thermal storage tank Less expensive nighttime power is used to chill water in the tank, which is then utilized to cool the office during the day



Rooftop garden

Participation in Science Fairs

Casio set up booths at several high school science fairs, enabling students to discover and experience science, the mystery of natural phenomena, and the fun of product creation. On August 11, 2012, Casio exhibited at Science Square in Munakata, Fukuoka, followed by Science Square in Urayasu, Chiba, on November 23. On December 1, Casio went to Dream Science in Shimizu, Shizuoka. The Casio booth featured a corner where students could capture the moment a water balloon breaks, using a digital camera with high-speed movie technology. The students' eyes lit up when they saw the image capturing the moment when the balloon's rubber exterior retracted revealing a balloon-shaped blob of water floating in mid-air.



Bursting water balloon captured with the ZR1000 High Speed Exilim digital camera

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

Teaming Up with China's Teaching Materials Institute on an Experimental Education Program

Casio (Shanghai) Co., Ltd. signed a three-year partnership agreement with the Teaching Materials Institute of China's Ministry of Education, for an experimental education program. The company will provide electronic dictionaries, graphing calculators, digital pianos, and projectors to 21 well-known foreign-language schools in China, and carry out an experimental teaching program. The educational effectiveness of these schools is expected to increase as a result.



Signing ceremony in Beijing

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.



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."



Study and Research

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 30 years, the Foundation has provided a total of about ¥1,431.14 million in 1,129 grants.



The 30th grant presentation ceremony (fiscal 2013)

Grants in fiscal 2013

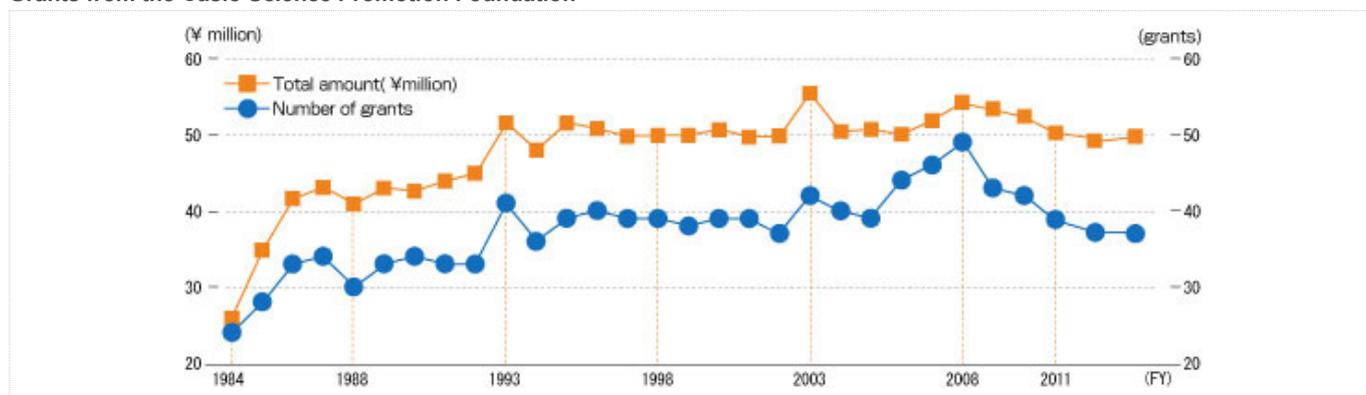
In addition to its 21 basic categories in 5 fields, in fiscal 2013 the Foundation established a new special topics considered to be important based on recent social trends: New technology research that could form the core of the next industrial revolution.

After asking 178 universities to submit research topic proposals, 248 proposals were received from 97 universities. Based on a rigorous selection process, a total of 50 million yen in grants was awarded to 38 different proposals.

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 2012.

Special topic	3 grants	¥15 million
Group A (Electronics and Mechanical Engineering)	21 grants	¥21 million
Group B (Medicine and Physiology)	8 grants	¥8 million
Group C (Humanities)	6 grants	¥6 million

Grants from the Casio Science Promotion Foundation



Message from a grant recipient

I would like to express gratitude to the Casio Science Foundation for the grant I received. I am thankful that my topic of a "next-generation transparent display based on squid biology" was recognized, despite it being a very challenging research project in the early stages. These days I am working hard studying the world's smallest squid, "Himeika" (Idiosepius). My aim is to create next-generation technology from biomimetics research, and produce the first original technology of its kind in Japan. I look forward to your guidance and support in the future.



Assistant Professor Shingo Maegawa,
Biological and Cognitive
Processing, Intelligence Science
and Technology Department,
Graduate School of Informatics,
Kyoto University

Environmental Conservation

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 2013, during which the 18th 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 March 2013, 40 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.

On the same day, eco-friendly reusable bags were distributed to local residents, in order to help raise environmental awareness. Employees will continue to actively participate in these kinds of events in the future.



Tree planting events



Handing out eco-friendly bags

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 through an agreement with a manufacturing technical school in Hunan province in 2009 and a municipal vocational school in Guangxi province in 2011. The purpose of the courses 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.

A three-month internship is provided to interested candidates. As of March 2012, 490 interns from the manufacturing technical school in Hunan, and as of September, 280 interns from the municipal vocational school in Guangxi had been accepted. The technical level of the interns is increasing each year, and awards are presented to the most outstanding interns.

Looking ahead, Casio hopes to further expand training of human resources utilizing the Casio Technology Course.



After the award ceremony



Interns

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 eleventh annual marathon held in 2012, Yamagata Casio provided prizes as a corporate sponsor and set up a sales booth. About 75 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.



Cherry Marathon in Higashine City



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. In recent years, the workspace has been mainly involved in the disassembly of label printer cartridges.



Workspace operations

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.

Volunteering

Participating in the Ecocap Movement

Since fiscal 2009, Casio Techno Co., Ltd., Casio Information Systems Co., Ltd., and Casio Business Service 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. Collection boxes are placed at principal locations and all employees are encouraged to participate.

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.

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.

•Supporting Victims of the Great East Japan Earthquake

School Visits

Casio visited Iwakiri Junior High School in Sendai, Miyagi, and delivered a session of the "Class on Life" to the students. Afterwards, they provided the following feedback: "I was reminded of the importance of life," "From now on I will be thankful for the bonds I have with others, and live with a positive outlook," and "The Class on Life made me want to live my life while fully appreciating my mother, family, friends, and teachers."

Disaster Zone Volunteers

As part of new employee training, on April 12, 2013, a total of 60 newly hired employees from Casio Computer Co., Ltd. and Yamagata Casio participated in recovery support activities in the devastated agricultural area of Wakabayashi-ku, Sendai. This area bordering the Pacific is mainly farmland, and had about 800 homes before the earthquake. Most of the houses were washed away by the tsunami, and much of the farmland is no longer usable. The volunteer employees helped to remove rocks and other debris brought in by the tsunami. However, after sitting untouched for two years, the soil was very hard, making it difficult to even put a spade into it. Therefore, only a small part of this extensive farmland could be cleared, and the volunteers became keenly aware of how many more people it will take to complete the recovery.



Removing rocks and debris from farmland

Better Security for Temporary Housing Residents

In cooperation with the Tsumugi Project, working to overcome challenges in the disaster region, Casio Techno Co., Ltd. volunteered to improve security for temporary housing residents. The company installed surveillance cameras with infrared night vision in the parking lot of the Yamamagoe emergency housing area in Ofunato, Iwate.



Installation work

Special G-SHOCK Watch to Support Earthquake Reconstruction

Casio developed and released a special G-SHOCK in collaboration with the "Love" Power of Fashion* project, which uses fashion to support industry and employment in the region stricken by the Great East Japan Earthquake.

Part of the proceeds from this G-SHOCK watch was donated to the project.

*"LOVE" POWER OF FASHION

This project involves 8 select shops and 20 well-known designers in and outside Japan who all share the desire to promote reconstruction in Japan through fashion. Products which they design or plan are manufactured at plants in the disaster region and sold at select shops across Japan, thereby helping to generate employment and support industry in the devastated area.



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Supporting the Ishinomaki Orthodox Church Rescue Project

Casio provided four projectors to the Ishinomaki Orthodox Church Rescue Project, sponsored by the Project of Route 45 (PR45). The aim is to help restore cultural heritage buildings in Ishinomaki, Miyagi, devastated by the Great East Japan Earthquake and Tsunami. Built in 1880, and located on the bank of the Kitakami River, which flows through the city, the Ishinomaki Saint John the Apostle Orthodox Church is Japan's oldest surviving wooden church, and is a designated cultural property of Ishinomaki. During a Light Projection Ceremony held from April 11 to May 11, 2012, the voices of a church choir were digitally converted into a light show projected onto the building.



Light Projection Ceremony

Donation to Tsunami Orphans

In fiscal 2013, Casio made another donation (¥2 million) to the Ashinaga Great East Japan Earthquake & Tsunami Orphans Fundraising Campaign. Ashinaga is a charity that promotes educational and emotional support for orphans worldwide. Casio will continue to donate to the campaign in the future.

•Support for Victims of the Sichuan Earthquake

On April 20, 2012, a major earthquake struck the Chinese province of Sichuan. Casio made a donation to the One Foundation for 500,000 yuan (about ¥800 million), which was used to assist victims and reconstruction in the disaster area.