

Social Contribution Activities

Approach

Social Background

Casio recognizes that companies, who are participants in society and have a major social influence, are expected by the public 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.

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 also promoting initiatives in collaboration with university research institutions and NPOs.

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

[Partnership with the GAKUHAN program](#)



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



Partnership agreement signed with Indonesia's Ministry of Education
For details, see: <https://world.casio.com/news/2018/1018/>

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

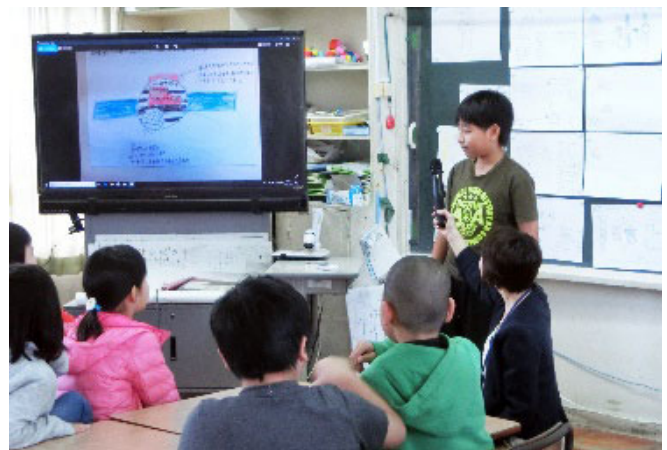
Since 2017, developers at Casio Computer Co., Ltd. have been serving as instructors for the Invention Ideas Workshop for elementary school children to have fun while thinking up an invention that is useful for someone.

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 grows arms to help you swim, a watch that warms up like a heat pack for people who live in cold places, a watch that thinks up menus tailored to physical condition for athletes, and a watch whose numbers can be increased in size to help elderly people.

In fiscal 2019, the touring workshop visited six elementary schools across Japan from Hokkaido to Kyushu, and a total of 320 pupils from grades two through 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

Participation as a theme sponsor in Mono-Coto Innovation 2018

Casio Computer Co., Ltd. participated as a theme sponsor in Mono-Coto Innovation 2018, sponsored by Curio School Co., Ltd. Casio's Design Division and Musical Instrument Business Unit spearheaded the cooperation. This is a participatory program that brings together talented junior high and high school students from around the country to work on teams to compete in solving an issue proposed by companies. This is part of the CSR activities aimed at raising corporate value that the Design Division has carried out as part of its Open Innovation framework.

Casio participates in the program with three objectives. The first is to demonstrate that Casio is committed to programs like these to the talented human resources of the future—called “generation Z”—by supporting students on all fronts as they take the initiative in solving problems that actually confront companies. The second goal is to raise motivation by having the young Casio employees who represent the next generation openly express honest views with the students and draw out answers, while the third goal is to find seeds for new businesses in the flexible ideas unique to junior high and high school students.

The young designers and engineers who participated spent about four months seriously engaging with junior high and high school students and getting a sense of the essence of making things. It was also a good experience for the students to learn about Casio's commitment to Creativity and Contribution. At the final contest in December, when the eight teams who made it to the finals competed, the Casio team won the grand prize.

This program was an opportunity to identify the needs of the future by working together with the students of the next generation, and has led to activities that will put users first in the future. Casio plans to continue this activity as a theme sponsor in 2019.



Team Casio



Designers and engineers supported the team of students as their mentors.

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 2018 and April 2019, 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.



Workshop

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 2019, 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. A total of 31 employees visited classrooms and engaged with the students. In addition, as a new initiative, Casio held meetings with other companies that also support Key Person 21 to exchange views, and 21 people participated.



Industry-academia partnership with Musashino Art University

Casio began an industry-academia partnership project with Musashino Art University in fiscal 2018 to support foreign students in their Japanese language studies.

In fiscal 2019, the project, which aims to get the word out about the many cultures coexisting in Japan, got underway with interviews conducted by university students of organizations active on the front lines. The students are supervised by Jumpei Miyo, Associate Professor of Japanese Applied Linguistics, and Shinichi Yonetoku, Professor of Moving Images, and a Casio employee works with the student project team as a mentor. They worked closely with an employment agency that connects Japanese companies and foreign students, a foreigner support organization in which parents and their children participate, and a Japanese language school at which students learn Japanese and IT skills at the same time. The interviews, conducted from the students' unique perspective, were recorded on video.

In February 2019, the results were presented at Musashino Art University's Design Lounge (Akasaka, Minato-ku), where students gave their presentations and shared documentary films to representatives from 25 organizations, including The Society for Teaching Japanese as a Foreign Language, publishing companies, Japanese language schools, and the university.

Casio values the efforts of non-Japanese to learn the Japanese language, and the company will continue to support Japanese language education through this kind of industry-academic collaboration.



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 2019

- An elementary school in Sandu Village, Jiangxi, China



In addition, an event was held to look back at Casio's activities thus far in which 12 teachers and students (six pairs) from five schools that Casio has visited in the past were invited to Shanghai to discuss their many “first” experiences.



Visit to Casio (China)



Visit to elementary school in China

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.”

Co-sponsorship of education contest

Casio (China) Co., Ltd. provides support for efforts to train the next generation of human resources by co-sponsoring an education contest.



Thirty-fifth All-China Physics Contest



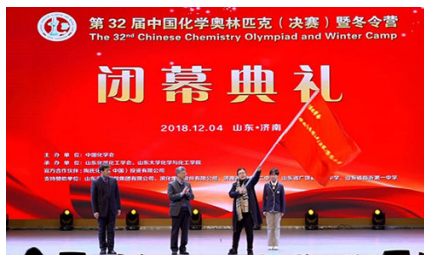
Eleventh Shanghai International Studies University Casio Cup Speech Contest for Chinese university and graduate students in the Japanese language department



Eleventh Casio Cup for Best Japanese Studies Master's Thesis



Ninth Casio Cup Contest for Japanese Teaching Skills awarded to young Chinese teachers of Japanese



Thirty-second Chinese Chemistry Olympiad

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 cutting-edge device research in electronic and mechanical engineering to natural sciences related to telecommunications, AI, IoT, environmental electronics, health, sports, and health engineering—as well as in the cultural sciences including human resources development and human behavior.

Over the last 36 years, the Foundation has provided a total of about ¥1,788.64 million in 1,371 grants.



The 36th grant presentation ceremony (fiscal 2019)

Grants in fiscal 2019

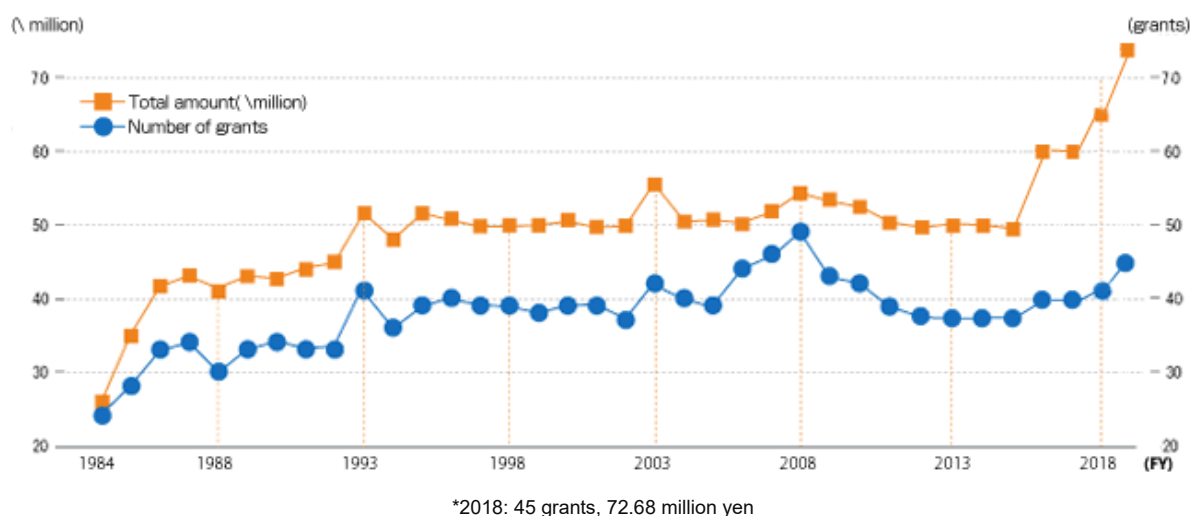
Adding to its existing 21 basic categories in five fields, the Foundation established a special topic (research aimed at problem-solving on the subject of the global environment) considered to be important based on changes in the global environment over the past few years.

After asking 204 universities to submit research topic proposals, 313 proposals were received from 114 universities. Based on a rigorous selection process, a total of 72.68 million yen in grants was awarded to 45 different proposals.

More than 80% 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 2, 2018.

Special topic	7 grants	34.74 million yen
Group A (Electronics and Mechanical Engineering)	22 grants	21.98 million yen
Group B (Medicine and Physiology)	10 grants	9.98 million yen
Group C (Humanities)	6 grants	5.98 million yen

Grants from the Casio Science Promotion Foundation



Message from a grant recipient

Our research is focused on infectious diseases. In recent years, drug-resistant pathogens and new and re-emerging infectious diseases have occurred frequently, and infectious diseases remain a major threat to humanity. These developments create a need for the development of treatment methods, but antibiotic drugs are not effective against viruses, which means that we must gain an understanding of each pathogenicity at work in a wide range of viruses, and must develop treatments for each virus. Understanding the pathogenicity, determining the molecule that will be the therapeutic target, and developing a method to impede its functions requires extremely laborious basic research. The Casio Science Promotion Foundation's research grant concentrates its support on young researchers' cutting-edge, creative research in the early stages, and as a young researcher myself, I am profoundly grateful for this grant.

Unlike the painstaking basic research which takes so much time, infectious diseases spread rapidly and rob many people of their lives. In this increasingly globalized world, infectious diseases rampant overseas can infiltrate Japan any time in just 24 hours, so we researchers must carry out our research with a sense of urgency. I hope that this grant will help my team work together so that our basic research can contribute at least a little to humanity's health. Thank you very much.

Takao Hashiguchi, Associate Professor
Faculty of Medical Sciences, Graduate School of Medical Sciences, Kyushu 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



ワイルドライフプロモシング



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 23,000m² of rice fields, and many tourists visit the tulip festival held in April each year.

Casio became the owner of about 500m² of one 1,000m² 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. 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 17th annual marathon held in 2018, 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



Cherry Marathon runners

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

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 Shizensaibai Party that encourages corporations to support rice cultivation at a welfare center for one season. The project supports welfare centers with their projects to convert abandoned farming land into rice paddies and 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 increase income (to support financial independence) for people with disabilities, revitalize abandoned farming land, and provide safe food.

Endorsing the aims of the project, Casio has been supporting two tenths of a hectare's worth of rice per year since 2017. As a part of its educational programs, 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 162 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. Harvested rice was provided in employee cafeterias to spread awareness of this activity within the company and also given to three children's cafeterias close to Casio headquarters.



Planting rice



Harvesting rice in a team with everyone from the welfare center



Harvested rice provided in employee cafeteria

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 the Respite Trip in fiscal 2017, and a total of 29 employees volunteered through fiscal 2019, including in the Sibling Camp. Casio has provided full-scale support, including donations, as the first corporate sponsor, since fiscal 2018.

Four families were invited to the Respite Trip held in August 2018, and four employee volunteers took part. Casio will continue to provide support for this program, which creates time and space to completely relax for children and families who need to recuperate, as a valuable activity that fulfills the SDG pledge to “leave no one behind.”



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 dessert 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 desserts 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 handmade breads and desserts. 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 will 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 2019, Casio donated 2 million yen, as it did the previous year (accumulated total: 19 million yen). Casio plans to continue to donate to the campaign through 2020.

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, "We work over a broad area, but Logosease allows us to easily identify other teams' locations. We can also communicate directly more easily with this than with underwater slates."



Logosease



Logosease supports the underwater work of Sanriku Volunteer Divers

●Support for relief and recovery from the heavy rains of July 2018 in Japan

Casio donated funds as described below to support relief for the victims of the heavy rains in July 2018 and to help with the reconstruction of the affected areas. The company also provided matching funds for any donations made by employees.

1. Support donation: 5 million yen
Donated to Japan Platform, an emergency humanitarian aid organization
2. Relief donation: About 5.84 million yen (about 2.84 million yen in donations from employees and 3 million yen in contributions from Casio Computer Co., Ltd.)
Donated to Japanese Red Cross Society
3. Additional support for Kochi Prefecture
Relief donation: 2 million yen
Donated to Kochi Prefecture

●Support for earthquake and tsunami damage that occurred in Indonesia's Sulawesi Island

Casio made donations, as noted below, to aid disaster victims and support the recovery in the afflicted areas following the earthquake and tsunami that occurred on Sulawesi Island in Indonesia in September 2018.

Relief donation: 1.0 billion Indonesian Rupiah (about 7.5 million yen)
Donated to the Indonesian Red Cross