

Environmental Management System

Casio's Environmental Management System (EMS)

To improve EMS coverage across the entire group, Casio developed its own EMS in fiscal 2009 while also obtaining ISO14001 certification at additional sites.

Since the practical implementation of ISO14001 measures is difficult at small-scale sites, primarily non-production affiliated companies in and outside Japan (such as sales offices), Casio's EMS specifies which items apply even to those workplaces.

The introduction of this system has been somewhat delayed due to implementation of modified reports required by Japan's revised Act on the Rational Use of Energy, but starting in fiscal 2010, Casio will begin using the system at its Japanese sites. It will also eventually implement the system outside Japan. Casio's goal is to achieve 100% group coverage for its environmental management systems and its environmental impact information.

Even sites that have thus far not been included in the environmental impact data will soon be able to conduct simple calculations of their environmental impact. This will make it easier to implement efforts to reduce the environmental impact of the entire Casio group and will help Casio develop a more centralized approach to energy management.

Internal Environmental Audits

Since 2000, Casio has been taking advantage of educational seminars organized by external educational institutions for ISO14001 internal environmental auditors, primarily at the Hamura R&D Center, and 57 individuals have already completed the seminars. These internal environmental auditors conduct preliminary audits when ISO14001 audits are conducted.

In 2008, Casio employees began attending auditor training seminars designed specifically to confer the certification of Environmental Provisional Auditor, and Casio plans in the future to organize trainings for internal environmental auditors within the group.

Eco-Products 2008 Exhibit

Casio exhibited December 11-13, 2008 at the 10th Eco-Products 2008 (held at Tokyo Big Sight), for its 10th consecutive appearance at the show. More than 750 companies and organizations introduced their environmentally conscious products and services to the show's record-breaking 173,917 visitors. Casio's forest-themed booth was guided by the slogan "For a Beautiful Planet and Our Children's Future: The Harmony of Technology and Ecology." Casio's environmental efforts were explained during a narrated video presentation, and the booth highlighted the specific environmentally friendly aspects of its products. With hands-on experience in calculator assembly for elementary school children, a message board display, and a quiz rally, the booth attracted big crowds.

Aside from the growing number of visitors, booth staffers have noticed a growing sense of interest in and knowledge of environmental issues among the general public based on their interactions with the booth and the questions they ask. Casio will continue to strive to keep the public informed of its environmental efforts.



The always popular calculator assembly activity allows children to experience the fun of manufacturing, first-hand.

Many visitors left messages on the eco-declaration panel. Staffers were particularly surprised by the high level of interest in environmental issues among youth.

Participation in CES

Casio has exhibited at the Consumer Electronics Show (Las Vegas, US) every year since 2007 to highlight the company's environmental efforts. At CES 2009, which was held January 8-11, 2009, the booth featured the following:

- **Eco (green) products**
Introduced Casio's core competence in energy-saving and resource-saving technologies, applied in Casio's digital cameras, watches, and cellular phones.
- **CO₂ reductions in the distribution phase, achieved by reducing packaging**
Highlighted the packing boxes used for digital cameras and watches.
- **Environmental video**
Showed the Kid's ISO program launched by Casio America Inc.
- **Casio's Environmental Management Vision and Green Products Concept**



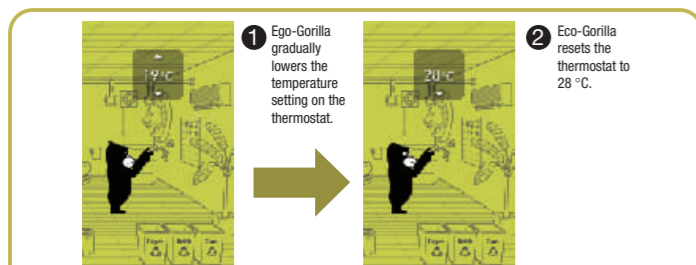
Environmental Communication

Casio recognizes the importance of communicating the company's environmental efforts to all of its stakeholders. Exhibits that allow people to see, touch, and experience what Casio is doing are a vital communication tool.

Eco-Gorilla and Ego-Gorilla

Cellular phones have become an essential communication tool in today's world. The Casio W62CA cellular phone displays Eco-Gorilla and Ego-Gorilla characters on the screen. The Eco-Gorilla engages in environmentally friendly activities, and the Ego-Gorilla makes all the wrong environmental moves. As users enjoy these

two characters' exploits on their screens, it will help them to think more ecologically about everyday life. Further, since the gorilla is an endangered species, this tool reminds users about the environmental issue of species preservation.



The booth described Casio's efforts to save energy and resources, promote longer product lifetimes, and reduce CO₂ emissions not only of products but also of packaging and distribution.

Employee Message

In 2007, only two organizations at the CES had environmental exhibits: Casio and the Consumer Electronics Association. In 2009, however, that number had ballooned to as many as 30. Increasingly, product displays themselves also appeal to the advantages of saving energy and resources, not using specified toxic chemical substances, and using renewable sources of energy. Other exhibitors highlighted the disclosure of compliance information, including environmental management policies, social contribution activities, and systems for collecting and recycling products. Many companies are striving to improve their brand image by highlighting their environmental strategies. Environmental efforts are a means of conveying a company's approach to business, now recognized worldwide. At Casio, we will keep strengthening our efforts to showcase our environmental initiatives for potential customers.

Hidenori Otsuka
Environment Center

