

Corporate Social Responsibility (CSR) Activities

Casio established a Charter of Creativity for Casio. We are now committed to ensuring that the Charter is observed, so that we can live up to our creed of "Creativity and Contribution," maintain a creative corporate culture, and continue to contribute to society through our business activities.

The Company has set up a CSR Committee, which is chaired by the President and which consists of directors and auditors. In addition, the Company has established the CSR Operation Section to discuss and institute specific policies and strategies on company-wide issues relating to corporate social responsibility.

Highlights among our environmental protection activities

Casio's universal design activities

We practice universal design (UD) to develop products that all people can use comfortably. To date, the Company has developed environmentally friendly products, taking advantage of its original technologies that focus on products that are compact, lightweight, slim and energy-efficient. In addition, from this point on, the Company will attempt to develop products that are friendly for both people and the environment, by taking into account user-friendly and safety aspects.

As a policy in this area, the Company has set out specific ideas for product development in the original Casio Universal Design Policies developed in 2005. Going forward, the Company will seek to make products more user friendly in all aspects, including the products themselves, their packaging and their operating instructions, and to pursue product development from the standpoint of users.

Casio Universal Design Policies

1. Make directions easy to understand
2. Design easy-to-operate products
3. Reduce physical and mental burden
4. Provide safe and reliable products
5. Pursue enhancement of product value



Energy-saving activities at business offices

As part of its activities to help prevent further global warming, Casio is working to conserve energy at its business offices and manufacturing bases. Among its initiatives, the Hachioji Research & Development Center completed in 2003 is equipped with facilities that incorporate the latest energy-saving technologies. The Center is implementing cutting-edge measures to save energy. As specific steps, the Center is standardizing power consumption using the thermal storage layers within buildings based on weather forecast data, has introduced a natural ventilation system, and is controlling air-conditioners, lights, ventilators and blinds automatically. In addition to using the new facilities, the Center has switched from complete automatic control to partial manual operation of its air-conditioning system to further save energy. This activity has been given high marks by the Tokyo Metropolitan Government as a groundbreaking measure that combines hardware with voluntary action, and they are introducing it as a model activity.



Highlights among our CSR activities

Welcoming visitors

As a responsible corporate citizen, Casio values opportunities to communicate with all types of stakeholders. To facilitate such communication, the Company allowed students from Chiba Prefectural Kashiwa Senior High School to visit its Hamura Research & Development Center in August 2006. This school is designated as a Super Science High School, with an emphasis on developing talent in science and technology, by the Ministry of Education, Culture, Sports, Science and Technology. The Company accepted the school's request to "learn about logic circuits in electronic calculators and look at R&D activities on site." During the visit, the Company showed the students the process of developing new products and gave them a study tour of the facilities, in addition to a talk covering the subjects of corporate activities, logic circuits for addition, subtraction, multiplication and division, and basic technologies relating to electronic calculators. Through activities like these, the Company plans to continue contributing to the education of the next generation, the key players in future Japan.



Establishment of the Casio Education Fellowship at three universities in Shanghai

In line with its long-held corporate creed of "Creativity and Contribution," Casio actively supports the scholarly and research activities that are critical for the advance of society. As part of this support, Casio (Shanghai) Co., Ltd. set up the Casio Education Fellowship at Fudan University, Shanghai International Studies University and East China University of Politics and Law in Shanghai in November 2006. This followed the establishment of the Casio Monetary Fund Committee for Peking University Japan Study at Peking University in 2005.

The three institutions are renowned, prestigious universities in Shanghai. Among their graduates are a significant number of important figures. We will actively support the research activities of each of the three universities over the next ten years by offering grants across a broad range of fields and by offering support in areas such as personnel exchanges.

