

Responsibilities to Society

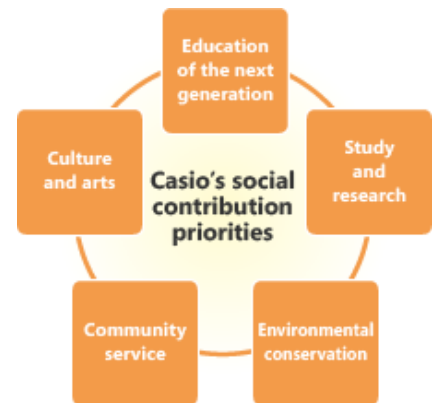


Striving to be a model corporate citizen, Casio makes the most of its unique know-how and management resources to fulfill its various social responsibilities.

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 47,000 children at a total of 470 schools (as of 2015.3.31).

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



Developer tells the story of the creation of G-SHOCK

Exhibition and workshop held in the Science Center for Children Hachilabo

From November 23, 2014, to January 23, 2015, Casio Computer Co., Ltd. held an exhibition entitled "The Changing and Advancing Digital World," in the Science Center for Children Hachilabo run by Shibuya Ward in Tokyo. The exhibit showcased mechanisms and advancements in digital technology, through familiar products such as calculators, digital cameras, timepieces, and electronic dictionaries.

On January 18, 2015, Casio employees taught technology workshops for children. Many children participated in the activity where they experienced taking apart calculators and reassembling them.



Discovering digital technology first hand



Calculator disassembly and reassembly workshop

Participation in a science event

Casio participated in a science event, which was held in November 2014 at Hawks Town Mall in Fukuoka.

Through science shows and scientific experiments, this event aims to discover and develop Japan's talented human resources of the future. Many companies and schools participate in the event.

Casio set up a booth featuring cameras that can bend time. Using high-speed movie cameras, the children were able to shoot slow-motion video of water balloons bursting. They also took time-lapse images of origami folding. This resulted in videos of paper cranes and boats being completed in just a few seconds, just like a fast-forwarded movie.

The children's eyes shone with amazement as they made and watched their own time-bending videos not seen every day.



Children enthralled in capturing the moment a water balloon bursts



Checking photos taken

Calculator disassembly and reassembly workshops at kid's events

Casio Computer Co., Ltd. participated in kid's events held in August and March. These events are sponsored by the Mainichi Shimbun, Mainichi Media Cafe, and Mainichi Elementary School Newspaper. At the events, a Casio employee held a calculator disassembly and reassembly workshop under the theme of "Secrets of the Calculator."

In this workshop, the children took apart actual calculators with their own hands. Then they learned to how to reassemble them, how a calculator works, and what kind of environmentally friendly features it has.



Workshop

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 2014, the eleventh year of its involvement, Casio welcomed twelve teachers for training over three days on July 22, 24 and 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.

The teachers provided feedback comments such as, "I came to realize that Casio employees have a common understanding of the company's corporate creed and code of conduct, and are always working with them in mind," and "Since we learned a lot of things that will also be helpful in our own jobs, I would like to use this opportunity to create classes and promote student comprehension from a wider variety of angles." Another teacher added, "I think it would be wonderful if we could convey the Casio corporate creed of "Creativity and Contribution" and "daily improvement" from our perspective to the students.

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



Group work activity using watches and creating store displays

My Dream Backpack program

Casio (China) Co., Ltd. began a charitable activity called “My Dream Backpack” in order to support the education of impoverished children in rural areas.

The activity involves providing each child with a school backpack they can use every day, filled with stationery and learning materials. Useful educational equipment is also donated to each school, according to its needs. These classroom tools include Casio digital pianos, calculators, printers, short-focus data projectors, and digital cameras.

- First donation: Shuanghe Elementary School, Suqian, Jiangsu Province (Sept. 2014)
- Second donation: Central Elementary School, Longtoushan town, Ludian, Yunnan Province (Dec. 2014)
- Third donation: Lianting Elementary School, Yanzihe town, Jinzhai, Anhui Province (May 2015)

Casio (China) intends to continue supporting the growth and education of children through programs like My Dream Backpack, while demonstrating the corporate creed of “Creativity and Contribution.”



Children received backpacks (first donation)



School children (third donation)

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

Casio (China) signed a three-year partnership agreement with the Teaching Materials Institute of China’s Ministry of Education, for an experimental education program in January 2013. As of March 31, 2015, 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 No. 8 Middle School in Heifei

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 Beijing Foreign Studies University

Educational contribution activities at /Casio Singapore

Aiming to contribute to local mathematics education, Casio Singapore Pte., Ltd. has launched two social contribution programs involving scientific calculators. The first is the Casio Cares Initiative. Children from Singapore-residing families with a monthly income of less than 2,500 Singapore dollars are offered the loan of FX-9860GII's Casio scientific calculators until they graduate. The returned scientific calculators are then lent to new eligible students the following year. The next plan is to donate calculators to underprivileged children in other parts of Southeast Asia. The second activity is a Buy-Back Program. Students who purchase a FX-9860GII's calculator at the time of school enrollment are eligible to return their calculators upon graduation for a refund of 60 Singapore dollars.



Official site

▶ <http://www.casiocalculatorsea.com/>

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 32 years, the Foundation has provided a total of about ¥1,531.10 million in 1,200 grants.

Grants in fiscal 2015

In addition to its 21 basic categories in 5 fields, in fiscal 2015 the Foundation continued to support a 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 202 universities to submit research topic proposals, 281 proposals were received from 91 universities. Based on a rigorous selection process, a total of 49.96 million yen in grants was awarded to 38 different proposals.

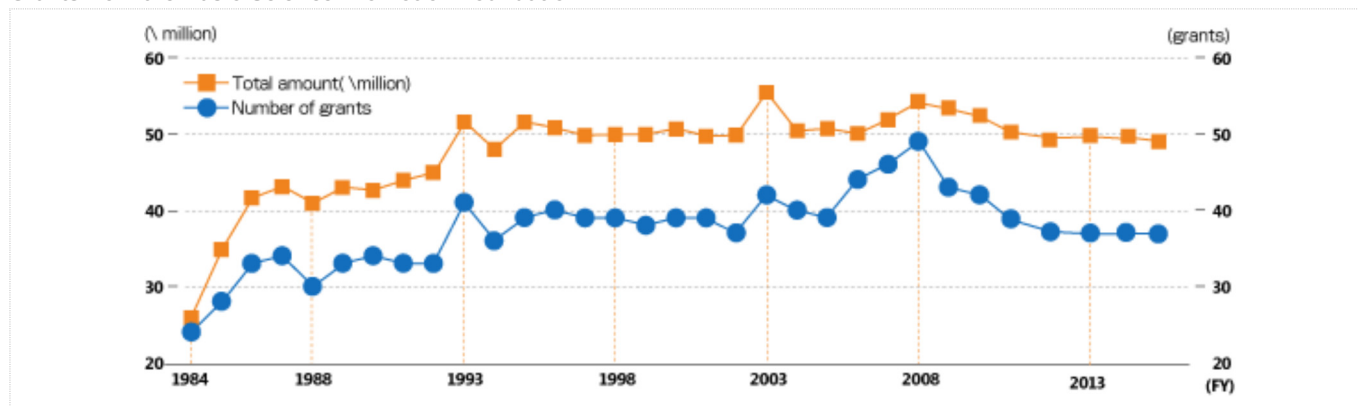
Most of the grant recipients are in their thirties or forties, and many young researchers representing the promise of the next generation attended the grant presentation ceremony held in December 2014.

Special topic	3 grants	¥15 million
Group A (Electronics and Mechanical Engineering)	21 grants	¥22 million
Group B (Medicine and Physiology)	9 grants	¥7.96 million
Group C (Humanities)	5 grants	¥5 million



The 32th grant presentation ceremony (fiscal 2015)

Grants from the Casio Science Promotion Foundation



Message from a grant recipient

I would like to express my appreciation for this very prestigious research grant. My research project entails the development of a balloon-VLBI-equipped high-speed data recording device for black hole imaging. A gondola system for astronomical observation using a 1.5-meter radio telescope in the stratosphere (at an altitude of 32 kilometers) using a balloon is being developed. This valuable grant will be effectively applied to the development of a recording device that can function in an environment that approximates outer space and bring large amounts of data back to earth. I will devote myself to the advancement of this project while contributing to space science development. I look forward to your continued guidance and support in the future.



Akihiro Doi,
Assistant Professor,
The Graduate University for
Advanced Studies,
School of Physical Sciences,
Space and Astronautical Science

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.

An internship at the plant is provided to interested candidates. From December 2014 to March 2015, 150 interns from the municipal vocational school in Hunan and 100 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.



Classroom



Communication with students

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 13th annual marathon held in 2014, about 60 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.



Casio employees volunteering at a water station

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.

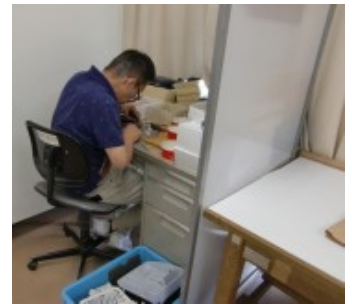
- Sponsorship of the NHK Symphony Orchestra
- Sponsorship of the Tokyo Philharmonic Orchestra
- Sponsorship of the Maison de la culture du Japon á Paris (Institute of Japanese Culture in Paris), and more

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., has contracted 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 since 2000. Recently, the workspace has been disassembling and separating mainly used tape cartridges and ink ribbon cassettes collected at Casio Eco Stations. At the welfare workspace, which enrolls persons with 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.



Disassembly and separation of tape cartridges and ink ribbon cassettes



Dismantling electronic stationery and sorting materials

Supporting bread and cakes sales by Hope Employment Center Shibuya's Shibuya Marufuku

Since October 2014, staff from Hope Employment Center Shibuya's Shibuya Marufuku, which is located in Shibuya-ku Tokyo, have been regularly visiting the headquarters of Casio Computer Co., Ltd. to sell bread and cakes. The proceeds help support the independence of people with disabilities. Hope Employment Center Shibuya's Shibuya Marufuku is a support site for steady employment run by the non-profit Hope Worldwide Japan, which provides vocational training opportunities and employment to people with disabilities. Under the philosophy of "happy workers create happy customers," the center makes and sells delicious and heartwarming traditional Japanese snacks (imagawayaki), as well as handmade breads and cakes. The people participating at the center are working towards their respective goals.

The visiting bake sales are very popular with Casio employees, and the company plans to keep supporting the center.



Bake sale table



Donating wall clocks and calculators to health centers in Southeast Asia

Casio endorses the activities of People's Hope Japan, and has been a corporate supporting member of this NGO for international cooperation since 2006. The organization carries out support activities with a focus on healthcare education while aiming to help make people in developing Asian countries self-sufficient.

Recently, the organization relocated sites to new districts in Indonesia and Cambodia to start support activities in those locations. It also opened a local office in Myanmar to initiate support work in that country. Consequently, in March 2015, Casio donated wall clocks and calculators needed for time management and calculation work at the organization's new sites and health centers.



Donation to a health center in Tirtayasa Autonomous District, Selang District, Banten Province, Indonesia



Donation to the Orm Leu Health Center, Kampong Cham Province, Cambodia (at left, the health center director)

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 January 2015, Casio visited Magome Elementary School in Kesenuma, Miyagi, and delivered a session of the "Class on Life" to the students. This was the fourth session at this school, following sessions delivered in February 2012.

In fiscal 2015, Casio also delivered a second set of sessions of the "Class on Life" to the students at Nagamachi Junior High School in Miyagi.



Class on Life

Donation to Tsunami Orphans

In order to assist orphans who lost their parents in the 2011 Great East Japan Earthquake, Casio has been donating to the Ashinaga Great East Japan Earthquake & Tsunami Orphans Fundraising Campaign since fiscal 2012. In fiscal 2015, Casio donated 2 million yen, as it did the previous year. As part of the same cause, the company also began supporting the non-profit Children's Village Tohoku, and donated 500,000 yen in fiscal 2015.

Casio will continue to donate to the campaign in the future.

•Earthquake relief activities in Yunnan Province, China

A devastating earthquake hit China's Yunnan Province in August 2014. In order to help provide relief to the victims and promote post-disaster reconstruction, Casio donated 500,000 yuan (about 8 million yen) to the China Youth Development Foundation. The company also donated two mercury-free projectors, which are being used to show movies and entertain children in the disaster region.

•Disaster relief for landslide victims in Hiroshima

After major landslides occurred in Hiroshima Prefecture in Japan in August 2014, Casio donated 2 million yen to the non-profit Japan

Platform for disaster victim relief and reconstruction efforts.

● **Supporting earthquake victims in Nepal**

A devastating earthquake also struck Nepal in April 2015. Casio donated 2 million yen to the Japan Platform to support victim relief and post-disaster reconstruction.