

Biodiversity

This page introduces Casio's initiatives for preserving biodiversity.

Casio's approach to biodiversity preservation

The 10th Conference of Parties to the Convention on Biological Diversity (COP10) will be held in Nagoya, Japan in 2010. It is an important international conference for resolving issues relating to the richness of life on this planet.

Casio supports efforts to build a consensus at COP10, and is striving to fulfill its own pledge about biodiversity.

Determined to preserve biodiversity preservation: Casio's Environmental Declaration and Environmental Action Plan

In August 2009, Casio established an Environmental Vision and an Environmental Declaration to be realized by 2050.

The Environmental Vision states, "Lifestyles based on mass production and mass consumption are being called into question, and building a low-carbon society has become an important global issue." In addition, regarding biodiversity protection, it states, "Casio also envisions a future where people will more seriously address the rejuvenation of the depleted global environment, while seeking to create more value in harmony with nature and the planet's living things." Casio also made the following pledge.

"Across its business operations, Casio is planning and implementing new measures to help realize sustainable use of the global assets of energy, resources, and living things, and coexistence with them."

Based on this Environmental Vision, Casio includes "Protection of ecosystems" in its Environmental Declaration: "Casio will work to operate with respect for nature and all living things, and ensure its business activities are in harmony with natural ecosystems."

Casio has established the following goal under its Environmental Action Plan, and has launched formal initiatives to achieve it.

"To preserve biodiversity and eco-system services, conduct biodiversity impact surveys in all business areas by 2011, and establish a policy theme." Working toward this goal, Casio will take the following steps.

Step 1: Establish a Casio Biodiversity Activity Policy and Guidelines (by 2010)

Step 2: Evaluate levels of biodiversity impact in all business areas (by 2011)

Step 3: Implement Casio's policy themes for the realization of biodiversity protection (by 2012)

Fiscal 2010 Biodiversity Preservation Activities

Casio supports NPOs and NGOs involved in the protection of endangered plants and animals as well as environmental education through business tie-ups including co-branded products. Casio also provides ongoing support for biodiversity protection in local communities. In 2009, Casio showcased its activities at the Eco-Products exhibition.



WWF Japan support



ICERC Japan support



Conservation Alliance Japan support



Activities for the cultivation of tulip bulbs and Ohga lotus for the preservation of fallow rice fields



Beautiful Yamagata & Mogami River Forum support

Initiative to Save Otoguro Cherry Trees

Otoguro cherry trees (scientific name: *Cerasus serrulata*, or “Komatsunagi”) are a type of wild cherry that comes into full bloom in mid April. They have white blossoms measuring 5 to 6 cm, and the leaves emerge at the same time as the blooms.

In the late 19th century and early 20th century, this cherry tree variety was growing along the banks of the Fuefuki River, which flows through present-day Chuo City in Yamanashi Prefecture. The Otoguro cherry gets its name from the Otoguro Embankment in the Otoguro District, where the trees used to bloom. This variety of cherry tree has long been a favorite of the people in that region.

However, with the improvement of the Fuefuki River in 1932, the Otoguro cherry trees were cut down. Mr. Matsuhiko Tanaka of Otoguro District grew grafted seedlings from a few remaining descendent trees, in order to bring back the historic Otoguro cherry. His activities eventually came to fruition, and a volunteer group for saving the Otoguro cherry was established in 2002. The Tamaho-cho (now Chuo City) Board of Education lifelong learning center led the whole community in efforts to save and cultivate Otoguro cherry trees. This was achieved through cutting and grafting methods using a few remaining descendents of the original trees. As part of Kofu Casio’s environmental activities, the company offered to participate in the cultivating of this endangered type of cherry tree, for the purpose of preserving the variety and beautifying the landscape around the plant. Kofu Casio received a donation of trees from Tamaho-cho (now Chuo City) in 2004, and over the three subsequent years, the company planted more than 30 Otoguro cherry trees. All the transplanted trees took root, and every spring they provide a beautiful display of blossoms for people to enjoy on the grounds of the Kofu plant. The Otoguro cherry serves as a symbol of the connection between Casio and the people of Chuo City. The company is proud of its early participation in helping to preserve the tree variety, as part of its biodiversity protection efforts on the local level. This is just one example of Casio’s vision of harmony among people, businesses, and living things.



Otoguro cherry trees on the grounds of Kofu Casio