

Environmental Communication

Casio believes that the key to effective communication about its global environmental initiatives is giving people the chance to see, feel, and experience things for themselves.

Eco-Products 2007 at Tokyo Big Sight, December 2007

Exhibit theme: "The Harmony of Technology and Ecology"

On the stage, a presentation was given on the current state of environmental destruction in various areas of the globe. Then, a simple explanation was given about what Casio can do to protect the environment, and the initiatives that the company is taking. Next introduced were Casio's goals and its achievements in showing that product manufacturing and a healthy environment can exist side by side. The exhibit clearly communicated Casio's commitment to global environmental initiatives as the company's most important social responsibility.

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Calculator assembly experience

Casio gave children a chance to practice building calculators in order to give them a hands-on experience of the fun of building things. This personal learning experience offered at the Casio booth reproduced part of a CSR activity undertaken at Casio group sites in Japan. It was conducted five times a day for three days.



Exhibition corner

This corner showcased Casio's initiatives in energy saving, resource conservation, longer product lifetimes, and CO₂ reductions.



CES 2008 (Consumer Electronics Show) in Las Vegas, January 2008

Environment corner Exhibit theme: Energy Saving, Resource Conservation and Reduction of CO₂ during Transportation

This year marked Casio's second environmental exhibition in the United States. Casio explained how products using Casio's core technologies—products that are compact, lightweight, slim and energy efficient—contribute to environmental conservation through displays of partially disassembled products. The exhibit also clearly showed the results of Casio's initiatives to reduce CO₂ when its products are in transit. The booth drew many visitors.

