

# Resolving Societal Issues through Our Business

## Showing How Citizen Helps—Now and into the Future Participating in the “Because I am a Girl” Campaign



Citizen Watch supports the “Because I am a Girl” campaign, through which the NGO Plan International helps provide the “strength to live” to girls in impoverished areas of the world, by introducing campaign activities in its Citizen xC watch advertisements.

As part of its drive to address societal issues through its business activities, Citizen Watch uses its shop sales and Web advertising sites to communicate to customers that their consumer activities can contribute to other people in the world. In this way, the company seeks to spark interest in conditions in developing countries. The company also contributes a portion of its sales to help fund the organization’s projects.

### The “Because I am a Girl” Campaign

Plan International, an NGO, conducts this global campaign in an attempt to impart the



“strength to live” to girls living in difficult circumstances at the margins of society.

Girls and women in developing countries are often bereft of the chance to acquire an education, being compelled to do housework from an early age. Frequently marrying when they are themselves in their teens, the lives of these “child brides” are often shortened by early pregnancy and childbirth. Plan International endeavors to provide educational opportunities for girls and women in difficult circumstances, thereby addressing the global problem of poverty.

### Plan Japan, a Public Interest Incorporated Foundation

Plan Japan, a public interest incorporated foundation and part of the NGO Plan International, was established through certification by the Cabinet Ministry in 1983.

Supporters: Approximately 60,000



<http://www.plan-japan.org/>

## Supporting the Next Generation, Who Hold the Keys to the Future

### Holding Table Tennis Networking Events with Business Organizations

Citizen Holdings’ table tennis club organizes table tennis-based networking events at cities throughout Japan in locations where the Citizen Group has bases. In 2013, the team visited Citizen Yubari, located in the city of Yubari, to participate in a fun and fast-paced table tennis rally attended by the city mayor and students from local elementary, junior high, and senior high schools, among others.

Funds collected through the Click Bokin function were donated to the city of Yubari, which is restructuring its municipal finances.



### Setting up Citizen Watch Scholarships

With backing from the National Merit Scholarship Corporation, a not-for-profit organization offering scholarship assistance, Citizen Watch Co. of America, Inc., has established a new scholarship program, the National Merit Citizen Watch Scholarships. Under this program, one academically and athletically promising high school student from each of the 50 U.S. states is awarded an educational scholarship, along with a wristwatch. In fiscal 2014, the company began hosting internships for scholarship winners, smoothing the entry into society of the young people who hold the keys to the future.



# Supporting Individuals Who Inspire Others

## Announcing Citizen of the Year Awards

Citizen of the Year is an annual award program 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 program was established in 1990 to mark Citizen's 60th anniversary, tying in with the spirit of the company's name. In 2012, the following individuals were selected for recognition.



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



### Making Unique Cloth Toys for Children with Disabilities for 30 Years

In 2013, the TOY Workshop Donguri celebrated its 30th anniversary of continuous production of unique cloth toys for children with disabilities. The group traces its start to activities by a group of housewives who enjoy handicrafts. The members learned by watching each other and initially sent the toys they made to children's homes. They launched into full-fledged production of cloth toys after receiving a request to that effect from on-site facility personnel, who noted there were few toys for children with disabilities and asked the group to make some. So far, the group has made more than 200 types of cloth toys. Each toy is made while incorporating the opinions and desires of the requester. Each is also tailored to the disability of the particular child, with a view to having the toy support his or her growth and independence. As such, each is truly a one-of-a-kind toy, without equal anywhere in the world. As a future objective, the group is considering the production of toys for children with severe physical or mental disabilities and entertaining tools for adults with mental disabilities.



TOY Workshop Donguri

### Realizing a Child's Dream by Collecting Money for Zoo without Giraffe

Because of strained financial circumstances, the Kushiro City Zoo had been without a giraffe for some time, when local housewives mounted a campaign in response to a child's request. Although stunned to learn that some ¥40 million would be needed to acquire a male and a female giraffe, they formed a group to collect the necessary funds through donations. The group launched its campaign to collect a total of ¥50 million in May 2012, and the members solicited donations on street corners and at various events. Their activities immediately struck a sympathetic chord, and the circle of support widened from ordinary citizens to schools, companies, and organizations. Within only a year, the group had reached its target, and giraffes returned to the Kushiro City Zoo in October 2013.



Child's Angel

### Attending Night School as Senior Citizen and Taking Active Part in Study and Extracurricular Activities

Ms. Kaminakabeppu was born in 1930, on a farm in Kagoshima Prefecture. Because it was during the war, she was unable to receive decent schooling and abandoned ideas of going to high school. Change came after the death of her husband in 2004. At first, she was overwhelmed by the feeling of tremendous loss and unable to do much of anything. Realizing that she could not go on like that, the urge to learn again welled up inside her. In 2007, at age 76, she enrolled in evening classes at Nishinakahara Junior High School in Kawasaki. Still eager to study after graduating, she took and passed the entrance exam for night school at Takatsu High School, which she entered in 2010 at age 79. Ms. Kaminakabeppu readily makes friends with all sorts of people, and swiftly blended in, becoming a favorite with her classmates, who were younger than her grandchildren. In addition to studying, she joined intramural clubs in calligraphy and flower arrangement and even joined the baseball team, standing on the mound during a game for the first time at the age of 83.



Chie Kaminakabeppu