
Feature Story 1

Creating the Future at Casio: Casio Employees' Thoughts about Future Strategy

As we aim to help build a sustainable global society, what does society expect from Casio, and what issues does Casio have to tackle? These questions were posed to Casio employees in two special in-house workshops on future strategy.

Young Employees Envision the Future at Casio

On April 14, 2014, Casio held a workshop with 29 young employees in their late twenties to early thirties—the people who will carry Casio forward into the next generation. The theme of the workshop was reaffirming Casio's uniqueness and considering the kind of future the company should seek to create. The purpose was to give employees the chance to articulate a future for Casio that they could create with their own efforts, to reflect upon what needs to be done to incorporate this vision into their day-to-day work, and to come up with their own ways of tackling these challenges.

During the workshop, the participants engaged in discussions following the flow outlined below, taking a fresh look at themselves from the outside through the perspective of stakeholders and painting a picture of their future.

The participants saw the strength of the Casio brand as driven by the company's ability to go from "0" to "1," which is the company's original spirit, as well as toughness. Taking various social background factors into consideration, they generated many ideas about how to accelerate and evolve manufacturing in a way that is true to Casio, in order to further reinforce the company's brand strength in the future. Their views, which went into good detail on key concepts, included the importance of continuing to propose new things to society and aspiring to be a company that continues to embrace challenges by making the most of the strengths of young people to build "a new Casio."

Workshop feedback from the participants included remarks such as, "I was able to see the essence of CSR," "Opportunities like this should be created more often, as they form the basis for thinking about work," and "I was surprised that we had a similar awareness of issues, regardless of the departments we belong to. I felt that now really is the time to take action." Some also pointed out challenges, including, "I was unable to express my deeper opinions, so in the ideas we proposed, I felt I was relying on other's thoughts to reach my own objective."

Although the workshop was four hours long, the time seemed to fly by, as the content of the discussions was so absorbing. The young employees who participated were able to reaffirm the roles that they are expected to play. Going forward, Casio will continue to think of new and creative ways to bolster its efforts to enable all employees to engage in their work in a future-oriented manner. The company will keep providing opportunities like this one for employees to contemplate the future from their own perspective.

Flow of the workshop with young employees

- 1) Participate in CSR seminar to learn about changes in the social environment



2) Discuss in teams their own understanding of Casio's uniqueness



3) Contemplate expectations of Casio from stakeholders' perspective and share results with everyone



4) Discuss in groups how society will have changed by 2020 and what Casio should strive to be like at that time, and what Casio must work at now to achieve that vision



5) Share ideas with everyone via presentations by each group



Creating the Future: What Initiatives Should Casio Address on a Priority Basis?

Following the workshop with young employees, Casio held a workshop with the 44 members of the CSR Committee on May 28, 2014. Building on the results of the first workshop with young employees, the discussion focused on materiality for Casio (important CSR issues) with the objective of thinking of detailed action strategies aimed at achieving a sustainable global society.

Participants considered beforehand what Casio should address in the future, looking from the internal perspective of Casio's uniqueness and the external view of stakeholders' expectations. The workshop started with individuals sharing their own ideas. They ended up selecting those matters that Casio will give priority to, making reference to the 46 aspects specified in the Global Reporting Initiative (GRI), which is the international guideline for sustainability reporting. The results of discussions in each group were then shared with everyone.

Key concepts in social trends relating to Casio that came up in the workshop included: Japan's dwindling birth rate and aging population, globalization, environmental problems, and supporting the advancement of developing countries. Issues that the members felt deserved priority attention were: contributing to social issues through the core business ("Creativity and Contribution"), contributing to the environment through the core business, and strengthening human resources measures such as hiring, workplace environment, and education.

Having a meeting of the CSR Committee in a discussion format was a new approach that produced a number of discoveries. Feedback from the participants included opinions such as, "The workshop format enabled us to have very meaningful discussions," and "It is important to tie the discussions into future output," as well as many forward-looking opinions such as, "We have to make clear what the Casio uniqueness is that has been lost and get back to being the old feisty Casio," and "Women's opinions should also be included in the CSR Committee."

Casio is aiming to identify and report on materiality in its 2016 sustainability report. Moving forward, Casio will continue to make use of this workshop format to advance these discussions in and outside the company.

Flow of the CSR Committee workshop

1) Share in each group what should be addressed in the future while making use of Casio's uniqueness, which participants had considered beforehand



2) Discuss materiality for Casio (important CSR issues) in each group



3) Share with everyone via presentations by each group

