

## A large collage of people from various cultures holding signs that say "CSR" in their respective languages, set against a world map background. The signs are in many different languages, including Japanese, English, Chinese, Spanish, and others. The people are of various ages and ethnicities, representing a global diversity. The background is a light blue world map with white grid lines. The signs are held up by the people, and the text on them is in their native languages. Some signs also include additional text or logos. The overall theme is global CSR awareness and communication.

We asked Citizen Group employees all over the world.  
What does CSR mean to you?

CONTENTS	
Editorial Policy .....	2
Message from Management .....	4
The Citizen Group .....	6
Citizen Products and Technology in Use Here, There and Everywhere .....	8
Special Feature	
1 <b>Citizen Group Highlights 2009-2010</b>	
Highlighting some of the main events and news at the Citizen Group from 2009 to 2010	10
2 <b>20th Anniversary of Citizen of the Year</b>	
Looking back over 20 years of continued recognition for inspirational members of the community	12
Base of CSR	
Citizen Group CSR .....	14
Citizen and Society	
Citizen and its Customers .....	18
Citizen and its Shareholders and Investors .....	20
Citizen and its Business Partners .....	21
Citizen and its Employees .....	22
Citizen and Local Communities .....	24
Citizen and the Environment	
The Citizen Group's Environmental Management .....	26
Third-Party Comments .....	30
Summary of publication and online content .....	31

The aim of this publication, CSR Report 2010, is to provide all of our stakeholders with a straightforward outline of the Citizen Group's business activities and the Group's approach and initiatives in relation to its social responsibilities.

The first Special Feature in this year's report looks at some of the main highlights of our activities here at the Citizen Group from 2009 to 2010. As the Citizen of the Year scheme celebrates its 20th anniversary, the second Special Feature takes a look back at the last 20 years, focusing on the scheme's significance and priorities for the future. For the rest of the report, we have tried to outline the basis of individual activities, our CSR framework and our achievements in an easy-to-understand format.

providing individual Citizen Group employees with an understanding of the Group's CSR activities and sending out a message to encourage them to implement CSR as part of their respective duties.

Citizen Group CSR Report online

 **English:**  
<http://www.citizen.co.jp/english/csr/index.html>

We have edited this year's report with the aim of ensuring "a simple structure to encourage more people to read," as suggested by Riyako Godai in our 2009 report.

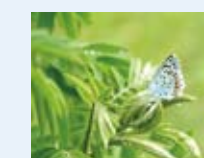
## Scope of Report

Period Covered

Sustainability Reporting Guidelines 2006 (GRI)  
Environmental Reporting Guidelines 2007 (Ministry of the Environment, Japan)  
Environmental Accounting Guidelines 2005 (Ministry of the Environment, Japan)

## June 2010 (Previous report: June 2009 / Next report: June 2011)

Front cover



See page 25 for full details \