

Corporate Social Responsibility (CSR) Activities

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 of Social Contribution

Aiming to help create a healthy, generous society, we are earnestly engaged in a variety of social contribution initiatives. We take good corporate citizenship seriously, so our process for determining the most useful things to do is guided by communication with various stakeholders. The five priority themes of our social contribution initiatives are outlined in the figure on the right. Leveraging our unique know-how and management resources as well as the wide range of knowledge and experience possessed by our employees, we fulfill our social responsibilities in our own unique way.



Selected as one of 31 forward-looking Japanese companies working to prevent global warming

We were selected for inclusion in the Carbon Disclosure Leadership Index Report 2009 Japan 500 Report, a list of Japanese companies that are making outstanding efforts to prevent global warming and promote information disclosure.

In that report, the Carbon Disclosure Project, an NPO based in the United Kingdom, selected and announced those companies that are having a positive impact on global warming prevention and information disclosure. Out of the list of 500 Japanese companies, 31 companies including us were selected.



Casio Donates Graphing Calculators to Chicago's Public Schools

Casio America, Inc. donated 5,000 graphing calculators to 20 Chicago public schools. While graphing calculators are used in America's high school mathematics education, not all students are able to afford graphing calculators due to disparities in student's household incomes. In order to provide learning opportunities for using graphing calculators to a large number of students, we are cooperating with Chicago's public schools by not only providing products, but complimentary training and support to teachers at the targeted schools so that more effective classes can be held. Teachers were highly appreciative of the calculators and training received and commented about how easy the calculators were to use and how helpful they were in increasing student understanding.

We will continue providing support so that other interested schools can also receive this training.



Casio (Thailand) Co., Ltd. wins Outstanding Labor Relations and Labor Welfare Award for fourth consecutive year

Group member Casio Thailand, which manufactures wrist watches, won the Outstanding Labor Relations and Labor Welfare Award sponsored by the Thailand government's Ministry of Labor. This prize was established for the purpose of improving the labor environment and is presented to companies with outstanding employment systems from the viewpoint of their compliance with labor law, their good relations with labor unions and employees, and their labor welfare benefits. This marks the fourth consecutive year that Casio Thailand has won this award.

Not only does the company work to maintain and improve its employment system, its employee also actively contribute to local communities on a regular basis by participating in nearby events. This year, the company was highly acclaimed for its activities including donations to orphanages and hospitals and support for events at local schools in addition to its improved working environment, which have led to its receipt of this award. The company will continue to improve its labor environment while striving to promote greater cooperation between the company and employees, and will make ever greater efforts in the area of social contribution activities.



Support for "Dolphin & Whale Eco-Research Network"

In 1994, we began selling "G-Shock" and "Baby-G" watch models in co-sponsorship with the 4th International Dolphin & Whale Conference held in Japan. By donating a portion of the proceeds from sales of these watches to I.C.E.R.C. (International Cetacean Education Research Centre) Japan*1, we supported dolphin and whale-related education and research activities in various parts of the world.

In order to support both I.C.E.R.C. Japan, which it had already been supporting with dolphin and whale themed watches, and Earthwatch Institute*2, an organization that promotes environmental conservation and research, in 2009, under the theme of "Love the Sea and the Earth," we added four models of G-Shock and Baby-G decorated with images of the ocean and ocean-related plants and organisms to our product lineup and assisted these organizations by donating a portion of the watch sales proceeds to them.

***1. I.C.E.R.C. (International Cetacean Education Research Centre) Japan**
Established in 1991 to care for nature, dolphins and whales, I.C.E.R.C. is a nonprofit organization engaged in activities aimed at communicating the splendor of nature, dolphins and whales through the three steps of "knowledge," "communion" and "care."

***2. Earthwatch Institute**
Founded in 1971 in Boston, U.S.A., the Earthwatch Institute provides financial and manpower support for low-profile field work related to environmental conservation research on climate change, wildlife, ecosystems and other such areas that require time, financial support and manpower. It is the world's oldest and most trusted NGO in the area of dispatching volunteers to do field work.



"International Dolphin & Whale Eco-Research Network" model