

CSR activities are becoming an even more important part of the activities required of companies to ensure the sustainable development of society. The Casio Group undertakes various initiatives to fulfill its corporate social responsibilities.

PRINCIPAL MEASURES TAKEN

In April 2004, Casio established its CSR Operations Section to oversee CSR activities. In December, Casio formed a CSR Committee to discuss CSR basic policies and priority items. The Committee comprises the President who acts as chairman, directors and corporate auditors, and it is undertaking various Company-wide projects.

CSR GUIDELINES AND STAFF AWARENESS

All employees are required to observe the guidelines contained in the Charter of Creativity for Casio, as well as the Casio Common Commitment. To ensure that they put principles of the Charter into practice in the course of day-to-day operations, we publish a bi-weekly in-house online magazine to convey messages directly from the top management to Casio employees. The staff also reports on CSR efforts that are underway, and provide their impressions and feedback.

Casio has also drafted a Code of Conduct. Employees are required to behave in an appropriate manner, which includes compliance with all laws and ordinances, respect for human rights, and separation of personal affairs from business.

PROTECTING PERSONAL DATA

To protect against leakages of personal data, Casio established the Protection of Personal Data Project Group in June 2004. We conducted a study to determine the type and amount of personal data held by each department. Based on this study, the Company established a framework for preventing leakages of personal data, including a set of guidelines and employee training courses. We applied for "Privacy Mark®*" in March of this year. At present, we have limited personal data to the barest minimum. Upon receipt of such data, the Project Group must be notified, and the information must be stored in a secure place. In the case of outsourcing, the Companies rendering services are obliged to take preventive measures against data leakages, and must sign confidentiality agreements.

Casio's CSR Oversight Organization





Part of the revenues from the sale of watches is used to protect the Amazon rainforests



A large radio-controlled clock at Gomenmachi Station, in Kochi Prefecture. The clock was donated by Casio Computer Co., Ltd. and Kochi Casio Co., Ltd.

ENVIRONMENTAL CONSERVATION ACTIVITIES

The Casio Group has drafted a Casio Environmental Charter and a set of Fundamental Environmental Policies. The actual themes and policies appear in the Casio Voluntary Plan for the Environment. In addition, we have drawn up and promoted a Group-wide Environmental Action Plan, "Clean & Green 21 Initiative" – in which numerical targets and deadlines are set for implementation. A portion of revenues from the sale of G-Shock and Baby-G watches are donated to a dolphin and whale research institute. A similar scheme is employed for the protection of Amazon rainforests, in that a certain percentage of sales is donated to non-governmental organizations.

CASIO'S CONTRIBUTIONS TO SOCIETY

The Company's social contribution activities include the Casio Science Promotion Foundation. Each year, the Company provides financial support for scientific researches into next-generation technologies. In addition, Casio welcomes visitors and offers guided tours in its manufacturing plants and other facilities. They also support the dispatch of schoolteachers to private companies to further their understanding of corporate business activities. Casio takes part in fire-prevention activities, blood drives, and tree-planting campaigns, and makes donations to local communities and groups. In these ways, the Company promotes interaction with the local community.

PUBLICATION OF A CSR REPORT

The Company has published an environmental report every year since 1999. The 2004 edition of this report also covered the Company's social contributions. In the current term, the Company plans to issue a CSR report that will address CSR initiatives, taking into account not only environmental and social matters, but also the economic aspects of its business activities.

*Use of this mark of confidence for privacy protection has been approved by the Japan Information Processing Development Corporation (JIPDEC), a semi-governmental organization auxiliary to the Ministry of Economy, Trade and Industry, which conducts inspections of companies and organizations to certify that their handling of personal information meets JIS personal information protection standards (JIS Q 15001).