

Top Commitment



Working toward the Recycling-based Society

In the 21st century — the environmental century — the Casio Group perceives its corporate role as “building the recycling-based society to conserve the global environment and achieve sustainable development,” and to that end we conduct a wide range of environmental activities.

In FY2001 the Casio Group was presented with an entirely new set of circumstances by the passage of the Basic Law for Establishing a Recycling-Based Society, the Law for the Promotion of Utilisation of Recyclable Resources, and the Law Concerning the Promotion of Procurement of Eco-Friendly Goods and Service by the State and other Entities.

Further, with the ratification of the Kyoto Protocol in June 2002, the Casio Group is making renewed efforts at saving energy to stem global warming.

To address these circumstances, we set up a new program to recover and recycle used information and communications equipment from corporate users. This program commenced after gaining authorization from the Ministry of Economy, Trade and Industry (METI) and the MOE.

In product design we have systematized technologies for lightweight, compactness, and power saving as the Casio Group’s own

unique standards for environmental conscious design, which we have defined as “Green Products.”

The Green Product concept signifies that products are not merely energy-saving, but also strive toward the three Rs (reuse, reduce, and recycle). Environmental consciousness is the added value created by Green Products.

Henceforth we plan to set Green Products at the core of our product line, expand them to include items such as our new solar-powered and radio-controlled watches and credit-card-sized LCD digital camera, and raise the proportion of such products in our total sales.

Through these environmental initiatives we will reduce the environmental burden of products throughout their life cycles, and at the same time strive to use less energy and generate less waste at our facilities, thereby mitigating our environmental burden through the totality of Casio Group activities.

This Environmental Report 2002 provides the details and achievements of the Casio Group’s environmental activities from our FY2001 global perspective. We hope that it will help as many readers as possible understand our efforts, and that readers’ frank opinions and observations will help us broaden the scope of our endeavors.

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Kazuo Kashio
President

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