

# Social Contribution Activities

## Approach

### Social Background

Casio recognizes that companies with major social influence are expected by society to keep expanding their social contribution efforts, especially with the recent increase in the sophistication and complexity of social issues.



### Risks and Opportunities for the Casio Group

In this environment, Casio will continue to pursue social contribution activities and help to resolve social issues as a good corporate citizen in accordance with its basic policy, in order to maintain the trust of its stakeholders.

### Policy

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.



## Management Approach

### System

Casio promotes community-based social contribution activities focused on the Sustainability Promotion Department while collaborating with related departments and group companies inside and outside Japan in accordance with the company's policy on social contribution activities.

### Social Initiatives: Action Plans and Performance

Evaluation ◎: All targets met, ○: Most targets met, △: Remaining issues outweigh results, ×: No progress made

FY2018 Targets & Plans	FY2018 Performance	Evaluation	FY2019 Targets & Plans
Enhance activities for educating the next generation.	Established new programs and continually implemented existing activities	△	Enhance activities for educating the next generation.
Continue to support cutting-edge science and technology research.	Provided 41 research grants, totaling 64.87 million yen, through the Casio Science Promotion Foundation.	○	Continue to support cutting-edge science and technology research.

## Activity Results

### Raising up the next generation

#### Contributing to education through the core business

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

[Working to improve the math skills of children in developing countries](#)  
[Partnership with the GAKUHAN program](#)

## Invention Ideas Workshop Helps Elementary School Students to Think Up Useful Inventions

Since 2017, developers at Casio Computer Co., Ltd. have been serving as instructors for the Invention Ideas Workshop for elementary school children to have fun while thinking up an invention that is useful for someone.

The Kashio Toshio Memorial Foundation launched the workshop in 2017, the 60th anniversary of the establishment of Casio Computer Co., Ltd., in order to convey the commitment to contribute to society by creating inventions of Toshio Kashio, one of Casio Computer's founders who came up with numerous inventions. A team of developers from Casio Computer, including G-SHOCK developer Kikuo Ibe, served as instructors and got children to think up ideas for "watches that are useful for someone." After introducing the G-SHOCK development story and doing some mental exercises as preparation for thinking outside the box, the instructors and staff got children to come up with ideas while chatting with them. The children came up with fun ideas at each of the workshops, including a watch that does housework instead of your mom, a watch that chats with you when you are alone, a watch that grows arms and helps with caregiving, and a watch with a drink that comes out to quench your thirst.

In fiscal 2018, the touring workshop visited 10 elementary schools across Japan from Hokkaido to Kyushu, and a total of 435 pupils from grade one through grade six took part. All of the participants received a Hatsumeika no Tamago ("Inventor of the Future") certificate from the staff to take home together with their work.



Workshop



Presentation of ideas



## Calculator Disassembly and Reassembly Workshops at Kids' Events

With a desire to convey the excitement of product creation to children, the leaders of tomorrow, Casio Computer Co., Ltd. has been involved in kids' 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 2017 and April 2018, 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 2018, 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. Total 40 employees visited classrooms and engaged with the students.



## 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 2018

- Xie Zi Chang Red Army Elementary School, Zichang, Yanan City
- Xiaoshan Elementary School, Juyuan, Harbin City, Heilongjiang 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.”



## CASIO Education Scholarship Foundation

Casio (China) Co., Ltd. established the CASIO Education Scholarship Foundation at Tainjin Foreign Studies University in 2007 with the objective of providing support with a long-term perspective for the universities involved, which play a key role as institutions in the development of human resources. Between fiscal 2008 and fiscal 2018, the Foundation has awarded Casio scholarships to 54 Japanese language teachers and 140 students.



Scholarship award ceremony

## 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 35 years, the Foundation has provided a total of about ¥1,715.96 million in 1,326 grants.





The 35th grant presentation ceremony (fiscal 2018)

## Grants in fiscal 2018

Adding to its existing 21 basic categories in five fields, the Foundation established a special topic (research aimed at problem-solving on the subject of the global environment) considered to be important based on changes in the global environment over the past few years.

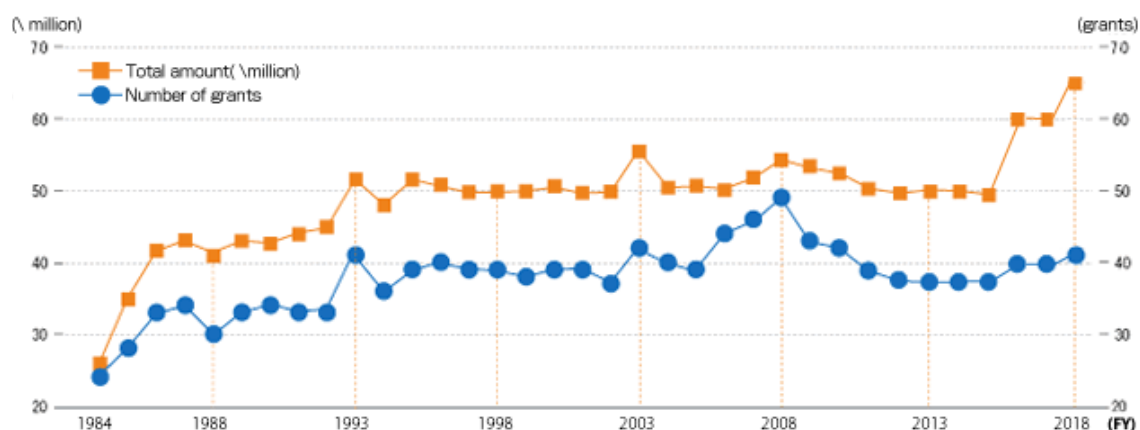
After asking 237 universities to submit research topic proposals, 288 proposals were received from 91 universities. Based on a rigorous selection process, a total of 64.87 billion yen in grants was awarded to 41 different proposals.

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 2017.

Special topic	6 grants	2,987 million yen
Group A (Electronics and Mechanical Engineering)	22 grants	2,200 million yen
Group B (Medicine and Physiology)	9 grants	900 million yen
Group C (Humanities)	4 grants	400 million yen



## Grants from the Casio Science Promotion Foundation



### Message from a grant recipient

Our research loosely falls into the category of geology. We are also studying climate change that took place in the past rather than themes with direct economic connections such as earthquake prediction or resource exploration. As it is the study of the climate in the past, it does not immediately indicate any scenarios for the future climate. There are not always abundant research funds for such a field. It was both a surprising and inspiring experience to receive such handsome support from a private-sector foundation. I would like to once again express my heartfelt appreciation for the Casio Science Promotion Foundation's bold decision.

I believe that basic research such as ours is vital for thinking about the future of the earth "accurately" from an impartial position, ensuring that the facts that form the foundation are taken into consideration individually, rather than taking the future hostage and pointlessly feeling a sense of crisis. All the members of our research team will continue working together and do our best to have a discussion that gets to the bottom of the true nature of climate change so that the grant will be considered a success. Thank you very much.

Takeshi Nakagawa, Professor  
Director, Research Centre for Palaeoclimatology, Ritsumeikan University



## Environmental Conservation

### Leveraging products for environmental conservation

Casio supports the activities of environmental conservation groups by collaborating with them to develop and sell special-themed product models.



ICERC Japan



Earthwatch Japan



Aqua Planet



The Nature Conservation Society of Japan

For more information, see the Living in [Harmony with Nature section](#).

## Adopting tulips and Ohga lotus plants

Hamura City, located in Tokyo, is promoting cultivation of tulips and other plants as an effort to preserve fallow rice fields and to make effective use of rice fields after their crops have been harvested. As part of its social contribution, Casio has been a foster-sponsor for the tulips and for Ohga lotus plants since 2004.

A number of varieties bloom in the greatest tulip field in the Kanto region, which is planted with approximately 400,000 bulbs in roughly 23,000m<sup>2</sup> of rice fields, and many tourists visit the tulip festival held in April each year.

Casio became the owner of about 500m<sup>2</sup> of one 1,000m<sup>2</sup> paddy field and helps to cultivate the Ohga lotus. The descendants of local farmers in Hamura city cultivate the Ohga lotus in fallow rice fields, and the flowers bloom from mid-July through to mid-August. A lotus viewing event was held early in the morning on August 1, and a large number of people visited from early in the morning to appreciate the lotus. The Ohga lotus plant is an ancient form of lotus from the Yayoi Period (about 2,000 years ago) discovered in the Kemigawa ruins in Chiba Prefecture under the guidance of the late Dr. Ichiro Oga in 1951.



## 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 16th annual marathon held in 2017, many Casio employee runners and about 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

## Other

### Helping to resolve social issues with Ittan Partner

Ittan Partner is a project in Japan organized by the Agriculture and Welfare National Council of the ShizensaibaiParty that encourages corporations to support rice cultivation at a welfare center for one season. The project converts abandoned farming land into rice paddies, allowing the welfare centers to work with people with disabilities on the land to grow rice using natural cultivation (shizensaibai) without agricultural chemicals and chemical fertilizers. Then, corporations buy the rice harvested from one tenth of a hectare (ittan) for a set price regardless of the yield. The aims are to combine job satisfaction and high income for people with disabilities, revitalize abandoned farming land, and provide safe food.

Endorsing the aims of the project, Casio started support for two tenths of a hectare's worth of rice in 2017. The company also recruited volunteers to work with people using the welfare center to carry out rice planting in spring and harvesting in autumn. A total of 88 employees and family members took part. The employees who took part had impactful experiences as they actually communicated with people with disabilities. This is expected to lead to new perspectives and learning that cannot be obtained through everyday life and work.

Along with Ittan Partner, in addition to contributing to solving the social issue that is the aim of the project, Casio hopes that the awareness and learning of these employees will promote understanding of people with disabilities and lead to new projects, products and services designed to solve social issues.



Planting rice



Harvesting rice in a team with everyone from the welfare center



Harvested rice provided in employee cafeterias

### Supporting and participating in Respite Trip organized by Oyako Haneyasume

The non-profit organization Oyako Haneyasume provides support for children with serious diseases or disabilities and their families in Japan. It runs a program (Respite Trip) to support family travel under which a third party provides temporary substitute care so that families who are usually swamped providing nursing care can take a short break. Casio began volunteer participation in Respite Trip with employee volunteers in fiscal 2017, and the company provided full-scale support, including a donation, as the first corporate sponsor in fiscal 2018.

Three families were invited to the Respite Trip held in August 2017, and nine employee volunteers took part. Casio will continue to provide support for the program, which creates time and space to completely relax for children and families who need to recuperate.





## 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 Marufuku

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

## 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

### ●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 (accumulated total: 12 million yen).

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

## Supporting the Sanriku Volunteer Divers

Yamagata Casio Co., Ltd. supported the activities of the Sanriku Volunteer Divers, providing four sets of Logosease underwater communication equipment and one set of terrestrial equipment to enable communication between the land and water.

Sanriku Volunteer Divers is a non-profit organization that conducts activities aimed at restoring the Sanriku coast, which was damaged by the Great East Japan Earthquake. The group strives for restoration in the true sense, ranging from work to remove debris such as ropes from aquaculture facilities damaged by the tsunami through the release of abalone spats, surveys of rocky shore denudation and creating mechanisms to restore delivery of seafood to consumers.

Hiroshi Sato, the group's representative, commented, "When we do underwater work to clean up and support fisheries, oftentimes sand and mud floats around, reducing visibility. In these conditions, we can't read hand signals or underwater slates, but Logosease makes it easy to communicate with each other. It is also really handy when your hands are occupied or when giving quick instructions."



Logosease



Logosease supports the underwater work of Sanriku Volunteer Divers

## ●Providing support for the torrential rain disaster in northern Kyushu

Casio donated ¥5 million in aid to Japan Platform to support relief for the victims of the torrential rain disaster that occurred in northern Kyushu in July 2017 and to help with the reconstruction of the affected areas.