

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

Contributing to education through the core business

In Casio's educational products business, centered on scientific calculators and electronic dictionaries, the goal is clearly defined: to improve the academic abilities of students in markets where Casio operates. In over 30 countries, Casio is now contributing to education through its products under a program called GAKUHAN.

A typical example of GAKUHAN activities involves scientific calculators. Casio's strength lies in a high level of product customization to match the language and mathematics curriculum in each country, as well as product development based on feedback from classrooms. Since Casio's scientific calculators are developed for global deployment from the start, a major feature of the products is software that can be localized at the overseas factory level at the time of shipping.

Moreover, the special feature of GAKUHAN activities is that they do not end once a product has been sold. Instead, a whole range of activities are also promoted for users. Merely selling scientific calculators does not ensure they can be utilized effectively in classes and examinations. Teachers and students need further support, such as showing teachers how the calculators can be utilized, and providing easy-to-understand teaching materials.

Therefore, Casio begins by creating collaborative relationships with educational institutions in each country, cooperating with supportive mathematics teachers. Through these relationships, various activities are undertaken, including training teachers so they can instruct other teachers on how to use scientific calculators and introduce them in their classes. Other activities include the development of teaching materials according to the education level and system in the specific country, as well as the holding of trial classes using scientific calculators and verification of the benefits.

GAKUHAN activities have so far been conducted through cooperation with the education ministries and teachers in each country concerned. However, Casio is now planning also to promote initiatives in collaboration with university research institutions and NPOs.



GAKUHAN conference with invited participants from the education ministries of various countries and key persons from education circles

Classes in the company, and school visits

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 65,000 children at a total of 604 schools (as of March 31, 2017).

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

With a desire to convey the excitement of product creation to children, the leaders of tomorrow, Casio Computer Co., Ltd. has been involved in kid’s events since 2014. These events are sponsored by the Mainichi Shimbun, Mainichi Media Cafe, and Mainichi Elementary School Newspaper. At the recent events held in August 2016 and March 2017, a Casio employee held a calculator disassembly and reassembly workshop under the theme of “Secrets of the Calculator.” About 120 children participated.

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.

Supporting Key Person 21

Key Person 21 is a certified non-profit organization for youth career education. It promotes activities to bring out the potential in each child and nurture their ability to choose a future that suits them. As a company that focuses on educating the next generation and promoting educational initiatives, Casio shares the mission of Key Person 21, and so began supporting the organization. In fiscal 2017, Casio participated in the organization’s career education program conducted at three elementary and junior high schools in Shibuya, Tokyo, near the head office of Casio Computer Co., Ltd. Employees visited classrooms and engaged with the students.



Classroom activity

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 2016, the thirteenth year of its involvement, Casio welcomed 14 teachers for training over three days on July 25, 26 and 27. 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.

Afterwards, the teachers provided a range of positive feedback. One said, "At the Toshio Kashio Memorial Museum of Invention, I learned about the importance of emphasizing tradition. I felt that striving to preserve tradition while innovating for the future is a universal approach, valid in any field." Another teacher expressed the wish to tell her students about the importance of contributing to society and not giving up even if they encounter failure. A third teacher said, "I would like to plan exciting classes based on the Casio concept of valuing and increasing the number of fans." Another teacher noted, "I realized the importance of continuing to evolve and take on challenges. I want to instill in my students a passion for continual self-improvement and challenge setting."

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 2017

- Malang Elementary School, Gaofeng, Guianxing, Guiyang, Guizhou Province
- Guanxiangtuochang Elementary School, Haiyuan, Ningxia Province
- Shaozhai Elementary School, Yingju, Fengqiu, Xinxiang, Henan Province

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

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

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 34 years, the Foundation has provided a total of about ¥1,651.09 million in 1,285 grants.



The 34th grant presentation ceremony (fiscal 2017)

Grants in fiscal 2017

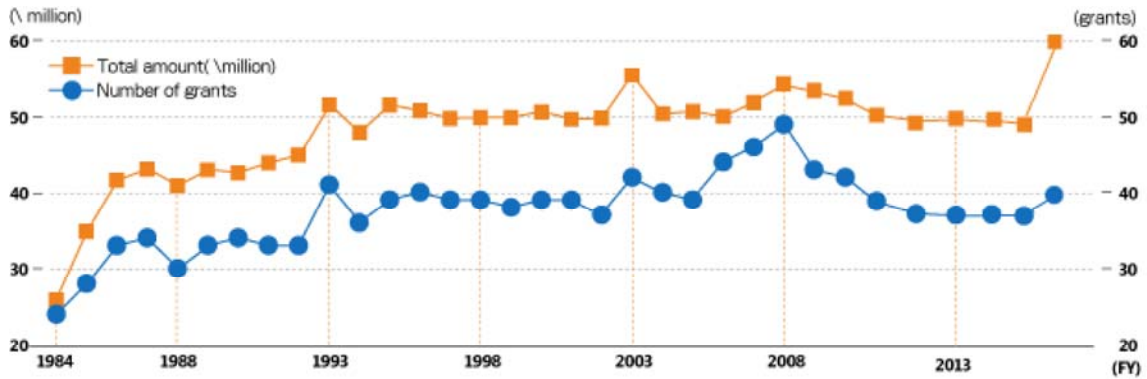
In addition to its 21 basic categories in 5 fields, in fiscal 2017 the Foundation continued to support a special topic considered to be important based on recent social trends: New technology research that could promote industrial activation.

After asking 222 universities to submit research topic proposals, 305 proposals were received from 114 universities. Based on a rigorous selection process, a total of 59.99 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 2016.

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 very much like to thank the Casio Science Promotion Foundation for the research grant in 2016. We were very encouraged to have our research topic, "Construction of innovative magnetization control technology using the spin-orbit effect," accepted as a special theme. For this project, we are conducting research to control the spin of electrons by utilizing the spin-orbit interaction in matter. We will continue to pursue research into electron spin control, to help bring about greater innovation for future electronics.

Masamitsu Hayashi, Associate Professor
 Department of Physics, Faculty of Science & Graduate School of Science,
 The University of Tokyo



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](#).

Community Service

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 15th annual marathon held in 2016, many Casio employee runners and 30 water station volunteers participated in the event.

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

Supporting Respite Trip organized by Oyako Haneyasume

The non-profit organization, Oyako Haneyasume, supports children who need medical care due to serious illness or disability, as well as their families. Respite Trip is a program where a third party provides temporarily nursing care for an eligible child, so the family can take a trip and rebound from the stresses of caregiving.

In August 2016, after interested persons were recruited in a CSR Leader meeting, four members from Casio Computer Co., Ltd., participated as volunteers in the Respite Trip program.

Casio will continue to support this program that offers time and space for relaxation to families with children who need home care.

Support for People's Hope Japan

People's Hope Japan is an NGO involved in international cooperation. It provides support for activities focused on educating people in developing Asian countries about insurance and healthcare. As a company that supports the organization's mission, Casio has been corporate sponsor since 2006.

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

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 2017, Casio donated 2 million yen, as it did the previous year.

Casio will continue to donate to the campaign in the future.

●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.

The group also provided repair services at reduced rates for repairable Casio products damaged by the disaster.