

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 Environmental 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 Obtains Eco Rail Mark Certification for Four Products



On February 28, 2013, Casio obtained Eco Rail Mark certification from Japan's Ministry of Land, Infrastructure, Transport and Tourism (MLIT) and the Railway Freight Association for four products: clocks, digital pianos, electronic keyboards, and electronic cash registers.

Casio has designated the reduction of CO2 emissions in its business activities as a key environmental initiative. As part of its efforts, Casio is working to use rail transportation. Rail freight transport produces only about one-sixth of the CO2 emissions of commercial trucking, meaning it has a much lower environmental impact.

The Eco Rail Mark is awarded by a committee formed from members selected by MLIT. The mark is bestowed on products that use rail for at least 30% of that product's freight transported by land for at least 500 km. In October 2009, Casio was certified as a company carrying out Eco Rail Mark initiatives*. Now, the four aforementioned products meet the above standard and so have won certification. Casio is the first company to obtain certification for these products.

*Companies that use rail for at least 15% of freight transported by land for at least 500 km

Certified Products' Rail Usage Rate (more than 500 km (ton-kilometers))

Clocks	60.1%
Digital pianos	55.1%
Electronic keyboards	49.7%
Electronic cash registers	35.0%

Casio to Work With Educational Material Labs of China's Ministry of Education on Experimental Education Program

Casio has signed a three-year agreement to work with educational material laboratories of China's Ministry of Education on an experimental education program. As part of the program, Casio will supply electronic dictionaries, graphing scientific calculators, digital pianos and projectors to 21 famous foreign language schools in China. This program is expected to help these schools produce an even better educational performance.



Signing ceremony in Beijing

Casio Launches a G-SHOCK Model to Support Earthquake Recovery Efforts

Casio developed and launched a G-SHOCK collaboration model under a project called "LOVE" POWER OF FASHION*, which is designed to support the creation of jobs and industry in areas affected by the Great East Japan Earthquake through the power of fashion. Some of the sales proceeds from this fashionable model have been donated to the "LOVE" POWER OF FASHION project group.

*"LOVE" POWER OF FASHION Approximately 20 well-known creators from Japan and overseas and eight companies are participating in this project with the hope of helping Japan recover from the disaster through the power of fashion. The products designed and produced by these creators are manufactured at plants in disaster-hit areas and elsewhere and sold mainly at selected stores across Japan. In this way, the project is creating jobs in disaster-hit areas and supporting industry.



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