

Corporate Social Responsibility (CSR) Activities

Casio regards its corporate social responsibility as a priority management issue (see chart below). The Company carries out social contribution initiatives that leverage its unique know-how and management resources, as well as the expertise and experience possessed by each employee, to realize contributions to the community that bear the unmistakable Casio hallmark.

In line with the Charter of Creativity for Casio, we utilize our close communications with all categories of stakeholder to discover what Casio can do to fulfill its duties as a good corporate citizen. We undertake proactive and voluntary social contribution in the confidence that the discharge of our responsibilities will gain us the trust of all our stakeholders.



Casio receives award for energy management at HQ building

Casio has received an award from the Kanto Bureau of Japan’s Ministry of Economy, Trade and Industry for superior performance in energy management at its headquarters building in Hatsudai, Tokyo. This award, which was initiated by the ministry to encourage energy conservation initiatives, is given to companies that achieve significant improvements in the rational use of energy through methods that can become a model for imitation by other plants, office buildings and commercial facilities. Casio has replaced various types of equipment at its head office building with more energy-saving models, and all staff working at the building wear cool clothing in the summer to allow air-conditioning thermostats to be turned down. These are just two examples of the many ways in which Casio tackles energy conservation at its headquarters building from the twin perspectives of equipment specifications and human behavior patterns.

Casio Supports Breast Cancer Foundation

Campaigns to raise awareness of the importance of breast cancer prevention came to the fore in the United States around 1980, and pink ribbons were adopted as the symbol of this movement.

Casio America, Inc. supports the National Breast Cancer Foundation (NBCF), which is the principal U.S. organization devoted to raising awareness of this issue. As part of its support efforts, the company has launched on the market a version of the Exilim EX-Z75 digital camera with a pink body and a pink ribbon lanyard. The model, called the Exilim EX-Z75 Pink Ribbon Special Package, was put on sale in October 2007. A certain percentage of the profits from the sale of this product is donated to the Breast Cancer Research Foundation through the NBCF.



Elementary school children tour Hachioji R&D Center, Casio staff visit schools

In August 2007 Casio's Hachioji Research & Development Center commenced an education program for children at elementary schools under which school groups tour the Center, while staff from the Center visit schools to give talks. This program — an improved version of the "Factory Tours for 10,000 People" program conducted by Kofu Casio, a manufacturing subsidiary, from 2004 — provides additional educational opportunities for children from three elementary schools in Hokkaido and 17 in Tokyo. Casio's staff teach children the importance of bonds between people, human creativity, and the development of a strong character through talks about their experiences and on the history of Casio. With the help of staff, children assemble calculators and participate in environmental education programs.

The Hachioji Research & Development Center is one of the most environmentally friendly of all facilities operated by the Casio Group, and children visiting the Center can see equipment that demonstrates in concrete manner what companies can do to help preserve the natural environment.

Reading children's reports of their impressions of their visits to the Center, we can see how the visits have helped to show the children the satisfaction that can be derived from the creation of products. The visits have also sparked interest in ways in which the children can make their own contribution to the environment in their home life.



Support for Kids' ISO 14000 New York Project

The Kids' ISO 14000 project was introduced on a trial basis in New York City in September 2007. This program was developed by ArTech (International Art & Technology Cooperation Organization), a Japanese NGO/NPO, to raise awareness of environmental issues among children and help nurture their individual skills in devising solutions to environmental issues. This is an innovative education tool that gives hope for future improvement in society's interaction with the natural world. The program, aimed at developing an interest among children in the environment and an understanding of the great importance of environmental protection, has been very successful.

Casio America will continue to sponsor further schools in New York to take part in the program.