

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.

The Casio Environmental Vision 2050 articulates our objectives for environmental management as we look toward the year 2050.

Serving as a milestone on the road to 2050, the Casio Environmental Declaration 2020 sets out our action guidelines with a target year of 2020. Both the Vision and the Declaration share three priorities:

(1) realizing a low-carbon society, (2) building a recycling society, and (3) living in harmony with nature and preserving biodiversity.

By working toward these goals, we will ensure legal and regulatory compliance for Casio, improve the strength of the Casio brand and highlight the advantages of our products—all of which help us to meet the expectations of our various stakeholders, including customers and suppliers.



Akira Kashio
Senior Executive Managing Officer

● Realizing a low-carbon society

In April 2014, the current Japanese government administration approved a resolution on a new Basic Energy Plan. In preparation for the COP21 conference to be held in Paris, France at the end of 2015, the plan includes consideration of new goals for climate change policies beyond the year 2020 as well as international frameworks for achieving those goals.

As one of the leading efforts in Japan in this area, Keidanren (Japan Business Federation) issued its Commitment to a Low Carbon Society in April 2013. Casio has announced that it will participate in the Commitment. We are working hard in the area of energy conservation, seeking to reduce average annual per-unit energy consumption by 1% by 2020. This fiscal year, to ascertain the greenhouse gas emissions produced by our entire supply chain, we are expanding the range of our Scope 3 assessments to include 12 categories and disclosing the results of those assessments. Allowing us to clearly picture the CO₂ emissions at each level of our business activities—Scope 1, 2, and 3—we believe this effort will help Casio to further reduce emissions.

We are also continuing to study options for introducing renewable energies, such as the installation of solar panels at various group facilities.

● Building a recycling society

As we work to make compact, lightweight, slim, and energy-efficient products, we are designating products that fulfill our own higher eco product standards as Casio Green Star Products. Our goal is to see these products account for 50% of total fiscal 2015 sales. Thus far, Casio has recycled personal computers and rechargeable batteries in compliance with Japan's Act on the Promotion of Effective Utilization of Resources while also making voluntary efforts to collect page printer toner and drum sets and NAME LAND cartridges. However, in fiscal 2014, in response to the passage of the Small Electronic Appliance Recycling Act, we established the required product specifications for improving recyclability. Since then, we have applying these specifications in the product development and design processes and continuously implementing improvements.

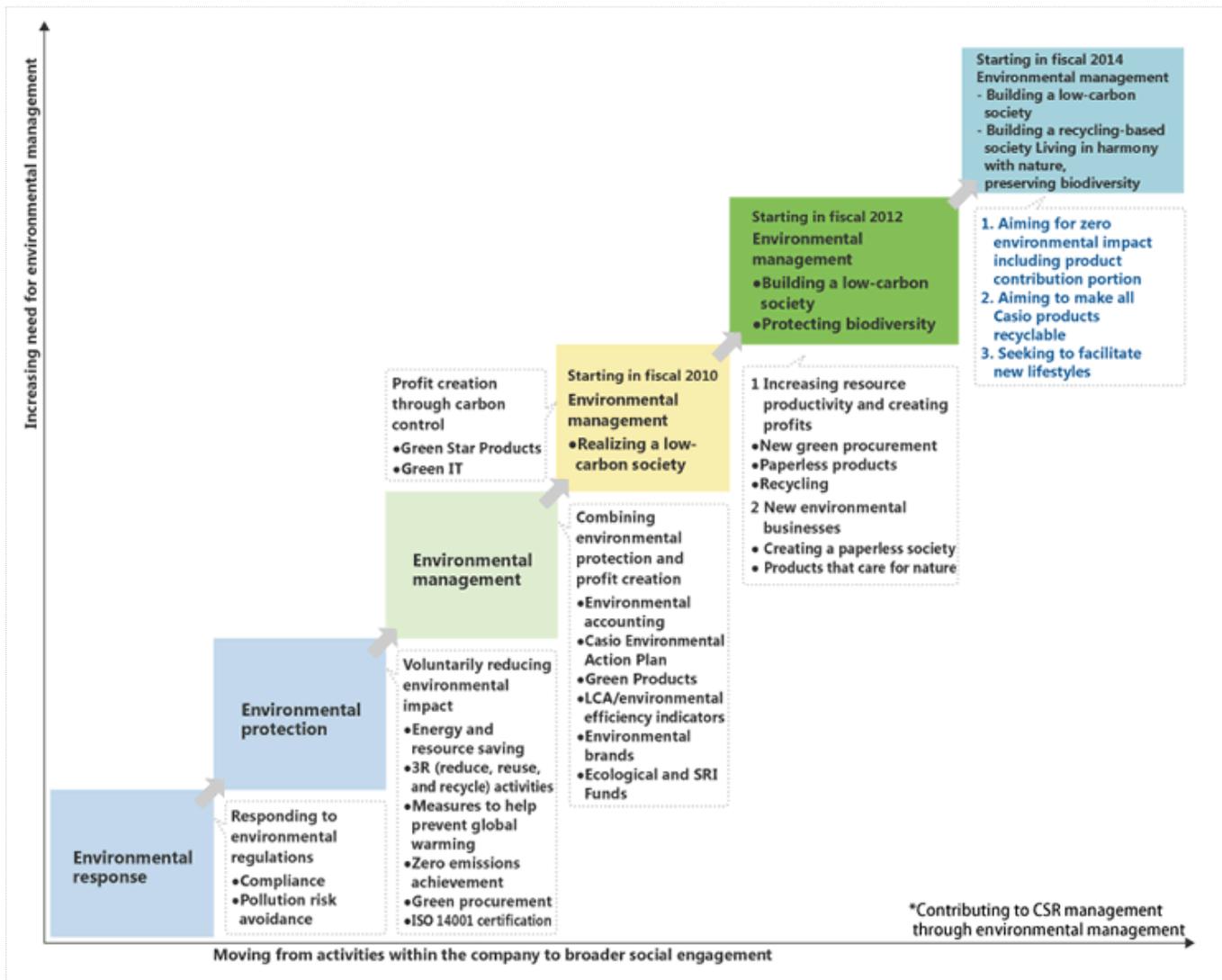
● Living in harmony with nature and preserving biodiversity

In March 2011, Casio issued the Casio Group Biodiversity Guidelines. As part of the guidelines, we established a target for implementing impact assessments, aiming to preserve biodiversity related to our operations and the locations of our offices and plants. Based on this, Casio has been implementing a pilot environmental impact study on "paper" since fiscal 2013. This fiscal year, we are expanding the scope of this study and looking at whether the user manuals and pamphlets that accompany Casio products, as well as the various paper products used in our offices, pose any problem with regard to biodiversity preservation. We also take biodiversity into consideration when formulating paper procurement policies.

● Conclusion

Casio is developing its business globally. We are determined to implement our own environmental management policies as we continue to create products that are compact, lightweight, slim, and energy efficient, as well as products which help to realize a paperless society. We believe that these activities will further improve the strength of the Casio brand, presenting Casio as a leading environmental company.

New Environmental Management Initiatives and Policies



Starting in fiscal 2014, Casio has been implementing 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,” in fiscal 2014 Casio registered targets with Keidanren’s Commitment to a Low Carbon Society and with the electrical and electronics industries, expanded the scope of its Scope 3 assessments, and assessed its total carbon footprint. In fiscal 2015, in addition to steadily promoting its measures under the Commitment to a Low Carbon Society, Casio is working to improve the precision of its Scope 3 emissions assessments. In fiscal 2016, it is planning to establish policies for achieving the goal of zero environmental impact.

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

In relation to “living in harmony with nature and preserving biodiversity,” in fiscal 2014 Casio implemented a pilot study of its impact on biodiversity of the papers it uses in its business activities pursuant to the Casio Group Biodiversity Guidelines. In fiscal 2015, Casio is formulating paper procurement policies for its businesses in Japan. In fiscal 2016, building on those efforts, Casio will study policies for reducing impacts on biodiversity and will begin by implementing measures deemed to be of the greatest importance.

Casio's fiscal 2015 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. Realizing a low-carbon society

→ Improve brand strength by raising Casio's standing in external rating surveys, such as CDP

- Expand and deepen efforts to verify Scope 3 emissions, improve accuracy, and calculate and make public indirect CO2 emissions including data from the supply chain
- Study the use of renewable energy (solar panels)

2. Building a recycling society

→ Improve product competitiveness and ensure legal compliance

- Green Star Product development: Improve technologies for making products more compact, lightweight, slim and energy efficient (Sales ratio target: 50% by FY2015; Result: 47% in FY2013)
- Comply with the Small Electronic Appliance Recycling Act: Continue to create products that are easy to recycle

3. Living in harmony with nature

→ Respond to requests from society and NGOs

- In order to procure paper that does not contribute to deforestation with environmental damage, Casio will expand studies on the environmental impact of paper, and determine a policy for paper procurement in Japan

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.