

Report on Activities Aligned with ISO 26000

Community Participation and Development

Based on its corporate philosophy of “contributing to and striving to be respected by the citizens of the world,” the Citizen Group values symbiosis with local communities and strives to contribute to society as a good corporate citizen. The Group endeavors to address societal issues through its business activities and, by fulfilling its responsibility as a member of the international community and achieving corporate growth, aims to help create a sustainable society.

Supporting Girls in Developing Countries

In 2013, Citizen Watch began participating in the “Because I am a Girl” campaign, conducted by Plan International, an NGO that offers support to girls and women in developing countries. The company encourages campaign activities by donating a portion of the proceeds from its “Citizen xC” watch sales.

On the International Day of the Girl Child on October 11, 2014, Citizen Watch launched a special campaign-model watch, the “Citizen xC for Because I am a Girl.”

Donations received in 2014 went toward a project to educate girls in Pakistan and a project to prevent child brides in Mali. The first project focused on improving the educational environment at an Islamic girls’ school in Pakistan by upgrading water supplies and sanitary facilities. Enrollment at the school has risen to 1,300, from 1,000 initially.

Citizen Watch plans to continue promoting the campaign’s growth through its product planning, advertising, and sales.

世界の女の子に、生きていく力を。



Female students learning in their new classroom



Islamic girls’ school where donations funded upgrades

Plan Japan, a Public Interest Incorporated Foundation
<http://www.plan-japan.org/>

Holding a Private Film Screening

The CSR Department of Citizen Holdings communicates to employees the significance of the Company’s support for girls in developing countries through “Citizen xC” watches. In addition, in August 2014 the department held an in-house private screening of *Girl Rising—I Decide My Future*, a film aimed at cultivating awareness about resolving social issues for girls and women.

This film highlights some of the problems faced by many girls around the world, such as child marriage, destitution, and barriers to education for women, as well as portrays the potential girls have. The screening helped employees understand human rights issues related to girls and women and elicited such comments as “I was proud that we support the ‘Because I am a Girl’ campaign.”



Citizen Group employees participate in “Raise Your Hand”*

* People participate in this action campaign by raising their hands in an effort to put pressure on global society to prioritize education and the empowerment of girls around the world.

The 25th “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. The 25th award ceremony took place in January 2015.

The program was established in 1990 to mark Citizen’s 60th anniversary, tying in with the spirit of the Company’s name. The awards are meant to recognize contributions that are in line with Citizen’s corporate philosophy.

To date, awards have been presented to 76 individuals or groups for a wide range of activities, including social contribution, international contribution, self-actualization, human rescue, and environmental protection.

By highlighting citizens who inspire their communities, we aim to encourage similar efforts.



25th “Citizen of the Year” Award Recipients

Hitomi Sakai

Providing Homes to Support the Lives of People Who Need Society’s Help

For the past 19 years, with a particular focus on people with mental disabilities, Ms. Sakai has worked with those who need society’s support, including people with physical disabilities, ex-convicts, homeless people, victims of domestic violence, and seniors with no place to go. Through ties with medical personnel, welfare workers, attorneys, realtors, and government officials, she has helped these people to find housing, become autonomous, and foster peace of mind in communities. To date, she has helped some 450 people in these ways.



Kinichi Honma

Applying Ample Experience and Expertise toward Saving the Lives of Sea Bathers for 40 Years

Every year, more than 100,000 people go to bathe in the coastal waters of Senami Onsen, in the city of Murakami, Niigata Prefecture. And despite his age of 87 years, Mr. Honma is present each year to protect the bathers’ lives. He has ample experience at the task, having saved approximately 50 people over the years. Mr. Honma is also enthusiastic about teaching others and has so far trained more than 120 lifeguards.



Ryotaro Harada

Helping Former Sufferers of Hansen’s Disease Improve Their Lives and Overcome Discrimination and Prejudice

For the past 10 years, Mr. Harada has led a work camp to help people in China who, as former sufferers of Hansen’s disease, live in quarantined villages in dismal circumstances, often in old homes with undependable electricity, gas, and water and without toilets. Volunteer students are dispatched to the work camp to interact with the residents, taking part in such tasks as building roads and waterways, installing toilets, and repairing homes.



Ryoji Takayama

Former Member of Japan’s Self Defense Forces Helps Clear Away Land Mines and Unexploded Ordnance, as Well as Build Infrastructure and Conduct Training

With the participation of local residents, Mr. Takayama promotes a project that helps to clear away land mines in the Cambodian village of Tasaen, which was ravaged by civil war, contributing to the community’s safety and reconstruction. Among other rebuilding efforts, he also works with local citizens to build wells and roads, nurture local industry, erect schools and other infrastructure, and conduct education and training.

