Citizen and Local Communities

Sharing the Joys of Manufacturing

Table Tennis Classes Run by Company Players
Having achieved great results in domestic competitions, Citizen’s table tennis team now runs table tennis classes and courses at locations throughout Japan. Those who have taken part in classes, which were planned as an enjoyable activity for children to get involved in, have been delighted with the results, leaving comments such as “I have got much better than when I started” and “I can pull off a smash now”. 1,910 people took part in a total of 27 classes during fiscal 2009.

Organizing Parent and Child Experience Workshops
As part of a joint “super science” promotion project in partnership between the Iida City Board of Education in Nagano Prefecture and Citizen Heiwa Watch Co., Ltd., we organized a parent and child experience workshop with the theme “You Could Be a Master Craftsperson” 30 people (15 parents with children) took part in the event, which included a picture book-based introduction to the company and its activities. After learning about watches, children and their parents got to experience the processes of attaching straps and changing batteries for themselves. After struggling slightly with tasks that they had never done before, seeing participants’ faces light up when their watches started working was a wonderful sight.

Providing Teachers for Iwate University Die-Mold Classes
We provide support to help train highly skilled engineers in the local area by assigning experienced members of staff from Citizen Tohoku Co., Ltd. to the Die-Mold and Casting Engineering Department at the Iwate University Graduate School of Engineering to serve as teachers specializing in die-mold technology, which serves as a basis of manufacturing.

Education

Taking Part in the Million Trees Campaign

At Citizen Electronics Co., Ltd, we participate in the Million Trees Campaign organized by Yamashita prefecture and the Yamashita Prefecture Forestry Promotion Organization every year. The campaign receives around community and volunteer tree planting activities and is aimed at creating a model forest for the 21st century. In May 2009, a group of employees, including some new recruits, took part in tree planting activities in a mountain village near the city of Fujisawa, planting Japanese cypress.

Preserving Biodiversity
Klatenisi Works of Citizen Finetech Myota Co., Ltd. is one of the habitats of the critically endangered Shijimiaeoides Divinus butterfly. As a member of the local Shijimiaeoides Divinus Preservation Society since 2003, we have transplanted 110 sophora plants, which produce the fruit eaten by the Shijimiaeoides Divinus, to our Klatenisi site in an effort to save these butterflies from extinction. We continue to protect and grow food for the butterflies, a process that includes exterminating their natural enemy the pyralid moth.

For more detailed information, please refer to our website.

Donating Watches for Visually Impaired People
At Citizen Latamericana Corp., we donate watches for visually impaired people to the Panama Society for the Blind.

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Sponsoring Aldeas Infantiles SOS Panama

At Citizen Electronics Funshiki Co., Ltd., we help out with a local primary school’s efforts to collect pull-tabs from cans and trade them in for wheelchairs every year. Having taken part in the scheme for the eighth time on June 2009, we have donated a total of 170kg to date. As it takes 600g of pull-tabs to get one wheelchair, we will continue with our collection activities so that we may be of some help in the future.

Environment

Volunteer Activities in Shinjuku-ku, Tokyo
As part of our volunteer activities in conjunction with a local power association users group, we invited single parent families to come and take part in parent and child activities such as bowling, ice skating and making snowmen from snow produced by our ice machines at Citizen Plaza Co., Ltd. on August 2009. All of the parents and children who took part in the event had a great time and went away with fond memories.

Pull-Tab Collection Activities
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Overseas

Tree Planting Activities in India
At Citizen Watches (India) Pvt. Ltd., we planted saplings in KR Puram in Bangalore on World Environment Day on June 5, 2009, planting the same number of trees as the number of Eco-Drive watches sold throughout India.

Sponsoring Aldeas Infantiles SOS Panama

At Citizen Latamericana Corp., we donated US $4,000 to Aldeas Infantiles SOS (SOS Children’s Villages) Panama, an organization that runs orphanages in Panama, to help fund orphanage running costs and child support activities. The organization has dubbed us amigos (friends) as a result of our efforts to support local communities.

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Sharing the Joys of Manufacturing

In an effort to encourage the next generation to take on new challenges in the field of manufacturing, Citizen Group companies actively encourage participation in factory tours and schemes such as work experience and internships. A total of 928 people from 37 organizations took part in such activities at Citizen Tohoku Co., Ltd. during fiscal 2009.

Overseas

Taking Part in the Million Trees Campaign

At Citizen Electronics Co., Ltd, we donate part of the proceeds from sales of our Eco-Drive products to the Solar Bear Fund, through which we provide joint support for the installation of solar generation facilities at nurseries and kindergartens.

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