

Environmental Communication

Casio understands the importance of communicating with all of its stakeholders about environmental issues. Here are the company's main activities.

Casio exhibits around the world

Casio promotes its environmental initiatives at trade shows and exhibitions in Japan and abroad.

- In Japan : Eco-Products
- Location : Tokyo Big Sight
- Most recent event : December 10 to 12, 2009
- Number of visitors : Approximately 180,000
- Outside Japan : Consumer Electronics Show
- Location : Las Vegas, USA
- Most recent event : January 7 to 10, 2010
- Number of visitors : Approximately 120,000

Exhibiting at Eco-Products 2009

Every year Casio exhibits at Eco-Products, the largest environmental trade show in Japan. Marking the show's 11th year, Eco-Products 2009 was held at Tokyo Big Sight from December 10 to 12. Over 800 companies and organizations displayed their environmentally friendly products and services. The show attracted more than 180,000 visitors, the largest attendance to date. Casio has exhibited at Eco-Products every year since the show began. The 2009 Casio booth featured a forest motif and showcased Casio Green Star Products and the various environmental activities of the Casio group. The theme of Casio's exhibit was "For a Beautiful Planet and Our Children's Future: The Harmony of Technology and Ecology." The stage area of Casio's exhibit featured a narrated video on the company's environmental initiatives. In the display area, visitors learned about the environmental features of the different components that make up Casio products. There was also a hands-on calculator assembly activity for elementary school children, a hit every year, as well as a nature observation corner. These features attracted many visitors to the Casio booth, especially children and young adults. In coming years, Casio will continue to raise public awareness of its environmental activities through events like this one, while also working to further heighten environmental awareness within the Casio group.



Casio booth, with a forest motif



Calculator assembly class, popular every year



Green Star Concept display



Exhibit of Casio's environmental products and initiatives



Display on environmental efforts in logistics and packaging

Participation in CES

Every year, Casio exhibits at the Consumer Electronics Show in Las Vegas, the world's largest event of its kind. This time, the show was held from January 7 to 10, 2010, and attracted 120,000 visitors, surpassing attendance the previous year. The show was an excellent opportunity for Casio to promote its innovative new products. The Casio booth also featured an exhibit on the company's environmental initiatives, which captured a lot of attention.



Display on initiatives for smaller packing boxes



Casio booth



Display on environmental initiatives

Engaging with local communities

Casio is promoting environmental initiatives as part of its interaction with the communities in which the company operates.

Hachioji R&D Center, Casio Computer Co., Ltd.

Environmental education through the provision of site tours and school visits to provide environmental education to elementary school students

Hamura R&D Center, Casio Computer Co., Ltd.

Supporting activities for the cultivation of tulip bulbs and Ohga lotus for the preservation of fallow rice fields in Hamura City, Tokyo, where the center is located

Kofu Casio Co., Ltd.

Supporting the revival and preservation of the Otoguro cherry tree in Chuo City, Yamanashi Prefecture, where the company is located

Yamagata Casio Co., Ltd.

Supporting the Beautiful Yamagata & Mogami River Forum in Higashine City, Yamagata Prefecture, where the company is located

Supporting the cultivation and management of cherry trees on the banks of the Shiromizu River.

Adopting tulips and Ohga lotus plants

Hamura City, located in Tokyo, is promoting tulip cultivation as an effort to preserve fallow rice fields and to make effective use of rice fields after their crops have been harvested. Casio has been a foster-sponsor of these tulips since 2004. Every year, many tourists visit these tulip fields, the largest in the Kanto region. Since 2006, Casio has also been a foster-sponsor involved in the preservation and cultivation of Ohga lotus plants, an ancient form of lotus flower excavated from ruins dating back to ancient times (c. 400 BC~300 AD).



Photos provided by Industrial Revitalization Promotion Office and Hamura Tourism Association, Hamura City

Collaboration with NPOs and NGOs

Casio supports the activities of NPOs and NGOs that work for environmental protection and biodiversity preservation.

Supporting the activities of ICERC Japan (International Cetacean Education Research Center)

Casio is supporting the activities of ICERC Japan by including the ICERC logo and message, "All as one," on special models of G-SHOCK and Baby-G watches.

Supporting education and research activities relating to dolphins and whales worldwide

Supporting ocean environmental classes (Environmental learning concerning dolphins, whales and the oceans)

WWF Japan

Casio supports the World Wide Fund for Nature Japan as a corporate member and licensee.

Conservation Alliance Japan

Casio provides tie-up models like the PROTREC CAJ.

For more details about Casio's environmental communication activities,

visit Casio's Environmental Communication web page: <http://world.casio.com/csr/env/communication/>