

Supporting Individuals Who Inspire Others — CITIZEN OF THE YEAR



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

What is Citizen of the Year?

Citizen of the Year is an annual awards scheme that recognizes citizens who have inspired local residents and made significant contributions to the development, happiness, and all-around enhancement of their local communities. Prompted by a lack of wide-ranging recognition for deserving citizens, the scheme was established in 1990 to mark Citizen's 60th anniversary, tying in with the spirit of the company's name.

For more information about Citizen of the Year, please see our website at:
<http://www.citizen.co.jp/english/coy/>

Supporting the Development of High School Students in Farming Communities in Bangladesh through Video Classes

Atsuyoshi Saisho, a university student, was selected as the first Japanese coordinator of Grameen Bank in Bangladesh. Mr. Saisho was aware of educational disparities caused by the lack of local teachers. Only about 10% of high school students in impoverished agricultural communities are able to complete school, and Mr. Saisho wanted to do something to help them. His idea was inspired by the video classes that he took through a preparatory school. Classes taught by a well-known teacher were recorded and played in remote villages. Of the approximately 30 students who participated in the first session, 20 passed and four were admitted to some of the most competitive universities. In the second session of the program, results are being improved and the territory is being expanded.



Mr. Atsuyoshi Saisho

Transcribing Books into Braille for Students of a School for the Blind for More Than a Half-Century

Mr. Tatsuyuki Takeuchi was assigned to school for the blind as a teacher of Japanese and was surprised to learn that almost no books other than textbooks were available in Braille. Concerned that his students would not learn the joy of reading books, he learned Braille on his own and over the course of nearly 60 years transcribed more than 4,000 books including novels and poetry collections as well as academic works and encyclopedias for students who are seeking to obtain qualifications. At around age 40, he began putting efforts into teaching transcription and trained other transcribers as well. Today, at the age of 83, Mr. Takeuchi has undertaken transcription of the New Anthology of Classical Japanese Literature, which has 100 volumes.



Mr. Tatsuyuki Takeuchi

Volunteering to Prepare Bodies for Burial in Disaster Areas and Supporting Survivors

Ms. Ruiiko Sasahara excels at preparing bodies for burial and volunteered to assist in restoring the many badly damaged bodies caused by the tsunami following the Great East Japan Earthquake based on their condition while alive. She helped send off more than 300 people while enabling survivors who had suddenly lost a family member to avoid the pain of viewing their loved ones in a distressful condition. Ms. Sasahara continues to provide mental health support including traveling throughout the disaster area and engaging in volunteer activities such as *Ochakko*, discussion groups where survivors can drink tea and talk with a doctor who specializes in palliative care, since last autumn.



Ms. Ruiiko Sasahara

Topics

Walking for Health and the Environment

Since 2007, Citizen Watch (China) Co., Ltd. has been holding an annual walking event called “Walk for Health, Walk for the Environment.” The United Nations designated 2011 as the International Year of Forests, and it was a year for raising awareness concerning the importance of preserving sustainable forests. Vast areas of forest lands are being lost around the world even now,



and the 2011 walk was held in the Shunan bamboo sea in Sichuan Province to educate people about current conditions and raise awareness about the preservation of sustainable forests. About 30 people from Chongqing, Chengdu participated in the walk, raising awareness about the power of nature and the preservation of forests.

Citizen Heiwa Watch Wins Monodzukuri Nippon Grand Award

Citizen Heiwa Watch won the fourth Monodzukuri Nippon Grand Award for excellence in the youth support category. The award, presented by the Ministry of Economy, Trade and Industry and other organizations, was created to support the development of *monodzukuri* (manufacturing) that supports advances in Japanese industry and culture and makes significant contributions to enriching lifestyles.

Citizen Heiwa Watch was recognized for its measures such as technical classes conducted at a special need education school with the aim of fostering the next-generation of manufacturing human resources and watch assembly clinics for parents and their children.



Technical Classes at Special Need Education School

Since 2002, we have cooperated with the Iida special need education school Nagano Prefecture to conduct periodic technical training courses on watch manufacture. We have hired many graduates, and the courses also serve to raise interest in working while assisting disabled persons to participate fully in society.

Watch Assembly Clinics for Parents and their Children

We have conducted a program entitled “You Too Can Become a Future Master” every year since 2007 as a part of the Iida City Super Science Promotion Project for educating schoolchildren with the aim of raising awareness concerning employment by the young people who will be the workers of the future. The program teaches participants about local companies and raises interest in manufacturing.



Solar Bear Smile Project

Citizen Watch contributes a portion of sales of its solar-powered Eco-Drive products to the Solar Bear Fund, a non-profit organization that engages in global warming prevention activities and environmental education for children, to support the installation of solar power equipment by kindergartens and nursery schools. In February 2012, Citizen Watch donated solar power facilities to the Iwaki City Azamino Kindergarten in Fukushima Prefecture.



Pink Ribbon Campaign

Since 2010, Citizen Watch Company of America, Inc. has supported a campaign for the eradication of breast cancer, selling products with the pink ribbon mark on the back cover throughout the North American market. A total of \$200,000 including 2% of sales and other funds were donated to Susan G. Komen for the Cure.

