

Casio's Sustainability Concept

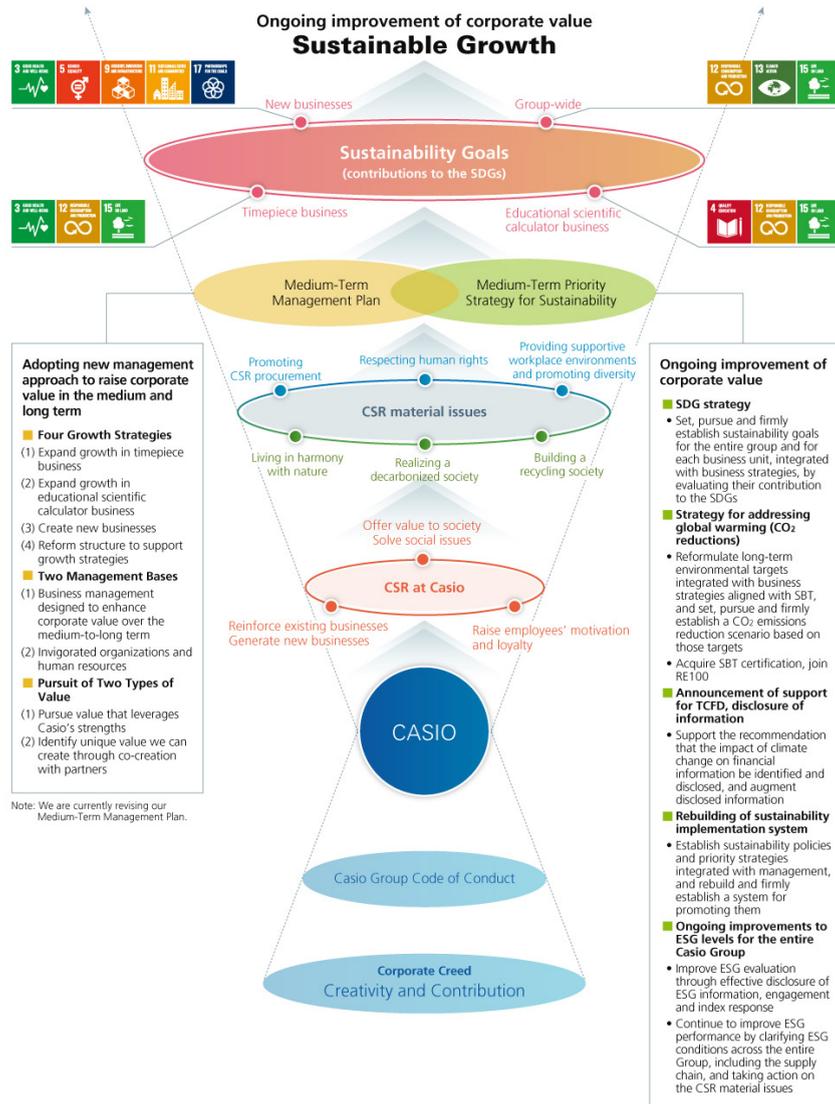
Pursue Sustainable Growth for Both Company and Society

The Casio corporate creed, "Creativity and Contribution," reflects our founders' aspiration to give back to society by offering truly innovative products that never existed before.

At Casio, we believe that continuing to put this creed into practice will deliver long-term sustainable growth for both our company and society.

Founded on this philosophy and code of conduct, Casio got its start by developing a groundbreaking electronic calculator. Since the beginning, we have always considered what our social responsibilities are as a manufacturer that provides useful inventions to the world. This is how we define CSR at Casio, and to make it specific, we have identified several issues with large social impact as material issues for Casio.

As part of our management strategy, we established the Casio Medium-Term Priority Strategy for Sustainability, and we are moving ahead by linking those initiatives with our Medium-Term Management Plan. Each business sets specific targets for these plans and strategies and implements them, seeking to achieve sustainable growth for both the company and society.



> Corporate Creed and Sustainability Management

Casio believes that part of its social responsibility is to pass down the corporate creed, “Creativity and Contribution,” to all of its employees without fail. Casio is determined to ensure that its businesses, which make something from nothing, or go from “0” to “1,” continue to make a consistent contribution to a more sustainable global society.

Learn more about the Casio corporate creed and its participation in the United Nations Global Compact.

> Vision and Materiality

Casio’s sustainability management approach is one where the group works to meet the expectations of society by helping to solve environmental and social issues through business operations, while achieving sustainable growth. Casio must continue to be useful to society, while also maintaining the respect of its employees.

Learn more about the Casio vision and material issues.

> Medium-Term Priority Strategies for Sustainability

In pursuing sustainability, Casio is building a system, devising strategies and targets, and using the PDCA cycle.

Read about policy and progress made on sustainability initiatives over the past two years and the medium-term priority strategy. Also review a schematic diagram of sustainability management.

> Sustainability Goals

In 2019, Casio set sustainability goals for each business to address, in line with its Medium-Term Management Plan, and identified which SDGs Casio will seek to contribute to. Casio is determined to reflect the SDGs in how it does business.

Read more about SDG initiatives in each business.

Casio's Corporate Creed and Sustainability Management

The Corporate Creed of “Creativity and Contribution”

Since its our establishment, Casio has placed value on the concept of “Creativity and for Contribution,” which is its our corporate philosophy.

This refers to our commitment to benefiting society by maximizing the unique strengths of the Casio Group to create new culture according to the changing times.

Through “Creativity for Contribution,” we aim to be a corporation that continuously creates new value, the type of value that blends seamlessly into the lifestyles of our customers.

Welcoming the Challenge of Helping to Build a More Sustainable Global Society

In recent years, there has been widespread concern over the sustainability of human civilization in its current form. While economic activity has enriched the lives of many people, it has also put great strain on the global environment and social systems. Cooperation is needed to overcome this global crisis and leave a sustainable global society to future generations. In order to achieve this, proactive initiatives need to be taken by individuals, companies, governments, and international organizations. A company has a much larger impact on society than an individual, and corporate activities are responsible for some of the current impact on the planet. This is why society now has much greater expectations for companies to actively implement their own initiatives to help resolve sustainability issues, or in other words, to fulfill their corporate social responsibility (CSR). In recent years, investment in enterprises based on environmental, social and governance (ESG) criteria has grown exponentially worldwide. Given this trend, companies that neglect their CSR initiatives and fail to fulfill their social responsibilities no longer hold any appeal for investors, and the continued existence of such companies holds no value for society.

Casio's corporate creed of “Creativity and Contribution” expresses the company's concept of using creativity in order to contribute—in other words, creating innovative products and services with original Casio technology to give back to society. Everyone working at Casio fully appreciates this corporate creed, and the company is always striving to help build a more sustainable global society by pursuing business activities designed to make something from nothing, or go from “0” to “1.” This is Casio's CSR approach.

The Casio Group Code of Conduct is used as a guide for all officers and employees of the Group, ensuring compliance with applicable laws and internal regulations and appropriate conduct from an ethical point of view. Based on changes in and outside the Casio Group, the Code of Conduct was revised in June 2013 and again in November 2016 to meet new standards in areas where the international community has high expectations and demands, such as human rights, supply chain management, and anti-corruption measures.

Casio has identified three material issues, shown below, to guide its efforts to address social and environmental issues that relate directly and indirectly to its business operations. By addressing these issues the company aims to help build a more sustainable global society.

The world today is faced with many complex economic, environmental and social problems of a very serious nature. Humanity as a whole needs to consider its own best future, and then find ways to move in that direction. If economic activities are to be maintained on this planet with limited resources, every member of society must try to help achieve sustainability.

Casio is determined to do its part to find solutions for social and environmental issues while continuing to provide new value to society, based on its corporate creed of “Creativity and Contribution.” Casio will steadily pursue specific initiatives while always seeking to conceive of ideal solutions for each issue.

Charter of Creativity for Casio and Casio Common Commitment

In 2003, Casio adopted the Charter of Creativity for Casio and Casio Common Commitment, a promise from everyone working at Casio. They are designed to ensure that Casio employees will be aware of the corporate creed at all times, and act upon it. These promises cover the three key aspects of CSR—economy, environment, and society—as well as the company’s approach to compliance.

Charter of Creativity for Casio

First Chapter

We will value creativity, and ensure that our products meet universal needs*.

Second Chapter

We will strive to be of service to society, providing customers with delight, happiness, and pleasure.

Third Chapter

We will back up our words and actions with trustworthiness and integrity, and work as professionals.

* To create innovative products that everyone needs but no other company has ever produced. At Casio, this is the mission not only of product development, but of every other part of the business.

[> Charter of Creativity for Casio and Casio Common Commitment](#)

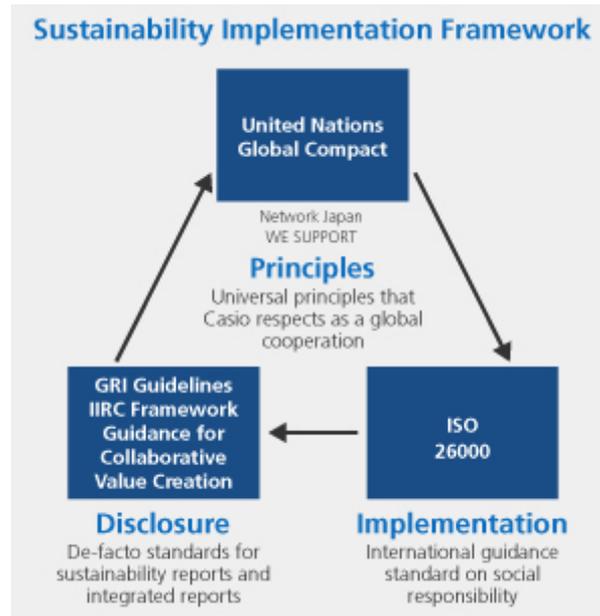
Assessing Internal Familiarity with Casio’s Sustainability Approach

Every two years, all employees of group companies in Japan are given a comprehensive questionnaire on the Charter of Creativity for Casio and Casio Common Commitment, the Casio Group Code of Conduct, and the Whistleblower Hotline. The results are used to analyze employees’ familiarity with these principles and resources. The results of the questionnaire are also used to develop various measures to ensure that employees have a good understanding.

Sustainability Implementation Framework

Casio joined the UN Global Compact in 2010. The company upholds the ten principles of the Global Compact, which concern human rights, labour, the environment and anti-corruption, and it has also fully adopted the corporate commitments.

The company draws on the ISO 26000 guidance standard on social responsibility in implementing CSR. Casio has been working to enhance its CSR programs to meet the requirements of the international community by, for example, using the Global Reporting Initiative (GRI) Guidelines, which are international standards, for its sustainability reports. For its integrated report, Casio uses the IIRC Framework and the Japanese Ministry of Economy, Trade and Industry's Guidance for Collaborative Value Creation to select the topics to cover.



United Nations Global Compact

Casio products are made through cooperation not just within the Casio Group, but with many other parts and consignment manufacturers. Through global distribution, over 100 million Casio products are sold each year in 140 countries around the world.

In order for consumers worldwide to purchase Casio products with confidence, the company believes that it must support and adhere to common global principles for sustainable growth for the international community, beginning with Casio's global supply chain.

This is why, in December 2010, the company president signed a letter of commitment to support the principles of the United Nations Global Compact. With that step, Casio joined the compact, and it has been making employees thoroughly aware of it ever since, group-wide. While pursuing specific initiatives for the realization of the Global Compact principles, Casio is also appropriately disclosing progress.

Casio is also active at the local network level of the UN Global Compact, serving as a member of the Japanese Global Compact Network Japan (GCNJ).

10 Principles of the UN Global Compact

Human Rights

1. Businesses should support and respect the protection of internationally proclaimed human rights; and
2. make sure that they are not complicit in human rights abuses.

Labor Standards

3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. the elimination of all forms of forced and compulsory labor;
5. the effective abolition of child labor; and
6. the elimination of discrimination in respect of employment and occupation.

Environment

7. Businesses should support a precautionary approach to environmental challenges;
8. undertake initiatives to promote greater environmental responsibility; and
9. encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

10. Businesses should work against all forms of corruption, including extortion and bribery.

FY2020 Participation in Global Compact Network Japan

(GCNJ) Subcommittees

- GC Internal Education and Research Subcommittee
- SDG Subcommittee
- ESG Subcommittee
- Reporting Research Subcommittee

Related Links: [United Nations Global Compact](#) 

Medium-Term Priority Strategies for Sustainability

Progress in Fiscal 2020 with Medium-Term Priority Strategies for Sustainability (Fiscal 2020-2022)

Medium-Term Priority Strategies (Fiscal 2020-2022) and Progress Made

Ongoing improvement of corporate value	Strengthen corporate governance	Reinforce and firmly establish governance system by rebuilding model design, supervision and execution structure and decision-making process	G
	Strengthen risk management	Reinforce and establish risk management system by rebuilding key risk management, emergency response and response to important laws	G
	Make sustainability indices a management target	Establish sustainability goals for each BU through an environmental assessment of SDGs and integrate them with business strategy	E S
		Restructure long-term environmental targets, establish scenarios for reducing CO ₂ linked with them and integrate them with business strategy	E
	Ensure ongoing improvement of ESG evaluation	Improve evaluations by making ESG status visible throughout the Group, continuing to raise level and disclosing information promptly	E S G
		Improve ESG evaluation through effective disclosure of ESG information, engagement and index response	E S G

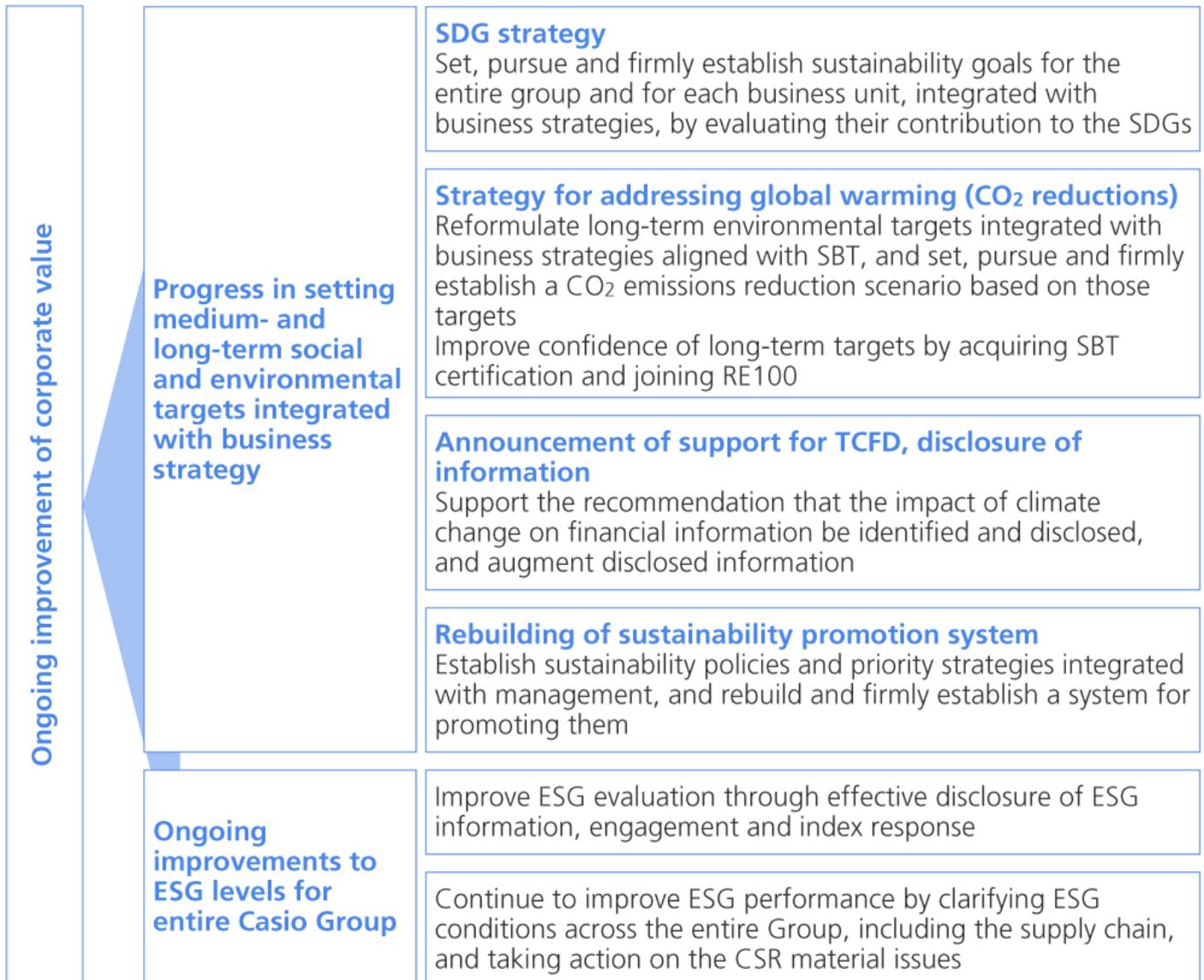
Of the medium-term priority strategies described above, the progress made in fiscal 2020 toward achieving the fiscal 2022 goals set for E (environment) and S (society) issues is described below.

Priority	Targets	KPI (FY2022 goal)	Progress made in fiscal 2020
Make sustainability indices a management target	Restructure long-term environmental targets, establish scenarios for reducing CO ₂ linked with them and integrate them with business strategy	New long-term environmental targets established, and CO ₂ reduction scenario based on them devised; In addition, SBT certification completed, RE100 initiative joined early, and renewable energy adoption policies established for entire Group	In addition to establishment of a CO ₂ reduction scenario for the medium and long term, the following progress was made: A Scope 3 medium-term reduction goal was set (shown below), a commitment letter was submitted to SBT, and Casio indicated that it intends to receive certification Scope 3 medium-term reduction goal: Ensure 70% of major suppliers set reduction goals by fiscal 2025
	Establish sustainability goals for each BU through an environmental assessment of SDGs and integrate them with business strategy	SDG targets established for each BU, linked with medium-term business strategies, and first round completed Results evaluated based on KPI and utilized in setting targets for the next period	SDG targets for each BU, linked to medium-term business strategies, were set, and related goals were disclosed
Ensure ongoing improvement of ESG evaluation	Improve evaluations by making ESG status visible throughout the Group, continuing to raise level and disclosing information promptly	In light of the status of progress with materiality in fiscal 2019, three-year plans established for new materiality to start fiscal 2021 during fiscal 2020, and results evaluated based on KPI	Progress made with materiality in fiscal 2019, results assessed, and material issues revised This process confirmed the progress of efforts to prevent corruption, so it was decided to remove this item from the material issues. Some progress was also seen on other issues, but it was decided to continue moving ahead with those.
	Improve ESG evaluation through effective disclosure of ESG information, engagement and index response	Effective response to key indices such as FTSE, MSCI and DJSI continued, reselected for DJSI World index and stayed on FTSE and MSCI and remained in a position to be selected for ESG investment	In light of the establishment of the Medium-Term Management Plan, Casio released its first integrated report. Casio continued to be included in key indices, including the DJSI Asia Pacific Index.

Medium-term priority strategies for sustainability (fiscal 2020-2021)

In light of progress made in fiscal 2019, Casio decided to move ahead with medium-term priority strategies for E (environment) and S (society) in fiscal 2021 and fiscal 2022 and to set more specific targets.

Medium-term priority strategies (fiscal 2020-2021)



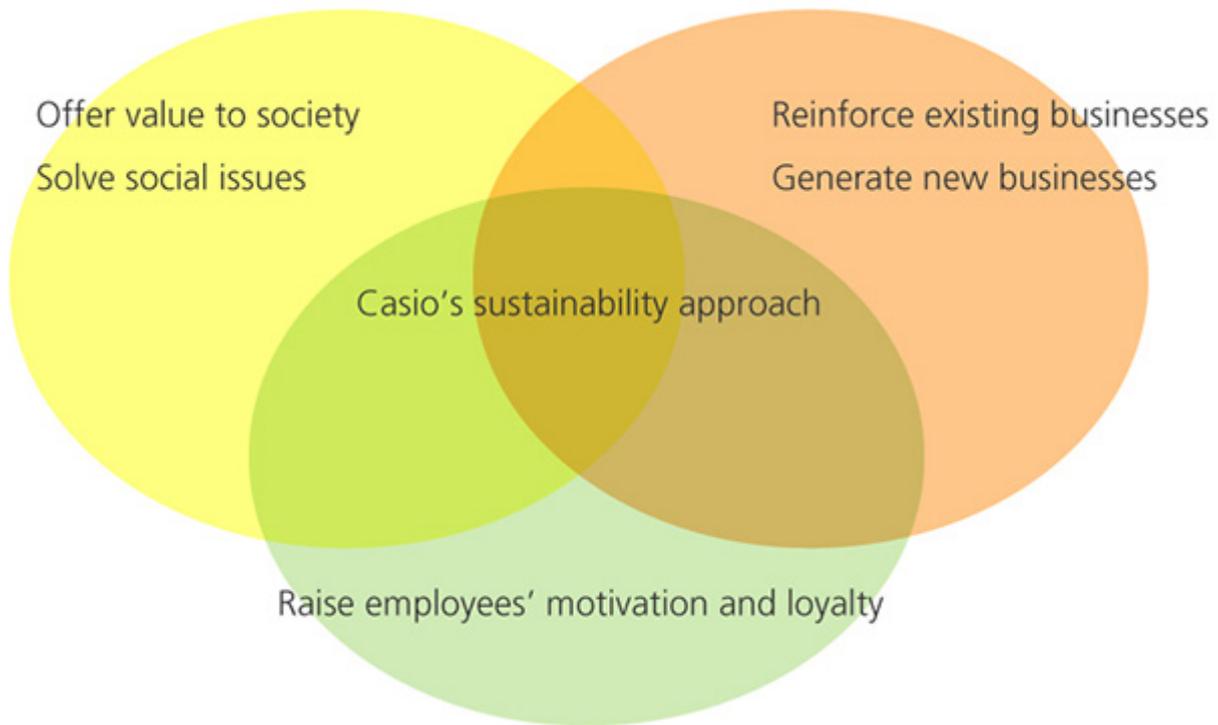
The KPI for each strategy is as follows:

Priority	Issues to pursue	KPI (FY2022 goals)
Progress in setting medium- and long-term social and environmental targets integrated with business strategy	SDG strategy Set, pursue and firmly establish sustainability goals for the entire group and for each business unit, integrated with business strategies, by evaluating their contribution to the SDGs	Sustainability goals for the entire group and for each BU that are integrated with the business strategy established, and the first phase completed Results evaluated based on the KPI and used to set targets for the next phase
	Strategy for addressing global warming (CO₂ reductions) Reformulate long-term environmental targets integrated with business strategies aligned with SBT, and set, pursue and firmly establish a CO ₂ emissions reduction scenario based on those targets Improve confidence of long-term targets by acquiring SBT certification and joining RE100	Long-term environmental targets based on new SBT standards set, and a CO ₂ reduction scenario based on this devised SBT certification completed, RE100 initiative joined and renewable energy adoption policies established for entire Group
	Announcement of support for TCFD, disclosure of information Support the recommendation that the impact of climate change on financial information be identified and disclosed, and augment disclosed information	Support for TCFD announced and disclosure in line with its requirements augmented
	Rebuilding of sustainability promotion system Establish sustainability policies and priority strategies integrated with management, and rebuild and firmly establish a system for promoting them	A Sustainability Committee under the board of directors formed to discuss policies and strategies; in addition, by meeting in line with the PDCA cycle, measures reliably promoted
Ongoing improvements to ESG levels for entire Casio Group	Improve ESG evaluation through effective disclosure of ESG information, engagement and index response	Effective response to key indices such as FTSE, MSCI and DJSI continued, reselected for DJSI WORLD index, stayed on FTSE and MSCI and remained in a position to be selected for ESG investment
	Continue to improve ESG performance by clarifying ESG conditions across the entire Group, including the supply chain, and taking action on the CSR material issues	In light of progress with materiality through fiscal 2021, the next materiality promotion plan established, and results evaluated based on KPI

Vision and Materiality

Casio's Sustainability Management Approach

Casio's sustainability management approach is one where the group works to meet the expectations of society by helping to solve environmental and social issues through business operations, while achieving sustainable growth. Casio must continue to be useful to society, while also maintaining the respect of its employees.



Material Issues for Casio

Approach

As a company with a global reach, it is extremely important for Casio to pursue initiatives that meet the expectations of the international community. The worldwide movement to build more sustainable societies continues to evolve, year by year. Companies today are expected to carry out strategic initiatives as part of their core business activities. Casio is no exception. Even more so, as a company known for "creating something from nothing," Casio must strategically implement social contribution measures that are integrated with its business activities. Responding to these trends, Casio has specified the issues with the greatest significance (materiality) to its practice of social responsibility, in accordance with the G4 Sustainability Reporting Guidelines issued by GRI in May 2013. Going forward, the company will take action on each of the specified issues, and will apply the plan-do-check-act (PDCA) cycle to these efforts to ensure the highest level of socially responsible management.

KPI and Performance

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

Material Issues for Casio	FY2020 Targets and KPI	FY2020 Performance	Evaluation	FY2021 Targets and KPI
Realizing a low-carbon society	Acquire SBT certification and obtain RE100 membership	Pursued SBT certification Reestablished long-term CO ₂ reduction targets and reduction scenario	△	Acquire SBT certification and obtain RE100 membership
	Reduce greenhouse gas emissions (Scope 1 and 2) for the entire Casio Group by 9.6% compared with FY2014	Reduced the greenhouse gas emissions (Scopes 1 and 2) of Casio Group by 24.54% compared to FY2014, based on a revised calculation method (location-based standard)	*	Reduce the greenhouse gas emissions (Scopes 1 and 2) of Casio Group by 6.3% compared to FY2019, based on a new calculation method (market-based standard)
	Create a supplier survey	Supplier survey was investigated with relevant departments	○	Investigate CO ₂ emissions reduction targets for suppliers
Building a recycling society	Maintain the Casio Green Star product sales ratio at 74% or more	Sales ratio: 74%	◎	Maintain the Casio Green Star product sales ratio at 76% or more
	Achieve a recycling rate for business site waste of at least 90%	Recycling rate: 94%	◎	Achieve a recycling rate for Casio Group site waste of at least 95% Reduce the amount of waste generated by entire Casio Group by at least 1% compared to the previous fiscal year
	Reduce water usage by 1% compared with FY2019	Reduced to 417,900 m ³	◎	Reduce water usage for Casio Group by at least 1% compared to FY2019
Living in harmony with nature	Ensure that 80% of product catalog paper used in Japan is paper from certified forests	Calculation currently underway	-	Ensure that 80% of product catalog paper used in Japan is paper from certified forests
Promoting CSR procurement	(1) Implement CSR education at Casio sites and at suppliers, and continue to hold awareness raising campaign during one vendor meeting in China	Implemented CSR education at Casio sites and at suppliers, and held awareness raising campaign during one vendor meeting in China	○	(1) Implement CSR education at Casio sites and at suppliers, and continue to hold awareness raising campaign during one vendor meeting in China
	(2) Implement annual audit follow-up Continue audits requested by customers at production sites Carry out production site audit and document surveys Continue onsite audits at suppliers	Performed CSR-related audits requested by customers at three manufacturing sites as well as follow-up In China, conducted onsite inspections at 4 suppliers In Thailand, conducted onsite inspections at 8 suppliers	○	(2) Implement annual audit follow-up Continue performing audits requested by customers at production sites Carry out production site audit and document surveys Continue onsite audits at suppliers

Material Issues for Casio	FY2020 Targets and KPI	FY2020 Performance	Evaluation	FY2021 Targets and KPI
Providing supportive workplace environments and promoting diversity	<ul style="list-style-type: none"> Maintain childcare leave usage rate for eligible employees of 90% or more Maintain a rate of employee return after childcare leave of 90% or more (regular employees) 	<ul style="list-style-type: none"> Achieved childcare leave usage rate for eligible employees of 100% Achieved a rate of employee return after childcare leave of 100% (regular employees) 	◎	<ul style="list-style-type: none"> Maintain childcare leave usage rate for eligible employees of 90% or more Maintain a rate of employee return after childcare leave of 90% or more (including contract employees)
	Achieve a female employee recruitment rate of 25% or more	13 of the 42 employees who joined the company in April 2020 were women (30.9%)	◎	Achieve a female employee recruitment rate of 25% or more
	Maintain legally mandated employment rate of people with disabilities at 2.2% or more (consolidated group in Japan) <ul style="list-style-type: none"> Hire nine people with disabilities at Casio Computer (Number of people determined by a point system) 	Employment rate for the Casio Group (consolidated group in Japan): 2.14% (as of April 1, 2020) <ul style="list-style-type: none"> Hired 13 people with disabilities at Casio Computer 	△	Maintain legally mandated employment rate of people with disabilities at 2.3% or more
	Follow-up measure implementation rate for annual checkups: 80% or more	<ul style="list-style-type: none"> Follow-up measure implementation rate: 80.6% Revised system so that people who make efforts on their own to become healthy can earn points, gave points to healthy employees and those whose checkup results have improved, and implemented a health incentive program that offers health-related products based on points 	○	Follow-up measure implementation rate for annual checkups: 80% or more
	<ul style="list-style-type: none"> Ascertain the actual mental illness rate Implement e-learning training for new employees and managers Implement skill improvement training by job type for young employees (August) 	<ul style="list-style-type: none"> Ascertained mental illness rate on a consolidated basis (fiscal year end) e-learning for new employees (not implemented) Provided training to new officers (August) Implemented skill improvement training by job type for young employees (August) 	△	<ul style="list-style-type: none"> Ascertain the actual mental illness rate Implement e-learning training for new employees Implement training for new managers Implement skill improvement training by job type for young employees

Material Issues for Casio	FY2020 Targets and KPI	FY2020 Performance	Evaluation	FY2021 Targets and KPI
	<ul style="list-style-type: none"> • Ascertain the rate of employees with high stress (February) • Consultations provide by industrial physicians to interested employees (February to April) • Ascertain health risk rates by department (April) • Implement workplace analysis and feedback (May) 	<ul style="list-style-type: none"> • Ascertained the rate of employees with high stress (February) • Consultations provided by industrial physicians to interested employees (February to April) • Ascertained health risk rates by department (April) • Implemented workplace analysis and feedback (May) 	○	<ul style="list-style-type: none"> • Ascertain the rate of employees with high stress (February) • Consultations provide by industrial physicians to interested employees (February to April) • Ascertain health risk rates by department (April) • Implement workplace analysis and feedback (May)
Respecting human rights	(1) Check human rights issue and implement feedback: All sales group companies (100%)	Implementation was delayed until June 2020 due to large-scale internal reorganization and impact of COVID-19 pandemic	×	(1) Check human rights issue and implement feedback: All sales group companies (100%)
	(2) Implement human rights education for CSR leaders: Entire Casio Group in Japan (100%), following the replacement of CSR leaders	Tomoko Shiroki, Managing Director of certified NPO ACE, gave a talk and workshop in June 2019 on business and human rights	○	(2) Implement human rights education for Sustainability leaders:
	(3) Develop a grievance mechanism; establish the mechanism and put into full operation	Completely refurbished web-based external hotline in May 2019, complied with Europe's GDPR, and set up a new mechanism that allows whistleblowers and the hotline office to communicate directly on a semi-anonymous basis (reporter gives real name to external hotline but is kept anonymous to the company)	○	(3) Ensure familiarity with hotlines and channels

*Not evaluated, as the calculation method was revised during the fiscal year

Materiality specification process

Step 1: Specification of issues with significance to the company

In fiscal 2015, Casio made a detailed list of CSR issues with reference to its business areas, and prioritized them based on relevance to its own activities.

Step 2: Specification of issues with significance to stakeholders

In fiscal 2016, Casio sent a questionnaire to its stakeholders and conducted interviews in order to organize the issues by their significance to stakeholders.

Step 3: Summarization and finalization

Based on the results of the processes in steps 1 and 2, in fiscal 2016 Casio formally specified its material issues with the approval of the director in charge of CSR.

Step 4: KPI formulation and implementation

Casio formulated key performance indicators (KPI) with reference to the specified material issues, thereby enabling each responsible department to evaluate its CSR initiatives quantitatively. In fiscal 2017, Casio is implementing related activities using the plan-do-check-act (PDCA) cycle.

Step 1: Specification of issues with significance to the company

Regarding the 46 “aspects” indicated in the G4 Sustainability Reporting Guidelines from GRI, Casio analyzed the risks to the company for each aspect and the degree of impact that they would have on Casio. The aspects were used to evaluate matters at various levels, including business segments, value chains for each segment, and regions of operation. This shaped the identification of the most significant aspects. The departments charged with CSR responsibilities also examined the identified aspects, and finalized them for use in their own processes.

Step 2: Specification of issues with significance to stakeholders

Based on the G4 Sustainability Reporting Guidelines, the 46 aspects were divided into six areas: economic, environment, labor practices, human rights, society, and product responsibility. The importance of each area was then identified through dialogue with stakeholders closely related to Casio.

Questionnaires were also given to customers and employees, and aspects with high significance to stakeholders were identified. In addition, questionnaires and interviews with experts were carried out on the respective topics. These processes enabled Casio to identify society’s expectations, resulting in a list of issues with significance to Casio stakeholders.

Economic



Takeshi Mizuguchi, Professor
Takasaki City University of Economics

[More detail](#)

Environment



Sadayoshi Tobai
Conservation Director, WWF Japan

[More detail](#)

Labor Practices



Hiroki Sato, Professor
Chuo Graduate School of Strategic
Management

[More detail](#)

Human Rights



Makoto Teranaka, Visiting Professor
Tokyo Keizai University

[More detail](#)

Society



Kaori Kuroda, Executive Director
CSO Network Japan

[More detail](#)

Product Responsibility



Kikuko Tatsumi, Executive Advisor
Nippon Association of Consumer Specialists

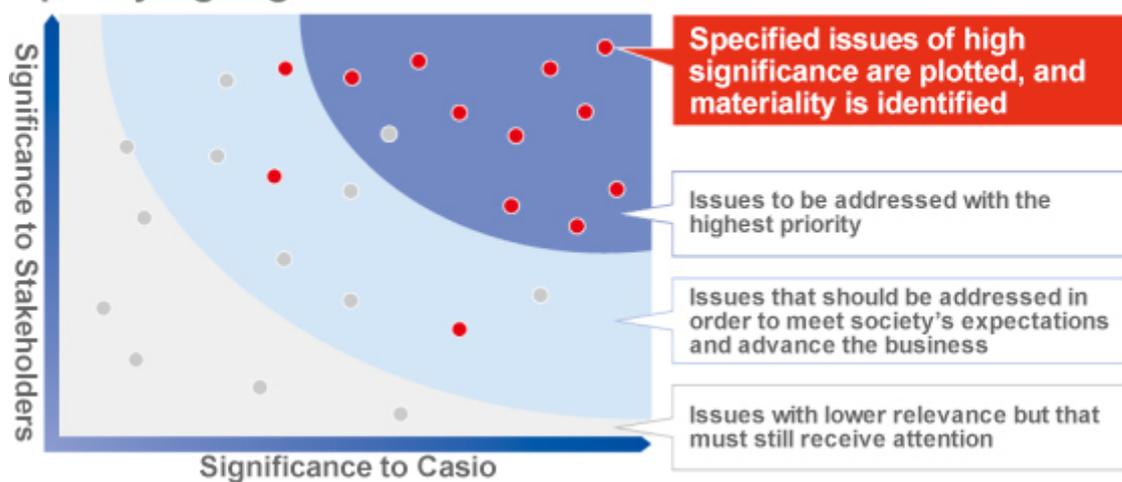
[More detail](#)

Step 3: Summarization and finalization

By mapping the aspects identified in steps 1 and 2, Casio specified eight material issues, with a focus on aspects given a high priority. Finally, with the approval of the director in charge of CSR, the issues with medium-term materiality to the Casio Group were defined.

Material Issues for Casio

Specifying Significance of Issues



Material Issues for Casio	Material Aspects	Boundary	
		Internal	External
Building a recycling society	Products and services	•	•
Realizing a low-carbon society	Energy	•	•
	Emissions	•	•
Living in harmony with nature	Biodiversity	•	•
Promoting CSR procurement	Supplier environmental assessment	•	•
	Supplier assessment for labor practices	•	•
	Supplier human rights assessment	•	•
	Supplier assessment for impacts on society	•	•
Providing supportive workplace environments and promoting diversity	Employment	•	
	Diversity and equal opportunity	•	
Respecting human rights	Investment	•	•
	Non-discrimination	•	•
	Freedom of association and collective bargaining	•	•
	Child labor	•	•
	Forced or compulsory labor	•	•
	Human rights assessment	•	•
	Human rights grievance mechanism	•	•
Preventing corruption	Anti-corruption	•	•
Maximizing economic performance	Economic performance	•	•

Step 4: KPI formulation and implementation

KPI Formulation

Casio investigated key performance indicators (KPI) with reference to the specified material issues, in order to enable the responsible departments to evaluate their initiatives quantitatively. With the approval of the CSR Officer, the KPI were finalized, and efforts are underway in fiscal 2017 to ensure high performance.

[* For more information on KPI, see “KPI and Performance” above.](#)

Materiality Review

Reviewing the material issues specified in fiscal 2017, Casio looked at its efforts over the three years through the end of fiscal 2019. Based on this review, Casio decided to continue to address the same issues, other than “preventing corruption,” for one more year. In fiscal 2021, Casio continues to address to these issues, considering the impact of the COVID-19 pandemic.

In fiscal 2020, Casio set sustainability goals for each business to address. However, in fiscal 2021, Casio plans to revise these goals in line with revisions of the Medium-Term Management Plan for the post-COVID-19 world. Casio will also review the material issues in line with revisions of sustainability goals and re-prioritize social responsibilities in a way that reinforces the sustainability goals.

Sustainability Goals

SDG-Based Initiatives

The Sustainable Development Goals (SDGs) were unanimously adopted by world leaders at the United Nations Sustainable Development Summit. The SDGs outline priority global issues to be resolved by 2030 and specify common targets for the world. They indicate specific opportunities to put the planet on a sustainable path, including eliminating poverty and hunger, and pursuing clean energy, climate action, and peaceful societies.



In 2019, Casio incorporated SDG efforts into its business operations by establishing sustainability goals for each business unit to accompany its Medium-Term Management Plan. Currently, Casio is reviewing the Plan in consideration of the impact of the COVID-19 pandemic. Next, Casio will re-set specific KPIs for the sustainability goals it will achieve under the revised Medium-Term Management Plan.

Sustainability Goals

Timepiece Business

- Promote user health by providing and supporting sporting experiences through watches and wrist devices
- Reduce environmental impact: Reduce resource use in business activities



Educational Scientific Calculator Business

- Promote even better math education by providing products designed to meet specific educational needs in different countries
- Help improve educational levels by training math teachers to use scientific calculators in their classrooms
- Reduce environmental impact: Reduce resource use in business activities



New Businesses

- Provide personal health and beauty support to individual customers through digital means
- Create social infrastructure that gives people greater peace of mind in their daily lives
- Use open innovation to create more experiences that offer innovative customer value



Business Needing Better Profitability

- Provide opportunities to acquire broad knowledge
 - Use projectors to develop educational infrastructure and effective learning environments
- Reduce environmental impact: Reduce resource use in business activities



Company-wide

- Reduce environmental impact: Reduce resource use in business activities
- Reduce environmental impact: Reduce waste

