

Environmental Vision



In April 2012, Casio established the Casio Environmental Vision 2050, a long-term environmental management policy with a target year of 2050. At the same time, the company also issued the Casio Environmental Declaration 2020, which is its medium-term action guideline. Casio's determination to become a leading environmental company is demonstrated by its commitment to visionary global initiatives to help build a more sustainable world.

Environmental Executive Message

Casio's goal is to help build a more sustainable world while contributing to the creation of new markets and cultural phenomenon by developing compact, lightweight, slim, and energy-efficient products.

Since March 2012, Casio has been pursuing its objectives for environmental management under the Casio Environmental Vision 2050, which has a target year of 2050 as the title suggests.

Moreover, Casio has produced an action program with a target year of 2020 in the Casio Environmental Declaration 2020, which was also launched in March 2012.

The three priorities for Casio environmental management reflected in the Casio Environmental Vision 2050 and the Casio Environmental Declaration 2020 are "realizing a low-carbon society," "building a recycling society," and "living in harmony with nature and preserving biodiversity."



Yukio Kashio
Executive Vice President

● Realizing a low-carbon society

The December 2012 general elections for the House of Representatives in Japan resulted in a change of government from the Democratic Party of Japan (DPJ) to the Liberal Democratic Party (LDP), and Japan's Basic Energy Plan is now being drafted. As part of this, the current government will start from scratch in its review, completely reconsidering what the DPJ administration had proposed, that 15% of Japan's energy come from nuclear power. Once the Basic Energy Plan is launched, the next step will be drafting Japan's new targets for reduction of greenhouse gas emissions ahead of COP19 at the end of the year.

Meanwhile, as part of an effort to reduce greenhouse gas emissions starting in 2013, Keidanren (Japan Business Federation) decided to launch its new Commitment to a Low Carbon Society, which goes a step beyond its Voluntary Action Plan on the Environment effective through 2012 and includes penalties for failure to achieve targets (the target for the electrical and electronics industries is an annual reduction in per-unit energy consumption of 1%). Yamagata Casio Co., Ltd., Casio Electronic Manufacturing Co., Ltd. and the Hamura R&D Center of Casio Computer Co., Ltd. will participate in Keidanren's plan. It will be necessary to reduce per-unit energy consumption by an annual average of 1% until 2020, and Casio is actively pursuing initiatives. Moreover, in terms of products that contribute to saving energy during use, it has been decided to calculate the contribution from page printers as the applicable item for Casio. Casio is taking steps towards the establishment and disclosure of calculation methods in line with trends. The companies are also taking measures to establish a calculation method and provide disclosure in these areas while staying in step with carbon footprint best practices.

● Building a recycling society

Thus far, Casio has recycled personal computers and rechargeable batteries based on Japan's Act on the Promotion of Effective Utilization of Resources and made voluntary efforts to collect page printer toner and drum sets and NAME LAND cartridges. Moreover, the Small Electronic Appliance Recycling Program became law this fiscal year, mandating that rare and precious metals be reclaimed. Manufacturers are responsible for making products easier to disassemble and are expected to use recycled materials. Almost all of Casio's consumer products will be subject to the program as small appliances. In order to respond to the program, Casio conducted interviews previously with a number of recycling companies to compile requirements relating to the recycling process for small appliances ranging from disassembly to reutilization, informed them about its efforts in the product development and design process and implemented improvement measures. Full-scale collection by municipalities and stores will commence in fall 2013, and Casio plans to analyze data from these sources and make efforts to upgrade its programs in order to increase reutilization rates.

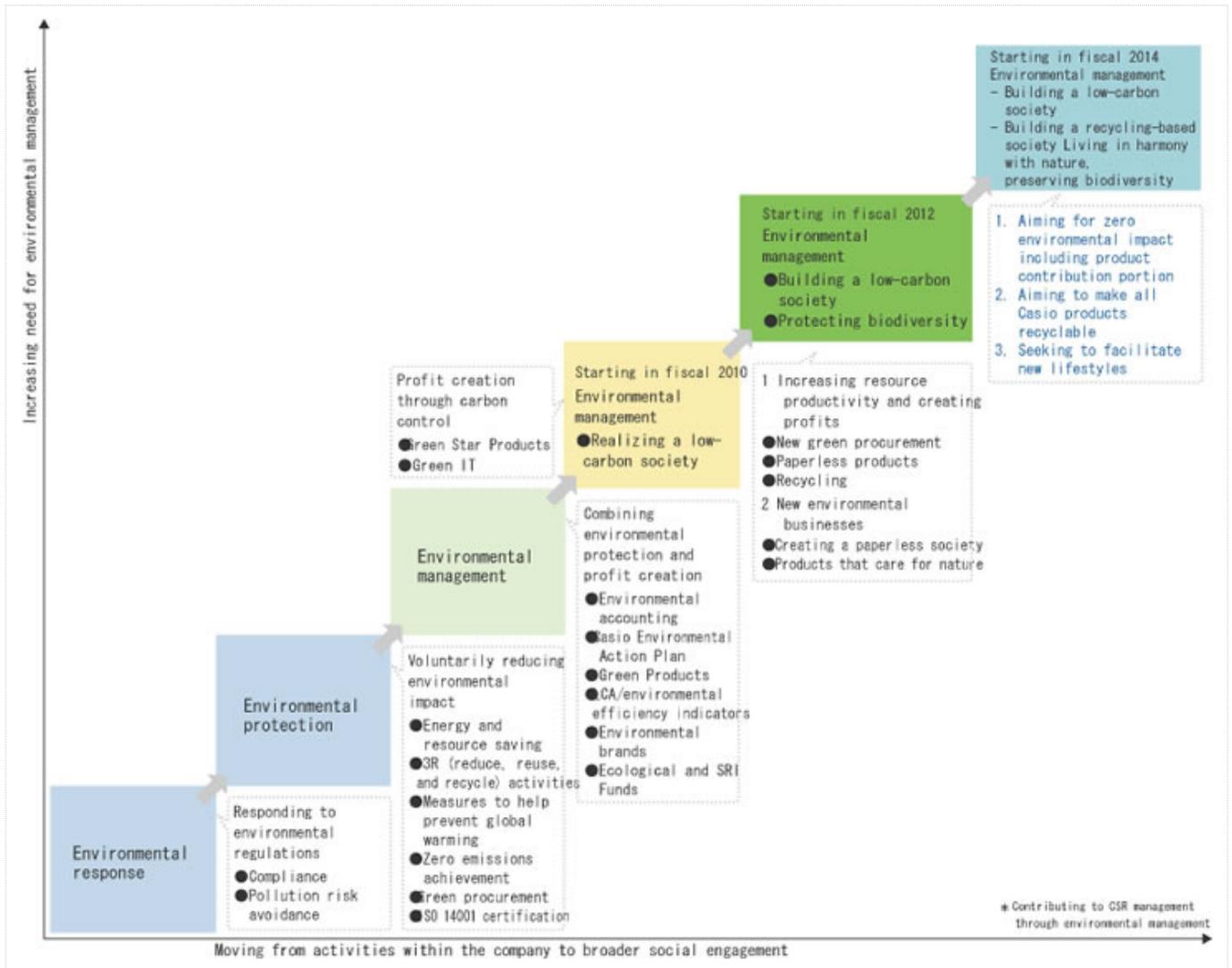
● Living in harmony with nature and preserving biodiversity

In March 2011, Casio issued the Casio Group Biodiversity Guidelines. As part of the guidelines, Casio has established a target for implementing biodiversity impact assessments relating to its operations and the locations of its offices and plants. Based on this, Casio commenced a pilot environmental impact study on "paper" last fiscal year. "Paper" uses wood as a raw material, which is not problematic when raw materials are sourced from wood from properly managed forest resources and recycled paper. Casio will contribute to biodiversity by confirming that the instruction manuals for Casio products and catalogues as well as the various paper products used in offices pose no problems for the preservation of biodiversity. Casio will continue to expand the scope of its studies and action themes in the future.

● Conclusion

The environmental trends that surround Casio are broad-reaching, and it is important for Casio to implement its own unique environmental management strategy. We will strive to contribute to the environment while also strengthening the Casio brand by creating products that are compact, lightweight, slim and energy efficient, and which help to realize a paperless society. Moreover, global-scale environmental regulations are becoming increasingly stringent. This is obviously true for products, but it is also the case for regulations on recycling and energy at offices, as well. Casio will continue to pursue the creation and strengthening of systems for compliance across its global business.

New Environmental Management Initiatives and Policies



Starting in fiscal 2014, Casio will implement environmental management with three main priorities, including the new goal of “building a recycling society,” with an initial target year of fiscal 2016, based on the Casio Environmental Vision 2050 and the Casio Environmental Declaration 2020.

Under the priority of “realizing a low-carbon society,” Casio will register targets with Keidanren’s Commitment to a Low Carbon Society and with the electrical and electronics industries and take action to verify Scope 3 emissions (indirect CO₂ emissions) and assess its total carbon footprint in fiscal 2014. In fiscal 2015, it will steadily promote its plan for the Commitment to a Low Carbon Society as well as expanding the range of its Scope 3 assessments. Then, in fiscal 2016 Casio will draft policies for its goal of becoming carbon neutral.

In the area of “building a recycling society,” Casio will implement programs to comply with Japan’s new Small Electronic Appliance Recycling Act starting in fiscal 2014, while also seeking to expand its portfolio of paperless products beyond electronic dictionaries and projectors. In fiscal 2015, Casio will introduce an offset index for contributions to reductions from products while in fiscal 2016 it will take action to address its water footprint and seek to establish further new environmental businesses.

In relation to “living in harmony with nature and preserving biodiversity,” Casio will conduct a pilot study of its impact on biodiversity in fiscal 2014 based on the Casio Group Biodiversity Guidelines, and it will draft measures for procurement in fiscal 2015. In fiscal 2016, based on progress, Casio will consider and implement policies for reducing its impact on biodiversity, commencing with key measures. Through these initiatives, Casio will actively seek to build a more sustainable world while strengthening its position as an environmentally advanced company.

Casio's fiscal 2014 environmental management policy for the realization of a sustainable society

Business endeavors and product contributions aimed at establishing Casio as an environmentally advanced company

1. Building a low-carbon society
 - Continue with thorough energy-saving measures in response to environmental changes after the Great East Japan Earthquake
 - Register Casio Group targets for the Low-Carbon Society Action Plan of the electric and electronic industries
 - Continue considering adoption of renewable energy (solar panels) pilot
 - Establish and initiate policies for ascertaining Scope 3
 - Adopt carbon footprint labeling
2. Building a recycling-based society
 - Green Star product development: Strengthen technology for making products compact, lightweight, slim, and energy efficient
 - Expand paperless product lineups beyond electronic dictionaries and projectors
 - Address the Small Home Appliance Recycling Law
3. Living in harmony with nature and preserving biodiversity
 - Initiate an impact study, and determine the direction of activities for preserving biodiversity, based on guidelines for the Casio Group
4. Plan and promote strategy for improving environmental management and respond to society's requests
 - Identify issues and plan and implement measures based on careful examination of DJSI/CDP/Nikkei Environmental Management Ranking
 - Devise and implement measures to improve environmental reporting, environmental management promotion system, and resource recycling

Casio Environmental Vision 2050

With a target year of 2050, the Casio Group will create and implement its own visionary initiatives to promote the sustainable use of energy and resources and facilitate the healthy coexistence of all living things, the planet's greatest assets.

Casio's aim is to become a leading environmental company that contributes not only to a sound and sustainable global environment but also to the spiritual richness of people's lives. Casio's unique way of achieving this is by creating new value and lifestyle possibilities that give rise to markets and cultural phenomena never seen before.

To become a leading environmental company, Casio will apply its spirit of going from "0" to "1," or creating "something" from "nothing," to develop unique environmental initiatives and create products and services that make the most of its innovative ideas and leading technologies, focusing in particular on the following areas:

- Realizing a low-carbon society
- Building a recycling society
- Living in harmony with nature

Casio Environmental Declaration 2020

Action guidelines for 2020

1. Realizing a low-carbon society

The Casio Group will provide products and services that make an even greater contribution to the reduction and absorption of CO₂ emissions. In addition to expanding products and services that use energy sources that are friendly to people and the planet, including solar, wind, and hydro power, Casio will incorporate these renewable energy sources into its own business operations.

2. Building a recycling society

The Casio Group intends to further enhance resource productivity through the efficient use of water and other precious resources of the planet, including the reuse of resources and the utilization of alternate materials.

3. Living in harmony with nature

The Casio Group is promoting awareness of the need to take care of the planet through biodiversity preservation activities, while working to achieve harmony between business activities and the cycles of nature.