

Environmental Management Vision

Casio is working hard to find solutions for two of the world's most serious challenges—energy resources and the global environment—with a special focus on the issues of resource depletion and climate change.

Environmental “Creativity and Contribution”

Since the beginning, Casio has always made products that save energy and resources. A comparison of two models of energy and resource saving products reveals that Casio has a track record of improving its resource productivity* index by 142 times.

This means that throughout the processes of procurement, manufacture, sales, use, disposal, and recovery, Casio's style of product manufacturing has contributed in no small measure to environmental management, in the form of energy and resource conservation. This has benefited all of our stakeholders. These achievements have in turn been incorporated into our eco-product development, and now 77% of our volume of sales is green products.

This year, 2008, is the first year of the first commitment period of the Kyoto Protocol. Casio had already included greenhouse gases in its Environmental Action Plan, and we have been working to reduce emissions by every business for some time. Significantly, in 2008, we changed our reduction targets from per unit of production to absolute amounts, and we are determined to meet those targets.

Casio has succeeded in developing the technologies for use of a substitute gas (F₂ gas) for the Kyoto Protocol greenhouse gas SF₆ (sulfur hexafluoride). This achievement will make a significant contribution not only to Casio, but to the entire liquid crystal and semiconductor industries.

Further, in response to the problem of the depletion of rare metals, Casio is participating in the Development Project on Rare Metal Substitution planned by Japan's Ministry of Economy, Trade and Industry. Here, we are contributing to the development of technology for liquid crystal materials that reduces the amount of the ultra rare metal indium used by 75% (by replacing indium tin oxide with zinc oxide in the transparent conducting film).

At Casio, we believe that fulfilling the requirements of environment-related laws is only the beginning. We will not only ensure compliance with the laws, but go beyond that to take the steps which our stakeholders desire—all within the framework of environmental management.

*Resource productivity = Price ÷ Product weight
 1957: 14-B relay calculator Resource productivity ¥3.46/g
 (¥485,000/140,000 g)
 1983: SL800 film card calculator Resource productivity ¥491/g (¥5,900/12 g)

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

Yukio Kashio



Casio will continue to act according to our corporate creed of Creativity and Contribution, as we take the initiative in finding practical solutions for the problems of energy and the global environment.

Casio Environment Charter and Casio Fundamental Environmental Policies

Casio Environment Charter

To conserve the global environment, Casio recognizes the importance of its corporate environmental responsibility across the operations of its entire group. Casio establishes basic policies and specific measures for contributing to world prosperity and human happiness from the broad perspective of international society, and endeavors to implement them.

Fundamental Environmental Policies

1. Casio Group members shall comply with all environmental laws, agreements, and standards in Japan and overseas.
2. The Group shall establish voluntary “Casio Environmental Conservation Rules”^{**} based on consideration for the environment at all product stages of development, design, manufacture, distribution, repair services, and recovery/disposal. All Casio business divisions shall assume responsibility for their implementation, additionally auditing the degree of compliance and making continual improvements.
3. From the standpoint of corporate social responsibility, and as good corporate citizens, all Casio Group members shall apprehend the importance of global environmental conservation and try to heighten their awareness.
4. These policies shall apply to all Casio Group business divisions in Japan and overseas.

^{**}The Casio Environmental Conservation Rules are specific action programs for environmental conservation, set forth in the “Casio Voluntary Plan for the Environment (CVPE).”

Casio Voluntary Plan for the Environment

Environmental Action Plan

Fiscal 2008 Casio Group Environmental Management Policy

Environmental Management Policy

“Establishing and reinforcing the foundation of Casio, a leader in environmental management”

1. Compliance with environmental laws and regulations, and enhanced risk management
2. Improved levels of environmental management
3. Contribution to CSR management through environmental management
4. Development of products that are good for people and the environment

