

Environmental Communication

Casio understands the importance of communicating with all of its stakeholders about environmental issues.

Elementary school students visit the Hachioji R&D Center

The Hachioji R&D Center at Casio Computer Co., Ltd., has developed an educational program for elementary school students in Japan. In August 2007, it began to offer learning opportunities that include site tours and school visit programs. In addition to three schools in Hokkaido, the program has so far provided learning opportunities to students at 17 schools in Tokyo.

The Hachioji R&D Center, the home of the program, is one of the most advanced environmentally friendly buildings in the Casio Group. Visitors can see the actual facilities the company is using and understand methods used to reduce environmental impact.

The students not only learn about Casio, but also the fun of product creation, including the history of the calculator. They even get a chance to take apart and reassemble calculators.



Touring the facilities at the Hachioji R&D Center



Calculator disassembly and reassembly activity

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).



Colorful tulips in bloom



A full view of the tulip fields

Exhibiting at Eco-Products 2012

Every year Casio exhibits at Eco-Products, the largest environmental trade show in Japan. Held at Tokyo Big Sight from December 13 to 15, 2012, Eco-Products 2012 marked its 14th year with more than 180,000 visitors in attendance and over 700 companies and organizations setting up exhibits to display their environmentally friendly products and services.

Casio has been an exhibitor at the event since its inception, and this year's exhibit featured initiatives aimed at realizing a low-carbon society, building a recycling society and living in harmony with nature under the theme of "Protecting the Miracle that is Planet Earth." Casio showcased its Green Star Products and diverse environmental programs using "The Gift of the Sun and the Story of the Sea, the Sky and the Earth" as its topic. On the stage, a cute alien character named Professor Lunar comically and enthusiastically presented the wonder and importance of "the Miracle that is Planet Earth," engaging active audience participation. In the Casio booth, the company featured which parts of its products are environmentally friendly in a way that is more easily understood, using memorable slogans and stamp rally-inspired quizzes. Many children and students also visited the booth for the calculator assembly class, which is popular every year.

Casio's stage featured an interactive quiz for visitors and a witty performance by a stand-up comedian describing everyday examples of saving energy and caring for the natural environment. The exhibition space provided accessible explanations of the environmentally friendly aspects of Casio's products through catchy slogans and a quiz in the form of a "stamp rally," by which visitors collect stamps to win prizes. In addition, Casio's popular calculator assembly classes, held every year at the event, attracted a large number of children, teens, and students.

By continuing to exhibit at Eco-Products in the future, Casio will keep informing people about its wide range of environmental efforts and work to promote new concepts and policies for approaching the environment.



"Protecting the Miracle that is Planet Earth"



An interactive stage for visitors



"Calculator assembly class," always well-attended



A panel using Casio's digital painting technology to show nature conservation activities

Participation in CES

Casio exhibits every year at the Consumer Electronics Show (CES), one of the world's largest events of its kind. In fiscal 2013, the show was held in Las Vegas from January 8 to 11, 2013. With a vast turnout of over 150,000 visitors, CES 2013 provided an excellent opportunity for Casio to promote its innovative new products.

Casio exhibited Green Star Products (timepieces, musical instruments, scientific calculators and projectors) in an "environment" corner to communicate the company's environmental initiatives under the concept of technology and ecology in harmony. Selling points were provided on panels in terms of environmental specifications.

The projector exhibit space featured LED and laser hybrid light source LampFree projectors (LampFree is a Casio trademark for its mercury-free projector lamps).



Presenting environmental initiatives



A presentation on the stage (Casio Signage)



A LampFree™ projector

Supporting activities of the ICERC

Ever since the International Dolphin and Whale Conference was held in Japan in 1994, Casio's G-Shock and Baby-G brands have been working with the International Cetacean Education Research Center (ICERC) Japan*1 in supporting education and research activities involving dolphins and whales in Japan and around the world.

To convey the natural wonder and beauty of dolphins and whales to as many people as possible, Casio has produced watches imprinted with the "All as One" slogan and logo, and supports the activities of ICERC Japan.

*1: ICERC Japan (International Cetacean Education Research Center)

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Supporting the ICERC Ocean Environmental Classroom Project

Casio supports the ICERC Ocean Environmental Classroom Project. Support is provided for environmental lessons on dolphins, whales, and the sea, where people of all ages, children to adults, can have fun learning by seeing, touching, and creating things. Casio will continue to work to realize the sustainable coexistence of people, the ocean, and its dolphin and whale population.



Photo provided by ICERC Japan

Activities Receiving Ongoing Support

WWF Japan

Casio endorses the mission and action principles of the World Wide Fund for Nature Japan (WWF Japan), which is striving to build a future where people and nature can live in harmony. Casio also supports the organization as a corporate member.

The Beautiful Tama River Forum

In fiscal 2012, Casio began providing support for the Beautiful Tama River 100-Year Plan, which aims to make the Tama River beautiful through three main types of projects promoting the economy, environment, and cultural education.

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.

In fiscal 2013, the Kofu Office of Casio Business Service Co., Ltd., took over Kofu Casio's effort.



Otoguro cherry trees on the grounds