

Corporate Social Responsibility (CSR) Activities

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 of Social Contribution

Aiming to help create a healthy, generous society, we are earnestly engaged in a variety of social contribution initiatives. We take good corporate citizenship seriously, so our process for determining the most useful things to do is guided by communication with various stakeholders. The five priority themes of our social contribution initiatives are outlined in the figure below. Leveraging our unique know-how and management resources as well as the wide range of knowledge and experience possessed by our employees, we fulfill our social responsibilities in our own unique way.



At the Casio Group, We Have Revised Our Environmental Vision and Environment Declaration toward Achieving Our Goal of Being a Leading Environmental Company.

In order to respond to the changes in the society in which we exist and further evolve our environmental management, we clarified the positions within our business of Casio Environmental Vision and Casio's Environmental Declaration and in April 2012, released revised versions of each.

Casio Environmental Vision 2050 sets out the Group's long-term environmental management policy up to 2050, while Casio's Environmental Declaration 2020 is our medium-term action plan up to 2020. We are developing both globally to help achieve our goal of being a leading environmental company.

Casio Environmental Vision 2050

Heading toward 2050, the Casio Group will independently investigate and implement measures to help ensure the sustainable use of and harmonious coexistence with the earth's natural assets of "energy," "resources," and "living things." Our goal is to become a leading environmental company that creates new value and lifestyles in the shape of markets and culture that have never existed before and thereby contribute to the richness of people's lives and to a healthy and sustainable global environment.

A Leading Environmental Company

Casio, creating "1" from "0"

Through creating products and services and conducting environmental activities that are all based on new ideas and advanced technologies, we will contribute to realizing

- a low-carbon society
- a resource recycling society, and
- a way of living in harmony with nature.

Casio's Environmental Declaration 2020

Realizing a Low-Carbon Society

At the Casio Group, we are providing products and services that further contribute to reducing and absorbing CO₂. In addition to expanding our lineup of products and services that use energy sources that are easy on people and the planet, such as solar, wind, and water-powered energy, we are also utilizing these renewable energy sources within our business activities.

Realizing a Resource Recycling Society

Our goal at the Casio Group is to efficiently use, replace, and reuse the earth's precious resources, such as various materials and water and toward this we have been further improving resource productivity.

Realizing a Way of Living in Harmony with Nature

Through our activities to protect biodiversity, the Casio Group is helping to cultivate a mind set that treasures the planet we live on and we are working to harmonize our business activities with the planet's natural cycle.

Casio Wins Eco Mark Award 2011



Casio projectors have been awarded “Product of the Year” as part of the “Eco Mark Award 2011” organized by the Japan Environment Association.

The Eco Mark Award, which were established in 2010, recognize companies and organizations that work proactively to “create a sustainable society through consumer product selection based on environmental awareness and corporate efforts to improve the environment,” which is the objective of the Eco Mark Program.

“Product of the Year” was launched in fiscal year 2012. A selection committee chooses a product, from among all Eco Mark certified products, which particularly excels in areas such as environmental performance, innovative qualities and eco-friendly design.

Casio projectors were selected as the very first “Product of the Year.”

Participation in Japanese Studies Master’s Thesis Contest in China

Since 2008 Casio (Shanghai) Co., Ltd. has been participating in China’s only Japanese studies master’s thesis contest, held jointly by Japanese Language Subcommittee of the Foreign-Language Specialist Education Guidance Committee of China’s Education College, the Japanese Language Education Studies Society of China, and the Beijing Center for Japanese Studies.

The contest is held to promote interchange between Chinese universities, stimulate research in the field of Japanese studies in China, and help nurture superior scholars in the field of Japanese studies. As a manufacturer of electronic dictionaries, Casio gives its active support to such efforts, and the contest is held under the name of the “Casio Cup.”



The awarding ceremony

In 2011, in recognition of Casio’s many years of consistent contributions to the teaching of Japanese in China, Casio’s electronic dictionaries were awarded certification as “designated electronic dictionaries” by the Japanese Language Education Studies Society of China. This is the first such certification for a Japanese-language electronic dictionary by the Society, and the Company’s electronic dictionaries have thus become the sole “certified brand.”



Ceremony to mark the certification of Casio’s electronic dictionaries

Support for Disaster Victims

In the event of the occurrence of a large-scale natural disaster, Casio provides aid to the victims and works to assist in the early recovery of the disaster-hit region.

• Support for Victims of the Thai Floods

We have provided the support set out below to the victims of the flooding that affected Thailand as a result of heavy rains beginning in late July 2011.

	Recipient of Donation	Amount of Donation
1	Thai Red Cross Society	¥3.31 million *Including ¥1.61 million in contributions from Group employees inside and outside Japan
2	Relief Fund for Disaster Victims (administered by the Office of the Prime Minister of Thailand)	¥5.30 million
3	Japan Platform (humanitarian organization)	¥3.00 million