

The Citizen Group's CSR initiatives across the globe

History of CSR activities

Inauguration

Completion of the first wristwatch



This is the first mechanical wristwatch produced by Citizen Watch Co., Ltd. At the time, the market was shifting from pocket watches to wristwatches. Sales began to grow around 1932. With several revisions to improve its structure, the wristwatch was manufactured until around 1957.



1931

Social contribution

Release of Japan's first wristwatch for visually impaired wearers



In 1960, we released CITIZEN Shine, Japan's first wristwatch for visually impaired wearers. In 1967, we donated 215 of these watches to visually impaired people in 29 different countries with the aspiration of assisting the United Nations in promoting world peace and friendship. In 1975, to commemorate our 45th anniversary, we offered watches to all 10th to 12th graders, numbering around 5,000, studying at schools for visually impaired students all over Japan.



1960

International assistance

Technical assistance in watch making for India



In response to a request from the Indian government for assistance in watch making in 1960, we signed a technical assistance agreement for plant exports. From then until the fifth agreement in 1980, we offered technical guidance for India's domestic production of manual and automatic spring drive watches and quartz watches. Meanwhile, we entered into personnel exchange with India, as we accepted a large number of trainees from India and dispatched a significant number of engineers.



1960

Human resource development

A CITIZEN WATCH engineer wins the gold medal in the mechanical drawing category of the 12th World Skills Competition.



The World Skills Competition is an international competition aimed at promoting vocational training and exchanging international friendship. In the mechanical drawing category, the competition included three difficult challenges and lasted 30 hours. Contestants were reportedly happy to receive rice balls during the competition. During a break, a contestant from Germany pointed out an error, part of the congenial atmosphere that contributed to international friendship.



1963

As the world economy grows, the globalization of the corporate sector is gathering momentum.

Since its founding in 1930, the Citizen Group has always approached its business from an international perspective. Today, our overseas business accounts for more than 60% of our sales and employees and we have 54 overseas subsidiaries. Not surprisingly, then, the Group is steadily globalizing. Accordingly, our CSR activities have also become more international, especially since we signed the United Nations Global Compact in 2005.

The report looks back at the history of the Citizen Group's CSR initiatives across the globe and showcases ongoing activities in different parts of the world in the special feature section.

Corporate philosophy

Launch of the Citizen of the Year annual award scheme



Citizen of the Year is an annual award scheme that gives recognition to citizens who inspire local people and contribute to the development, happiness and all-round enhancement of their local communities. Prompted by a lack of wide-ranging recognition for deserving citizens, the scheme was set up in 1990 to mark Citizen's 60th anniversary, tying in perfectly with the spirit of company's name. As well as Japanese citizens, commendations have also been given to foreign citizens who have made a contribution to their local communities in Japan. The scheme has even received coverage in the press and on television.



1990

Internationalization

Signing the United Nations Global Compact



We signed the United Nations Global Compact, after pledging to the Secretary-General of the United Nations to support its objective, to introduce its ten principles in corporate activities and to play a proactive role in actively fulfilling our responsibilities as a corporate citizen. This move is of great significance in the sense that we have pledged to address CSR issues through domestic and overseas business activities as an advanced CSR company.



2005

Environment

The solar-powered Eco-Drive becomes the first wristwatch to be granted Eco Mark certification



Back in 1995, before the word "eco" became commonplace in Japan, we came up with the name "Eco-Drive" for Citizen's range of watches fitted with solar cells. Ever since becoming the first watches to be granted Eco Mark certification in 1996, our Eco-Drive watches have continued to lead the solar-powered watch market.



1996

Handing down techniques

A CITIZEN HEIWA WATCH employee is honored by the Minister of Health, Labour and Welfare as a Modern Master Craftsperson.



Joined Heiwa Tokei Manufacturing Co., Ltd. (now Citizen Heiwa Watch Co., Ltd.) in 1967. Subsequently worked on everything from the assembly of movements to finished products over a period of 43 years. In 2005, she was the only member of staff to be selected as a "Super-Meister," representing the highest level of skill based on the Company's regulations. In FY2009, received a Modern Master Craftsperson award from the Minister of Health, Labor and Welfare.



2009

