



The basis of disaster response is, first and foremost, ensuring people's safety, and then seeking to find ways to minimize damage. Dividing its initiatives into measures launched by individual companies with consideration of the form and scale of their businesses and the specific characteristics of the regions concerned, and shared, company-wide measures, the Citizen Group works to mount effective responses to disasters.

## The Citizen Group's Response to the Great East Japan Earthquake and Tsunami Disaster

### Rising from the Ruins and Facing the Challenge

Immediately after the Great East Japan Earthquake, employees of Citizen Tohoku's Soma Works, located in Shinchicho, in Fukushima Prefecture's Soma District, received instructions to return home. Then the tsunami struck. While the Soma Works narrowly escaped being inundated by the tsunami, many employees' houses were damaged, and they were forced to live in evacuation centers.

Then-President of Citizen Tohoku, Haruo Kumagai, sent a message to employees affirming his belief that striving not to be overwhelmed by disaster, and working to restore the plant and to create a functioning workplace as soon as possible would in itself be a means of providing support for the disaster-struck region. This sentiment rallied the plant's employees in the wake of the disaster, and under conditions in which even reporting for work was difficult, they began to make efforts towards recovery.

### Measures introduced in anticipation of a major earthquake proved effective

In part as a result of the effectiveness of measures introduced prior to the Great East Japan Earthquake, the molds and important production machinery which are essential to the Soma Works' operations escaped serious damage. Particularly large production equipment such as press machines were fixed to the building's foundations and were thus almost undamaged, while completed and partially completed products on the same floor had only fallen over.

The plant was well provided with earthquake precautions targeting important equipment because of Citizen Tohoku's conviction that a massive earthquake with its epicenter in the ocean off Miyagi Prefecture would occur within a 30-year period. The Soma Works suffered significant damage in the Miyagi Earthquake in 1978, due, for example, to the fact that a large amount of goods and equipment fell from shelves. Following this experience, the plant was scrupulous in putting anti-earthquake measures into place in order to prevent molds and production equipment from falling or toppling. As a result, it was able to restart production less than two weeks after the earthquake.

As an issue for the future, the first order of business is the ability to effectively confirm the safety of employees and their families. To ensure that it is able to do so without fail, the Soma Works has decided to begin training in the use of a safety confirmation system which has already been introduced by 35 Citizen Group companies.

### Creating better systems based on lessons from the disaster

In the future, after identifying the issues brought into focus by the earthquake and tsunami disaster, Citizen Tohoku will proceed with the formulation of a business continuity plan (BCP) that foresees all potential disasters and unusual situations. Using the experience of the recent disaster, the company will realize a BCP that offers practical and effective guidance in all relevant areas from evacuation procedures to the procurement of equipment.



### Support for the Affected Region

The Citizen Group is striving to aid the people affected by the earthquake and tsunami disaster and contribute to the recovery of the disaster-struck region. To this end, Citizen has provided relief funds totaling 100 million yen via the Japanese Red Cross Society, and Citizen Watch Co. of America, Inc. has donated 50,000 U.S. dollars through the American Red Cross. In addition, Group companies have mounted a variety of initiatives to help the victims of the disaster.

### Providing support through sport

We held a table tennis event for children in Shinchicho, where the Citizen Tohoku Soma Works is located. Seeking to contribute to the region's recovery from the disaster, we invited five players from Division 1 of the Japan Table Tennis League to participate, under the slogan "You Can Do It Soma!"

Students from elementary and junior high schools in Fukushima and Miyagi Prefectures came together at the venue to trade shots with the League players, receive instruction, and watch rapid-fire demonstration matches.

We think that the event was a success in raising spirits in the region through the agency of sport.

### Bringing smiles to the faces of the leaders of the next generation

The Citizen Group is providing support for ARTS for HOPE, an initiative that brings art programs to children in areas affected by the disaster, and the Iwate Mobile Library project being conducted by Shanti Volunteer Association, which seeks to offer a substitute for libraries which were destroyed along the Iwate coast by offering a mobile book lending service focusing on areas of temporary accommodation.

A call to Group employees saw us collect 30 boxes of art supplies, including paints, crayons and sketchbooks, and 2,077 near-new books, which have been donated to the organizations running the respective projects.

### Offering the joy of working

As an initiative to support people who lost their jobs as a result of the earthquake and tsunami disaster, since June 2011 Citizen Heiwa Watch Co., Ltd. has provided employment to a total of seven evacuees, seeking to provide them the psychological stability that comes with working.

Thanked by Katsunobu Sakurai, the mayor of Minami Soma in Fukushima Prefecture, for what he considered "A tremendous show of support," then-President of Citizen Heiwa Watch, Atsuo Kawaguchi, promised to continue to provide support for local employment. Citizen Watch Miyota Co., Ltd. is also providing employment for people from the affected areas.



Katsunobu Sakurai, Mayor of Minami Soma (R) and (then) President of Citizen Heiwa Watch, Atsuo Kawaguchi



Some of the many books donated by Citizen employees







## Human Bonds Transcending Borders

— Healing victims of the disaster through music —

### Hope for Tomorrow Through Music, from Italy to Shinchicho

Seeking to support recovery from the Great East Japan Earthquake disaster, the Citizen Watch's Group companies Citizen Watch Italy and Citizen Watch Europe donated a total of 453 musical instruments, including harps, clarinets, brass instruments and other brass band instruments to elementary and junior high schools in Shinchicho, Fukushima Prefecture's Soma District, where the Citizen Tohoku Soma Works are located. A commemorative concert was held together with the presentation ceremony.

The L'Aquila earthquake struck Italy in April 2009. To aid recovery efforts, Citizen Watch Co., Ltd. donated computers to elementary schools in the L'Aquila region. Following the Great East Japan Earthquake, Dante Grossi, the Managing Director of Citizen Watch Italy, stated his desire to return that kindness by providing a form of direct support to the children of Japan which would communicate a feeling of warmth and hope transcending national borders.

20% of Shinchicho was flooded by the tsunami that followed the earthquake, and the town suffered enormous damage: 578 families lost their homes, and more than 110 of the town's residents were killed or went missing. Amid these circumstances, Mr. Grossi and Citizen Watch Italy sought to encourage local children, the leaders of the future, to feel hope for tomorrow, with strong spirits unbowed by hardship and hearts comforted by music, through their donation of musical instruments and organization of a commemorative concert. We hope that the donated instruments will offer a powerful message to victims of the disaster at other events organized to promote recovery, and that the spirit of Citizen Watch Italy's gift will be communicated.

"The world has witnessed the events in Tohoku. With extraordinary courage and discipline, and tremendous passion, you have faced the destructive power of nature, and set about rebuilding your lives with a new courage and determination. Your parents, facing terrible hardships, have taught us the meaning of human dignity. As the representative of all the staff members of Citizen Watch Italy, I would like to offer a humble gift to you from our country. While it is seems an insignificant gift compared to the things

that you really need at present, it is our hope that it will serve to remind you that you are not alone, and that there are people who admire you."

*Message From Dante*



## Response to the Thai Floods

— Support for employees caught in the disaster —

While the facilities belonging to Royal Time Citi (RTC) and Citizen Machinery Asia (CMA) did not suffer flood damage during the massive floods which occurred in Thailand in 2011, 560 employees were affected.

The residences of 480 of RTC's employees (90% of the company's workforce) were flooded. In some cases the damage was severe, cutting lifelines and leaving the employees without the means of getting to work and going shopping, making it impossible for them to lead normal daily lives. Wishing to provide support to help employees overcome this situation as quickly as possible, we organized a "Help Citizen Employees Suffering in the Thai Floods" campaign to raise funds, and we also distributed supplies by means of boats.

CMA was forced to suspend operations from October 17 to 21, but recommenced work on the 24th, with all employees working hard to make up the production backlog. Members of the Citizen Machinery Miyano Group set up donation boxes in their company canteens, raising a considerable amount of money, which was presented to flood victims individually by Citizen Machinery Miyano's President, Kenji Sugimoto, as a token of sympathy, and in appreciation of the efforts of employees who had mounted all-night vigils in order to protect CMA from flooding.

Because a "Citizen-wide" perspective means that we are all united as employees of Citizen despite the fact that our countries and workplaces might be different, support from colleagues and aid towards recovery came quickly from companies throughout the Group.

### Details of support provided

- For one month, RTC delivered water, food (rice and pot noodles) and everyday items by boat to the residences of employees affected by the flood.
- RTC and related factories in China supplied 20 tons of rice for 500 employees, representing 40 kg per person when distributed to all employees.
- Based on RTC's company rules, 480 employees affected by the flood were offered a donation of 3,000 baht per person.
- Donations of 3,325,619 yen were made by Citizen Watch Group companies.
- Citizen Watch supplied four rubber boats and 400 blankets.

### "Our Thai employees gave us courage"

We first heard reports of people falling victim to flooding in early September. At the peak of the floods, at the end of October, about 90% of our employees were affected. In the midst of this situation, seeing our Thai employees coming voluntarily to the plant and working hard to pile sandbags and bail water gave the Japanese staff members fresh heart.

Royal Time Citi Co., Ltd.  
Managing Director  
Toshihiko Oso



### Voice



Kenji Sugimoto, President of Citizen Machinery Miyano, presenting donations individually to employees affected by the Thai floods

