



To Fulfill our Corporate Social Responsibility

In fiscal 2003, measures to build a sustainable society were further promoted in the international community. We recognize that the tightening of environmental regulations throughout the world, including the European WEEE and RoHS Directives, means that all the companies are required to assume their own Extended Producer Responsibility.

Against this background, Casio Group is committed to contribute to the achievement of a sustainable society through environmental conservation measures and CSR activities.

On June 1, 2003, the anniversary of Casio Computer's founding, we established the Charter of Creativity for Casio. This Charter stipulates Casio Common Commitment and Code of Conduct with which all the employees, including the management, must comply in order to achieve Casio's "Creativity and Contribution" management philosophy. To ensure each and every Casio employee fully confirms, understands, incorporates it into his/her daily business and carries out the actions required for them, all the employees signed this charter. [p.7](#)

In the Environmental Management Survey conducted in 2003 by Nihon Keizai Shimbun, Inc., the Casio Group came in 22nd. Also, in the Sustainable Management Rating* to assess corporate social responsibility, the Casio Group was selected as one of the 20 best practice companies. [p.8](#) We are determined to further improve our management system through the PDCA cycle [p.14](#), i.e. repeatedly analyzing the evaluation results, defining the future challenges, and improving the current status.

In April 2004, we set up the CSR Operation Section, which is directly controlled by the President. The CSR Operation Section will implement group-wide activities on environmental conservation, compliance, social contribution, and risk management that were previously dealt with by each division, and will activate the CSR activities and corporate governance throughout the company.

Since its foundation, Casio has been developing creative products that are light weight, thin, short, compact and low power consumption as Casio's core competence. Light weight, compact, and energy efficient literally mean energy and resource saving. In addition, we will expand the sales of those products as Green Products together with data projectors newly launched in the market last year, the "EXILIM" digital camera, electronic dictionaries, and Radio-Controlled and Solar-Powered Watches.

Sustainability Report 2004 provides details and achievements about the Casio Group's environmental management and CSR activities in fiscal 2003. I hope that the report will help as many stakeholders as possible deepen their understanding about our environmental and CSR activities. We sincerely hope to receive our reader's frank opinions and comments on the report.

July 2004

Kazuo Kashio
President and CEO

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*The Sustainable Management Rating is conducted by the Sustainable Management Rating Institute to rate the companies in the three fields of management, environment and society by reviewing 189 items of evidence and conducting interviews with the top management.



Activities in Fiscal 2003 and Future Measures

In fiscal 2003, we revised the Casio Voluntary Plan for the Environment (CVPE), the Environmental Action Plan “Clean & Green 21” Initiative, and the Casio Group Green Procurement Standard Manual, focusing on the environmental conservation activities to comply with the WEEE and the RoHS Directives in Europe. We also established the Charter of Creativity for Casio to achieve “Creativity and Contribution”, Casio’s corporate creed, and aggressively promoted CSR activities.

Activities and Results

For environmental activities related to products, we added 67 models to the Green Products lineup in fiscal 2003. For C.G.P. 50 Activity  p.17, we increased the rate to 44.4% of total sales. To achieve 50% in fiscal 2005, we will make further efforts on the eco-designs.

Based on the Law for Promotion of Effective Utilization of Resources, we started the recovery and recycling of PCs from Households in October 2003, in addition to PCs from Corporate Customers, which are already being recovered and recycled.

For activities at our group companies, Yamagata Casio, Kochi Casio and the Head Office achieved zero emissions in fiscal 2003, following the achievement by Kofu Casio (head office and Ichinomiya branch) and Casio Micronics (in Yamanashi) and Casio Electronic Manufacturing. As a result, a total of seven companies have achieved zero emissions.

For green procurement activities, Casio Group conducted full-fledged revision of the Casio Group Green Procurement Standard Manual in March 2003 as an effort to comply with the RoHS Directive. We achieved green procurement rates of 91.1% for domestic sites and 70.0% for overseas sites. We will continue to step up our efforts to achieve the fiscal 2005 target of 95% for domestic sites and 85% for overseas sites.

Future Measures

Efforts are underway to establish Casio Group’s internal system to comply with the European WEEE Directive, which requires the establishment of a recycling system by August 2005, and the RoHS Directive, which bans the use of specified chemical substances in and after July 2006. In fiscal 2004, we will promote measures in consideration of the legislation of each country.

For mid-term activities, we will revise the Environmental Action Plan “Clean & Green 21” Initiative on a continuous basis in line with our progress and will continue to improve the products and environmental performances of Group companies. For details, please refer to the text of this Sustainability Report 2004.

July 2004

Yukio Kashio
Executive Vice President
and Representative Director
Chairman of the Casio Environmental
Conservation Committee

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