

The Citizen Group's CSR Initiatives Across the Globe

China

Walking for health and the environment



Since 2007, Citizen Watch (China) Co., Ltd. has been organizing annual walking activities called "Walk for Health, Walk for the Environment" in different parts of China. Each event includes tree planting and a workshop on environmental issues. For FY 2010, the event took place at Changbai Mountain in the province of Jilin. About 20 walkers took part, including people from outside the company.

China

China phoenix activities



Citizen Precision Guangzhou Ltd. independently carries out a 7S initiative as part of its structural and production innovations. Seven S's consist of the original five S's (seiri, seiton, seiso, seiketsu, and shitsuke) and two additional S's, which are saho (good manners) and speed.

Germany

A donation to the Gold Kraemer Foundation



In November 2010, Citizen Watch Europe GmbH offered a donation to the Gold Kraemer Foundation, a German foundation that supports children with physical disabilities, as well as to the United Nations Children's Fund (UNICEF) by means of purchasing Christmas cards.

Europe

Asia

Taiwan

Supporting the Taipei Marathon



The Taiwan Branch of Citizen Watches (HK) Ltd. supports the Taipei Marathon as official timer.

North America

America

Donations to Jewelers for Children



Citizen Watch Company of America, Inc. has long been offering donations to Jewelers for Children, a charity that provides support for children suffering from serious diseases and abuses.

South America

Mexico

Donations to Luz de Vida, a facility for children with pediatric cancer



Citizen De Mexico, S.A. De C.V. donates watches each year to Luz de Vida and other private-sector support organizations. They are sold at charity bazaars and the proceeds to go providing street children with food and clothing as well as to funding the medical treatment of pediatric cancer.

Thailand

Acceptance of interns



Royal Time Citi Co., Ltd. accepted interns for periods of between two weeks and four months to employ new graduates from universities and vocational schools in the Ayutthaya region of Thailand.

India

Tree planting



On June 5, 2010, which was the World Environment Day, Citizen Watches (India) Pvt. Ltd. conducted a tree planting exercise at K. R. Puram in Bangalore. The number of young trees planted matched the number of Eco-Drive watches released across India.

Action towards meeting the United Nations Millennium Development Goals

As a United Nations Global Compact participant, the Citizen Group takes part in various events held in Japan with a view to meeting the Millennium Development Goals (MDGs).

What are the Millennium Development Goals (MDGs)?

Eight goals to be met by the international community by 2015, developed by integrating the international development goals adopted in the United Nations Millennium Summit in September 2000 and earlier summits



Icons : UNDP Brazil



Officers and 200 employees in the Tokyo Works gathered during a lunch break to stand up against poverty in a worldwide coordinated action campaign.

● STAND UP TAKE ACTION

● Offer toothbrushes to underprivileged children in the Philippines



Staff members from 34 Citizen Group companies participated in the initiative to offer a total of 3,075 toothbrushes to Hello Alson, which is a group offering free medical treatment in poor villages in the Philippines.



A charity walk event for eradicating hunger, entitled "End Hunger: Walk the World" took place under the auspices of the World Food Programme (WFP) and the Japan Association for the World Food Programme on June 6, 2010. Twenty eight members of the Citizen Volunteer Club took part in the event.

● End Hunger: Walk the World

● United Nations Population Fund (UNFPA) Tokyo Office's campaign for saving mothers' lives



We offered products in cooperation to the "Thanks Mother" Message Contest on Mothers' Day.

These activities provided us with opportunities to turn our eyes to global issues and to think about what we each can do to serve the society.