



**Assisting an Environmental Workshop**

**Citizen Holdings Co., Ltd.**  
The Company provided support for an event held at Tanashi Forest of the University of Tokyo, located in the city of Nishitokyo. The event was called "The Arts of the Forest & the Sea – Welcome to the Tiny Universe of Insects" (organized by Wonder Art Production).

**Citizen and Local Communities**

**CITIZEN OF THE YEAR**

What is Citizen of the Year?

**Every year, we select deserving individuals who inspire their communities and honor them for their actions and activities.**

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.



**Contributing to Local Communities**

**Protecting schoolchildren at a crosswalk for half a century**

On the day of an elementary school's entrance ceremony in 1961, a car hit a new student at a crossing. This accident prompted him to volunteer as a crossing guard. He has since stood at the intersection every morning to monitor the safety of the schoolchildren. Spring 2011 marked his 50th year of service.

**Personal Achievement**

**Correcting the prevailing theory that ant lions do not excrete, following observation and experiments during summer vacation**

He discovered yellow liquid coming from an ant lion while observing it during independent research on summer vacation. Wondering if it might in fact be urine, he studied it carefully but failed to reach any convincing answer. He finally made the breakthrough following repeated experiments and observation.

**Civic Contribution**

**A decade of overcoming cancer and cheering cancer patients and their families through his rakugo performance**

Five years after surgery to remove his cancer, Mr. Higuchi gave a solo performance of rakugo comic storytelling to an invited audience of patients and their families who have supported and encouraged him. Since then, Mr. Higuchi has been offering a "Solo Performance in Appreciation of Being Alive," giving hope and courage each year through the new comic stories he creates.

**Mr. Morimatsu Yoshida**

Living in Aichi Prefecture



**Mr. Ryoto Yoshida**

Living in Chiba Prefecture



**Mr. Tsuyoshi Higuchi**

Living in Chiba Prefecture



**Towel Hat Workshop**

Citizen Tohoku held a towel hat workshop with Ms. Mikiko Yoshijima, winner of the 2009 Citizen of the Year, as instructor. Attracting 39 participants, the workshop enthusiastically crafted towel hats, including 52 donated on a later date to the Palliative Care Department of the Iwate Prefectural Chubu Hospital.



**Donating wristwatch to those leaving the orphanage**

The Citizen Volunteer Club donated a total of 69 wristwatch to NPO Bridge for Smile. These were both used and unused wristwatches collected from employees and given maintenance by the Citizen Customer Service prior to the donation.



**Workshops by the Table Tennis Club**

Citizen Holdings' Table Tennis Club has a 45-year history of outstanding performance. The club holds table tennis workshops around the country. In fiscal 2010, 19 workshops took place at different parts of Japan, attracting 1,796 participants.



**Providing support for the Japan Deaf Table Tennis Association**

Citizen Holdings has been providing support for the Japan Deaf Table Tennis Association since 2007. Citizen Systems Japan donated thermometers that vibrate to signal the temperature to the 33rd National Deaf Table Tennis Championship.



**Manufacturing Class**

Citizen Holdings organized a Manufacturing Class for Kids with the participation of 41 elementary schoolchildren and parents in the city of Nishitokyo. The Citizen Heiwa Watch employee honored as a Modern Master Craftsman by the Minister of Health, Labor and Welfare in 2009 acted as instructor, providing participants with a watchmaking experience.



**Hands-On Workplace Experience Programs**

Citizen Group companies welcome junior high school children to take part in factory tours for a hands-on workplace experience, and also accepts student interns. As at March 2010, Citizen Tohoku had accepted a total of 1,545 participants in these programs from 48 schools.



**Visiting Lessons to Educational Institutions**

Citizen Tohoku is actively involved in a project run by the Kitakami River Basin Manufacturing Network to offer visiting lessons at different schools. Young and midlevel employees explore what students now want to learn and deliver lessons that are based on their experience and suited to students' needs.



**Dispatching Lecturers to Shinshu Craftsmanship Workshops**

Shinshu Craftsmanship Workshops are held by the Nagano Prefectural Watch, Jewelry and Glasses Commercial Cooperative, in cooperation with manufacturers and the Nagano Prefectural Government, in an attempt to develop mechanical watch repair skills. Two Citizen Heiwa Watch employees with Grade-2 Watch Repairer Certification are dispatched to the workshops to give instructions to those hoping to pass the test for Grade-3 certification.



**Preserving Biodiversity**

Since 2003, the Kitamimaki Works of Citizen Finetech Miyota has since been engaged in an initiative to preserve Shijimiaeoides divinus, a butterfly species designated as endangered. Today, natural proliferation of this butterfly can be observed as a result of these efforts to preserve and grow Sophora flavescens, its larval food plant, on site.



**Solar Bear-Citizen Joint Donation of Solar Power Generation Equipment**

Citizen Watch is contributing part of sales of its solar-powered Eco-Drive products to the Solar Bear Fund, and is helping to make solar power generation equipment available to kindergartens and nursery schools across the country. In fiscal 2010, three solar power generation systems were donated under this initiative.

