

Kids' ISO 14000 Program in New York

At the Consumer Electronics Show (CES) 2007 held in Las Vegas in January 2007, Casio America, Inc., announced its sponsorship of a new Kids' ISO 14000 program to be introduced in New York.

Kids' ISO 14000 Program

Kids' ISO 14000 is a program designed to educate children about environmental issues. It also encourages them to have hope and confidence in the future, by helping each one of them to improve their ability to resolve problems and pursue a meaningful life.

As one method of addressing global environmental issues, the children are taught about environmental management, and they form youth networks that work together on environment themes.

The Kids' ISO 14000 program originated in Japan in 2000. The program began to spread to places around the world like Australia, South Korea, the Middle East, and Europe in 2004 with the support of the United Nations University, the United Nations Environment Programme, and the International Organization for Standardization (ISO). In 2006 the program became part of the Decade of Education for Sustainable Development project sponsored by the UN.

Initiatives by Casio America, Inc.

The Kids' ISO 14000 program will be launched in New York in 2007. With this, Casio America will become the program's first sponsor in the US. Since the basic activities of the program include reducing CO₂ emissions by saving electricity in the home, the children in the program will need calculation skills. In addition to providing technical support as the top manufacturer of calculators, Casio America and its employees will help with the preparation of program textbooks, and provide assistance for the kick-off program.

Going forward, employees of Casio America will obtain Kids' ISO 14000 instructor qualifications, and help to popularize the program. They will also be actively involved in awareness-raising activities. The company will also encourage its US and Japanese partner companies to participate in the program.

CES 2007



From the sponsorship announcement

"We are delighted at the generous assistance Casio will be providing. It is very encouraging to have the support of one of the world's top electronics manufacturers in our efforts to care for the environment."

Takaya Kawabe
Visiting Professor, United Nations University
Director General, International Art and Technology
Cooperation Organization (ArTech), Japan



Kids' ISO 14000 Program showcased at CES 2007 booth



Program explained to the media

"I am very proud of our sponsorship of the New York project. Creativity and Contribution is the Casio corporate creed, and through this program, we hope to contribute to environmental conservation in the US."

Hideaki Terada
Chairman & CEO, Casio America, Inc.

Employee Pride

We have been working to contribute to the local community for many years, and considering how Casio's products can help the environment. I believe our recent sponsorship of the Kids' ISO 14000 program is a good step toward making the world a better place.



John Homlish
Executive Vice President, Casio America, Inc.