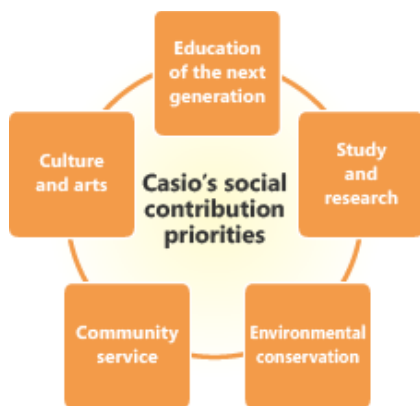


# Responsibilities to Society

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.



School visit



Developer tells the story of the creation of G-SHOCK

\*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](#).

## Calculator disassembly and reassembly workshops at kid's events



Workshop

Casio Computer Co., Ltd. participated in kid's events held in August 2015 and March 2016. 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.

## 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 2015, the twelfth year of its involvement, Casio welcomed seventeen 17 teachers for training over three days on August 19, 20 and 21. 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, design, product display methods, and environmental and CSR initiatives.

The teachers provided feedback such as, "I got to see a real 14-A [calculator] at the Toshio Kashio Memorial Museum and was impressed," and "I was deeply impressed by Casio's corporate creed of 'Creativity and Contribution,' which describes Casio's commitment to contributing to society through manufacturing. I felt that these [creativity and contribution] are principles that also apply to our work [as teachers]. I came away thinking that I want to do work that makes people think, 'This is necessary' for themselves, for children, for parents, the community, and colleagues...." Another teacher added, "I felt that the philosophy of creating something new and of valuing Casio fans is an approach that also holds true in education, even though the line of work is different. I intend to make use of the things I have learned in this training in the classroom."

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



Trying high-speed shooting with Casio digital cameras



## 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 in September 2014.

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, electronic dictionaries, printers, short-focus data projectors, and digital cameras.

Donations in fiscal 2016

- Lianting Elementary School, Yanzihe town, Jinzhai, Anhui Province (May 2015)
- Yangjiacun Elementary School, Yuhemiao village, Gong town, Yibin, Sichuan Province (September 2015)
- Xianfeng Elementary School, Zhouwenmiao village, Hanshou town, Changde, Hunan Province (December 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.”



Trying out an electronic dictionary



School children

## 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. The company has provided electronic dictionaries, graphing scientific calculators, digital pianos, and projectors to 26 well-known foreign-language schools in China, and carries 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.



## CASIO Education Scholarship Foundation

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.



Fudan University



Tianjin Foreign Studies University

## 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 33 years, the Foundation has provided a total of about ¥1,591.10 million in 1,245 grants.



The 33th grant presentation ceremony (fiscal 2016)

## Grants in fiscal 2016

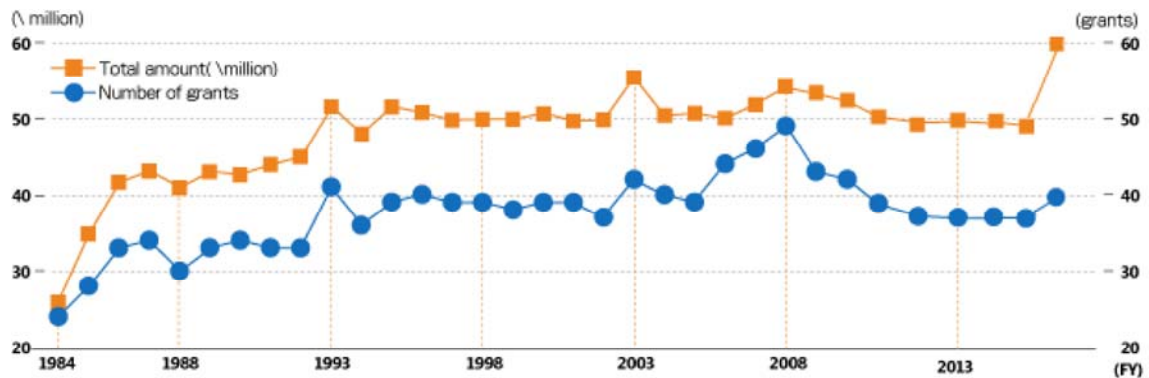
In addition to its 21 basic categories in 5 fields, in fiscal 2016 the Foundation continued to support a special topic considered to be important based on recent social trends: New technology research that could promote industrial activation.

After asking 211 universities to submit research topic proposals, 302 proposals were received from 94 universities. Based on a rigorous selection process, a total of 60.00 million yen in grants was awarded to 40 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 2015.

Special topic	5 grants	¥25 million
Group A (Electronics and Mechanical Engineering)	23 grants	¥23 million
Group B (Medicine and Physiology)	8 grants	¥8 million
Group C (Humanities)	4 grants	¥4 million

## Grants from the Casio Science Promotion Foundation





## Message from a grant recipient

I would like to express my sincere appreciation at being selected for a fiscal 2016 research grant (special topic: new technology research that could promote industrial activation) from the Casio Science Promotion Foundation. It was very encouraging that my research project was highly regarded out of the many project applications. At present, I am working on the selected project: "Development of a high-throughput protein interaction analysis system based on a new fluorescence polarization assay principle." The objective of this project is to develop a small analysis system that can serve as a tool in drug discovery and clinical diagnosis. I will redouble my efforts so that the research results turn into a technology that will invigorate industry.

Manabu Tokeshi, Professor, Division of Applied Chemistry, Graduate School of Engineering, Hokkaido University



## 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](#).

### 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 14th annual marathon held in 2015, about 40 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 à Paris (Institute of Japanese Culture in Paris), and more

## Other

### 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

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

Since October 2014, staff from Hope Employment Center Shibuya's Shibuya Marufuku, which is located in Shibuya-ku Tokyo, have been visiting the headquarters of Casio Computer Co., Ltd., to sell bread and cakes once or twice each month. 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

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



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 2016, 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 in fiscal 2015, and donated 500,000 yen in fiscal 2016. Casio will continue to donate to the campaign in the future.

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## Supporting the non-profit Change

In September 2015, Casio donated a projector in support of the initiatives of Change, a non-profit led by Anji Hino that aims to contribute to people's mental health by continuously engaging in support activities, including in response to the Great East Japan Earthquake. The project is used in such activities as the organization's "Complete Change Program" (an effective program for overcoming inactivity due to the effects of earthquakes and providing emotional care and prevention).

### ●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.

### ●Disaster relief following torrential rain brought by Tropical Storm Etau

Casio donated 2 million yen to the Central Community Chest of Japan to support volunteers, with the aim of benefiting disaster victim relief and post-disaster reconstruction efforts in response to damage from torrential rain brought by Tropical Storm Etau in 2015.

### ●Supporting earthquake victims in Kumamoto, Japan

A strong earthquake struck Kumamoto Prefecture, Japan in April 2016. Casio donated 2 million yen to the Japan Platform to support victim relief and post-disaster reconstruction.

Additionally, the Casio Group collected donations from employees and made a matching gift from the Group. The donations collected from employees came to 2,837,427 yen. The Casio Group matched this with 3,000,000 yen and donated the total amount as relief funds to the Japanese Red Cross Society.