

## 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.



### Raising up the next generation

#### Classes in the company, and school visits

Casio offers a diverse array of products used in schools and other educational settings, such as calculators, electronic dictionaries, musical instruments, and projectors. Seeking to make educational contributions to the next generation, Casio strives to understand the challenges faced in various educational settings in different countries and regions. It then works to provide suitable products that can help to resolve challenges in the classroom. Thus, this Casio business seeks to improve the very way education is approached.

Beyond its main business, Casio is also actively engaged in other efforts befitting a good corporate citizen to contribute to the education of the next generation.

Since 2007, Casio Computer Co., Ltd., has been offering original educational programs, primarily for elementary and junior high school students. These include school visits and classes offered at company facilities. In these programs, Casio aims to make a broader and more profound contribution to education.

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. Since 2007, the school visit program has been conducted for over 29,000 children at a total of 340 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 program includes activities such as a tour of the thermal storage tank and rooftop garden as well as hands-on experience with taking apart and then reassembling environmentally friendly products.

At other facilities, engineers lead classes in which they convey to children the fun of making things and the value of craftsmanship.

\* For more information on Casio school visits, see [“Class on Life”](#) in the Feature Story section of the 2013 report.

\* For more information on the classes offered at the Hachioji R&D Center, see the [Environmental Communication](#) section.



School visit



Taking apart and reassembling a calculator



Developer tells the story of the creation of G-SHOCK

### Exhibition and workshop held at Hachilabo in the Science Center for Children

From August 20 to October 3, 2013, Casio held an exhibition entitled “Digital World of Expanding Fun!” at Hachilabo in the Science Center for Children run by Shibuya Ward in Tokyo. The exhibits introduced the evolution and fun of digital technology through 3D Casio art and familiar products such as calculators, digital cameras, timepieces, and electronic dictionaries.

Additionally, from August 27 to 29, Casio employees taught workshops using electronic dictionaries, digital cameras, and calculators. Many families attended the workshops, and the three days stirred great interest and enthusiasm in digital technology.



Using watches to explain how solar batteries work



Children fascinated by disassembled parts at a workshop on electronic dictionaries

## Participation in science fairs

In August 2013, Casio exhibited at Science Square in Munakata 2013. Like the year before, the Casio booth allowed visitors to capture the moment a water balloon breaks in a frame from a high-speed movie taken on an EXILIM digital camera. Many elementary and junior high school students interested in science experienced what it is like to use a camera to confirm a phenomenon that cannot be perceived with the naked eye.



Bursting water balloon captured with the High Speed Exilim digital camera

## Cooperating in the private sector training of schoolteachers

Casio Computer Co., Ltd., has cooperated in the private sector training of schoolteachers, organized by the Keizai Koho Center, every year since 2004. The purpose of this training is to deepen teachers' understanding of the business world so they can then convey that experience to children and also make use of it in school administration.

In 2013, the tenth year of its involvement, Casio welcomed nine teachers for training over three days from July 23 to 25. The teachers were given a tour of the head office facilities and the Toshio Kashio Memorial Museum of Invention and listened to lectures by employees from different departments about such topics as Casio's product development and marketing and its environmental and CSR initiatives.

Feedback from the teachers included: "I got a sense of Casio's management philosophy and sincerity." "I will bring what I learned back to school, share it with other teachers, and make use of it to reflect on my own teaching and in the education of the children." "I could feel the Casio staff's passion for the company and their enthusiasm about craftsmanship."

Casio will continue accepting schoolteachers for training in the private sector in the future, in order to contribute to the education of the children who will be the torchbearers of the future.



Observing a demonstration of the 14-A in operation at the Toshio Kashio Memorial Museum of Invention



Introducing examples of how high-speed digital cameras are used in educational settings

## Teaming up with China's Teaching Materials Institute on an experimental education program

Casio (China) Co., Ltd., signed a three-year partnership agreement with the Teaching Materials Institute of China's Ministry of Education, for an experimental education program. In fiscal 2014, the company provided electronic dictionaries, graphing scientific calculators, digital pianos, and projectors to 26 well-known foreign-language schools in China, and carried out an experimental teaching program. Use of these teaching materials will broaden education and learning, and the educational effectiveness of these schools is expected to increase as a result.



Ceremony at Nanchang Foreign Language School

## 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.



Award ceremony at Shanghai International Studies University



Award ceremony at Tianjin Foreign Studies University

## Sponsoring the Mexican team in the International Mathematical Olympiad

The 54th International Mathematical Olympiad was held in Colombia from July 18 to 28, 2013. Casio Mexico Marketing, S. de R. L. de C.V. was a main sponsor of the Mexican team together with the Mexican Mathematical Society.

The Mathematical Olympiad is an international competition for high school students who compete in their ability to solve mathematical problems. It is held every year, and over 70 countries participated in 2013. In the future, Casio will continue contributing to mathematics education in Mexico.



Mexican high school students participated in the International Mathematical Olympiad

## 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 31 years, the Foundation has provided a total of about ¥1,481.14 million in 1,167 grants.



The 31th grant presentation ceremony (fiscal 2014)

#### Grants in fiscal 2014

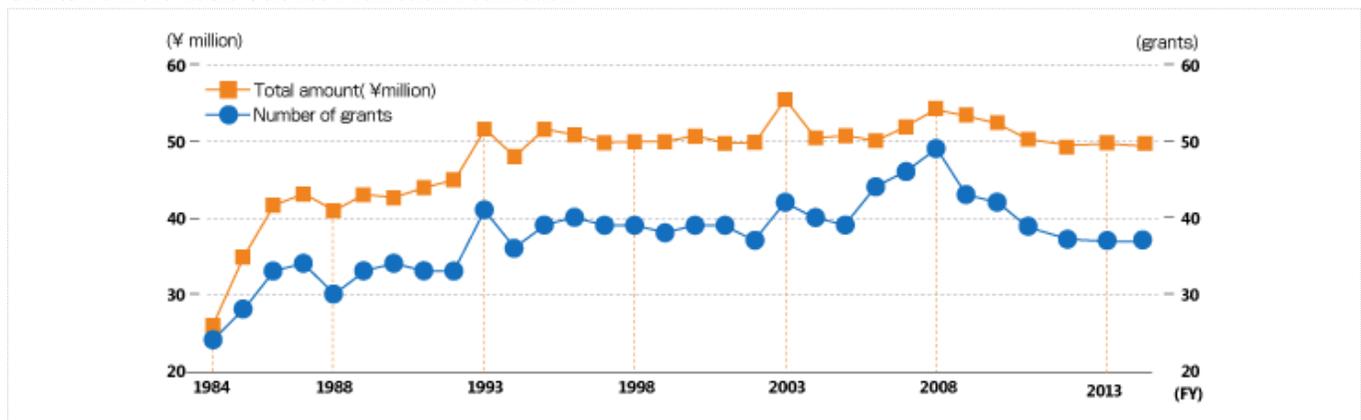
In addition to its 21 basic categories in 5 fields, in fiscal 2014 the Foundation established a new special topic considered to be important based on recent social trends: New technology research that could form the core of the next industrial revolution.

After asking 190 universities to submit research topic proposals, 263 proposals were received from 89 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)                | 9 grants  | ¥9 million  |
| Group C (Humanities)                             | 5 grants  | ¥5 million  |

#### Grants from the Casio Science Promotion Foundation



## Message from a grant recipient

I would like to express my sincere gratitude for the research grant; I consider it a great honor. I was transferred this past April and so find myself facing hectic days in a completely different environment. Nevertheless, at present I am striving to construct numerical analysis coding and an experimental environment for validation, working under the research theme of “elucidation of a mechanism of ion beam neutralization using mini ion thrusters.” Using an analytical model that I created, and making effective use of the precious grant funds, I intend to devote myself to moving ahead with this theme and to contribute to the development of space engineering. I look forward to your guidance and encouragement in the future.



Yoshinori Takao,  
Associate Professor,  
Systems Research Group,  
Faculty of Engineering,  
Yokohama National University

## Environmental conservation

Casio continuously and enthusiastically engages in social contribution efforts in the area of environmental conservation, including supporting environmental organizations through the sale of special collaboration G-SHOCK and Baby-G models, planting trees in China, and adopting tulips and Ohga lotus plants.

\* For more information, see the [Environmental Communication](#) section.

## 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 at the plant is provided to interested candidates. From December 2013 to March 2014, 402 interns from the municipal vocational school in Guangxi and 207 interns from the manufacturing technical school in Hunan were accepted. Looking ahead, Casio hopes to keep helping the community's next generation to acquire skills and participate in the training of human resources utilizing the Casio Technology Course in cooperation with local schools.



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 12<sup>th</sup> annual marathon held in 2013, about 61 Yamagata Casio employees participated in the event as runners or volunteers at water stations.

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.



Volunteers at water stations

## 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

## Other

### 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.

Recently, the workspace has been involved in the disassembly and separation of label printers and ink cartridges, which have been collected once customers stopped using them after buying replacements. 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. Work such as disassembly and separation increases their concentration and ability to keep going on a task, which also gives the workers a high sense of fulfillment on the job.

This initiative is considered to support the independence of workers through social education and the acquisition of morals and rules.

As part of its CSR initiatives, Casio Business Service will continue contracting out this work to help support the independence of workers.



Workspace operations

## 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

In December 2013, Casio visited Magome Elementary School in Kesenuma, Miyagi, and delivered a session of the “Class on Life” to the students. This was the third session at this school, following sessions delivered in February 2012 and February 2013.

This session focused on disaster prevention and the importance of life. Feedback from the students included the following statement: “The Class on Life made me feel an emotional connection to those who have already passed away.”



Class on Life

In fiscal 2014, Casio also delivered sessions of the “Class on Life” to the students at Adachi High School in Fukushima and Nagamachi Junior High School in Miyagi.

##### Disaster zone volunteers

On April 11, 2014, 53 newly hired employees from Casio Computer Co., Ltd., helped in volunteer efforts to restore agricultural land in Higashi-matsushima, which was affected by the Great East Japan Earthquake. Casio has continued to provide volunteer activities in the disaster zone for the past three years as part of new employee training. This time the volunteers participated in the Tatton Project, planting cotton to help rejuvenate fields that were damaged by seawater. Under the direction of local farmers, volunteers spread fertilizer on about 3,000 m<sup>2</sup> of land (about the size of three rice fields), cleaned waterways, built field ridges, and prepared seedlings.



Planting seeds for cotton seedlings. Cotton absorbs salt from the ground, and after growing it for about three years, the field is transformed (left). Building field ridges (top and bottom) and group photo after work (right)

##### 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.