

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 assembly kit



Calculator disassembly and reassembly

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).



A tulip field adopted by Casio (taken with an EXLIM EX-100)



Children enjoying a walk through the tulips

Exhibiting at Eco-Products 2013

Every year Casio exhibits at Eco-Products, the largest environmental trade show in Japan. Held at Tokyo Big Sight from December 12 to 14, 2013, Eco-Products marked its 14th year with more than 170,000 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 in 2013, it introduced its initiatives around the theme of living in harmony with nature: (1) realizing a low-carbon society, (2) building a recycling society, and (3) living in harmony with nature and preserving biodiversity. The 2013 show was entitled "Eco-Protect, Eco-Create." Based on the concepts of resource conservation (eco-protect) and energy self-sufficiency (eco-create), the Casio exhibit highlighted Casio Green Star products and the Casio Group's various environmental initiatives.

The stage featured entertaining and interactive talks, as well as "eco-protective" and "eco-creative" performances to highlight the importance of nature and the need to restore the balance of the global environment. In the Casio booth, the company also 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. In addition to the calculator assembly class, which is popular every year, Casio also hosted a pomrie stamp-making experience for adults. The exhibit attracted a large number of visitors over the course of the event, including children and students.

Casio Green Star products, which have earned the use of the EcoRail logo, were also part of an exhibit co-sponsored by the Railway Bureau of the Ministry of Land, Infrastructure, and Transport and the Railway Freight Association. The Casio booth displayed the certificate indicating approval of the use of the EcoRail logo, while the Railway Freight Association booth included displays of Casio products as well as a video presentation on EcoRail logo-approved Casio products.

By continuing to participate in this exhibition, Casio can widely publicize its environmental activities and propose new concepts and strategies for taking care of the environment.



An entertaining talk segment by the "Ecoloju" character



The always popular calculator assembly class



Watches in ice



Cosponsored display with the Railway Freight Association

Participation in CES2014

The world's largest home appliance trade show, the Consumer Electronics Show (CES2014) was held January 7-10, 2014 in Las Vegas. CES is the world's largest trade show for consumer electronics, attracting more than 3,000 companies every year. Even though the US was struck by a massive snow storm that caused the cancellation of many flights, the show attracted more than 150,000 visitors.

Casio exhibited its Bluetooth SPORTS GEAR, a sports watch for runners slated for US release in February, and a stamp maker for creating customized stamps.

The Eco Corner, which was used to showcase Casio's environmental efforts, presented an easy-to-understand flow chart of the recycling system used to make effective use of limited resources, turning plastic food trays into recycled pellets and turning other plastic products into useful recycled materials.

Technology & Ecology

CASIO's Plastic Recycling

In a bid to aim for a recycling-oriented society, CASIO makes proactive use of recycled resources (recycled plastics) in order to efficiently utilize our limited resources.



Recycling flow chart



Bluetooth SPORTS GEAR display



EcoCorner shows the recycling process for turning product trays into reusable materials



Many visitors stop to watch Casio's on-stage presentations

Local elementary school students visit Hamura R&D Center

Casio Computer Co., Ltd. once again welcomed students from a social studies class at Hamura Sakae Elementary School, located in the same community as the Hamura R&D Center. Since last year's event was so well received, this year's visit was made by 78 students, including all fifth-graders and special needs students, and four teachers, including the school principal.

Students learned about how Casio, as a local company, addresses environmental issues, and how it disseminates information about its activities. After their lesson, they had a chance to see various products and environmental exhibits.

On February 28, the students were able to use what they learned at Casio to hold a drama-based environmental learning presentation entitled "Fly Away! Environmental Forest."

(January 27, 2014)



Calculator assembly class offered at the Hamura City Industrial Fair

At the Hamura City Industrial Fair held every fall in Hamura City, home of the Hamura R&D Center, Casio Computer Co., Ltd., offered a calculator assembly lesson for elementary school students. This annual industrial fair introduces people to various industries and consumer group activities in the city.

The lesson was held for the sixth consecutive year at the request of the city.

On the day of the fair, about 60 elementary school students, broken up into five groups, enjoyed learning how to assemble a calculator. (November 2, 2013)



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)

▶ [Go to website](#)



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.

Earth Watch Japan

Earth Watch Japan organizes a wide array of volunteer activities in and outside Japan, conducts various wildlife surveys, and engages in research activities. Casio has been a Corporate Partner of Earth Watch Japan since fiscal 2014.

Tree planting

In an effort to promote harmonious co-existence and mutual prosperity with the global environment and its local community, Casio Electronics (Shenzhen) has been participating in tree-planting activities for the past nine years.

On March 29, 2014, 40 employees participated in the fiscal 2014 tree-planting activity jointly sponsored by the Shenzhen City Management Bureau and the Shenzhen City Green Fund. This activity has been going on for many years in partnership with the local government, but this year it began raining while volunteers were working. In spite of the difficult footing and muddy conditions, the volunteers managed to get 20 trees planted.

This year, everyone was wearing Casio blue clothing while participating in this event, ensuring that the activity not only raised awareness of environmental preservation issues, but provided a good opportunity for participants to feel proud of their role as Casio employees.



Tree planting in the rain



Families also participate in community activities

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.

Since fiscal 2013, the Kofu Office of Casio Business Service Co., Ltd., has managed the trees.



Otoguro cherry trees on the grounds

Employee efforts to preserve biodiversity by protecting endangered species

I work on environmental preservation activities, and I am also a photographer who holds regular photo exhibits featuring photos of wild animals.

In recent years, as greater attention has been paid to environmental and biodiversity preservation, I have held photo exhibits to share information about endangered species, and I make donations to relevant environmental organizations based on the number of people who visit. I hope to continue to contribute to the protection of endangered species through these kinds of activities.

Recent photo exhibits

2012 Exhibit Title: "Swan Migration: Lake Hyoko in Winter" Contributor: Wild Bird Society of Japan

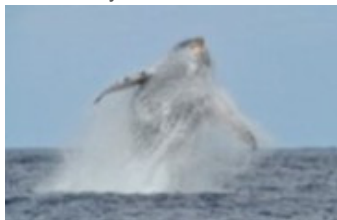
2014 Exhibit Title: Humpback Whales: Journey to Kalama

Dates: November 28 (Fri.) to December 4 (Thurs.), 2014

Scheduled Contributors: Zamami Whale Watching Association

Toshihiro Osawa, Environmental Center

Photos by Toshihiro Osawa



A humpback whale soars high into the air



Swans make an early morning departure



Hokkaido deer living in the vast north



A goshawk dances in the snow