

CEO Message



CITIZEN WATCH CO., LTD.
President and Representative Director

佐藤敏彦

We will leverage sustainable manufacturing with a century-long lifespan to make a far-reaching contribution to the environment and global society.

The CITIZEN Group has been promoting “Sustainable Management” since FY2019 to solve social issues through its business. The CITIZEN Group’s sustainable management means not only providing good products and services, but also expanding its business while earning the trust of stakeholders and continuously improving corporate value through management that takes into consideration social issues such as human rights and the global environment throughout the value chain.

We have been providing environmentally friendly products for many years, including the world’s first analog photovoltaic watch in 1976, which converts sunlight or a small amount of indoor light into electricity to power itself. With an eye to the future, we have also launched the concepts of Sustainable Factories and Sustainable Products. Sustainable Factories are sustainable production facilities and offices that comprehensively consider compliance, human rights, labor practices, business continuity plan (BCP), and productivity improvement, in addition to reducing environmental impact. Sustainable Products are products and services that contribute to business growth by helping solve major social issues linked to materiality, as an advanced form of conventional environmentally friendly products. These concepts embody the CITIZEN Group’s sustainable management.

We believe that delivering such sustainable products to the world will provide excitement and satisfaction to our customers, and bring a sense of fulfillment and fair compensation to the people who produce them, thereby improving the environmental, social, and economic value of all stakeholders. For the CITIZEN Group to become an entity that can contribute to solving social issues and create sustainable value from both its business base and business activities, namely Sustainable Factories and Sustainable Products, will enhance the brand image and corporate value of the entire Group and help to avoid future management risks.

The CITIZEN Group’s corporate philosophy of “Loved by Citizens, Working for Citizens” is consistent with the Sustainable Development Goals (SDGs) and the philosophy of sustainability. We will contribute to the achievement of the SDGs by creating social, environmental, and economic value that contributes to solving social issues in each of our business areas.

The CITIZEN Group Vision 2030

The CITIZEN Group has formulated the CITIZEN Group Vision 2030 as the Group’s long-term vision to realize its future aspirations by leveraging the Group’s strengths and capital, in consideration of various possible future changes in the environment.

The CITIZEN Group Vision 2030 sets forth a new vision of “Crafting a new tomorrow” that will lead people to a prosperous future. This Vision indicates that CITIZEN’s mission in 2030 is to enrich not only the lives of people around the world, but also their hearts and minds, and to pass this enriched quality of life on to future generations.

The CITIZEN Group will strive to be an entity that delivers security, trust, and inspiration to society.