

Biodiversity



This page introduces Casio's initiatives for preserving biodiversity.

Casio's approach to biodiversity preservation

The 10th Conference of Parties (COP10) to the Convention on Biological Diversity (CBD) was held in Nagoya, Japan in October 2010, and it adopted a new Strategic Plan for Biodiversity (2020), and the Aichi Biodiversity Targets (2050). Following up, business corporations have become more active in their efforts to preserve biodiversity.

Casio Group Biodiversity Guidelines

Basic Policy

The Casio Group recognizes that its existence and business activities depend on the benefits afforded by biodiversity, and that these activities also have an impact on biodiversity. Casio emphasizes biodiversity preservation activities as well as efforts to fight climate change. By including biodiversity preservation in environmental management and creating a system for implementation, the Casio Group is working to build a more sustainable world.

Specific Initiatives

1. Business Activities: Casio will help to build a more sustainable world by creating and providing products and services that encourage consumers to care more about the environment. This will be done by learning from nature and developing technologies that utilize this wisdom.

- Facilitating a paperless society
- Contributing to resource saving by developing original technology
- Developing products with care for nature

2. Impact Assessment: Casio will survey and analyze its impact on biodiversity through activities including R&D, design, procurement, manufacturing, logistics, sales, product use, disposal, and recycling, and at its office and plant locations. It will establish improvement measures and implement them starting with areas of highest environmental impact and benefit.

- Actively taking initiatives for proper procurement of parts (leather, wood, paper, etc.) and materials (mineral resources, etc.) that depend on ecosystem services.
- Conducting questionnaire surveys across the supply chain in order to check ecosystem protection efforts for parts and materials that make up products.
- Establishing impact assessment methods (checklists and indices) for the Casio Group

3. Information Disclosure: Casio will strive to improve social awareness of biodiversity, by actively disclosing the results of its environmental activities.

4. Community Involvement: Casio will actively support activities that contribute to biodiversity preservation by NPOs and NGOs, government agencies, and local citizens.

5. Full Employee Participation: Casio is aiming for activities that involve the participation of all employees, by increasing understanding of biodiversity preservation, and training employees to act on their own initiative.

March 31, 2011

Yukio Kashio

Chairman, Casio Environmental Conference

While benefit from biodiversity, corporate activities also have a significant impact on it. By fully understanding this relationship, Casio aims to avoid the risks associated with failing to make efforts in the area of biodiversity and, instead, to identify the opportunities that these efforts present.

Example risk:	Problems in the upstream supply chain identified from the perspective of biodiversity preservation could make it impossible to use certain resources, materials, and parts, and Casio could lose customers because it is perceived as having a negative impact on the environment.
	Specifics: <ul style="list-style-type: none"> - Use of carelessly sourced paper contributes to global forest decline. - Due to the toxicity of the mercury used in projector light sources, its use is legally restricted.
Example opportunity:	Casio takes the lead ahead of other companies in implementing policies that allow it to more safely and reliably procure resources, materials, and parts, as well as substitutes for the same, and is therefore able to highlight the environmental friendliness of Casio products when appealing to customers.
	Specifics: <ul style="list-style-type: none"> - Efforts that address environmental impact, such as the formulation of a paper procurement policy, are well received by the general public. - Through original development of a light source that does not use mercury, Casio is able to supply projectors that are legally compliant. - By supporting NGOs and NPOs with Casio products, for instance by issuing collaborative wristwatches that support dolphin and whale conservation, Casio is able to strengthen its product brands.

Paper Procurement Policy established

Based on the Casio Group Biodiversity Guidelines, established in 2011, the company created a medium-term plan. Under the plan, it has launched biodiversity impact studies in its product and site-related activities, and is examining and implementing biodiversity preservation measures to be achieved by fiscal 2016. Progress made up until 2014 is summarized in the table below. One such result is the Paper Procurement Policy shown below, established in June 2015.

Casio Group Paper Procurement Policy

Purpose:

To preserve biodiversity by protecting and sustainably using the forest resources which provide the raw material for paper.

Scope:

All paper products procured by the Casio Group worldwide

Policy:

Casio will procure paper for use in its business activities according to the following standards:

- 1) Paper must be made from trees harvested in accordance with the laws and regulations governing the logging area concerned,
- 2) Products must not come from companies that are destroying any forest with high conservation value or that are a source of serious environmental or social issues,
- 3) Priority must be given to reliable certified paper or recycled paper.

In the Sustainability Report 2014, Casio described its plan to develop a paper procurement policy for operations in Japan in fiscal 2015. However, the company decided to establish a worldwide Paper Procurement Policy, ahead of plan.

Regarding the paper procurement situation in Japan, the preliminary investigation conducted by Casio in 2013 and 2014 confirmed that procurement is being carried out according to the procurement policy already in place. In order to maintain this situation, in 2015 the company explained its procurement policy to suppliers of paper for catalogs and user manuals. It also implemented mechanisms for maintaining paper procurement according to the new policy. Regarding the paper procurement situation outside Japan, Casio applies the policy to newly adopted paper sources and is working to confirm whether existing sources are compliant with the policy.

Through the enactment of this paper procurement policy, Casio seeks to raise the awareness of its direct paper suppliers concerning the importance of biodiversity preservation through the paper supply. Although Casio can only have a limited impact as a single company, it is expected that even more corporations will establish similar policies in the future.

As a company that sells numerous products to consumers, Casio has established and is disclosing its Paper Procurement Policy to the general public, taking advantage of it as an opportunity to raise awareness of the issue of biodiversity protection. Through corporate initiatives and activities such as the Consortium for Sustainable Paper Use, in which Casio has participated since June 2014, the company will continue to raise biodiversity awareness in society.

Participation in the Consortium for Sustainable Paper Use Companies and NGO Collaborating to Achieve Sustainable Paper Use by 2020

In June 2014, Casio joined the Consortium for Sustainable Paper Use, which was established to promote the use of paper in a way that is both environmentally and socially responsible throughout society. Casio has been working hard as a dedicated member of the Consortium. The Consortium was established in November 2013 by five companies that are making progressive efforts related to their use of paper, the WWF Japan, and Response Ability, Inc, which promotes corporate sustainability. By enabling each member to promote uses of paper that are environmentally and socially responsible from their various perspectives, the Consortium hopes to expand the sustainable use of paper throughout the broader society.

Activities of the Consortium

- Dissemination of providing for promoting sustainable paper use
- Reliable information sharing between members
- Information dissemination and outreach activities
- Expansion of efforts to suppliers and vendors

Participating Companies (as of June 2015, in Japanese phonetic order)

Ajinomoto Co., Inc.
Casio Computer Co., Ltd.
Kirin Holdings Co., Ltd.
JSR Corporation
Sony Corporation
Nikon Corporation
Sumitomo Mitsui Trust Bank, Ltd.

Operations Advisor: Response Ability, Inc.



Details regarding the consortium can be found on the WWF Japan website below.

▶ [“Consortium for Sustainable Paper Use” WWF Japan website](#)

Environmental Action Plan relating to biodiversity preservation

In fiscal 2014, the following targets were set for fiscal 2016, and efforts to meet them are underway.

Biodiversity preservation target

Based on the Casio Group Biodiversity Guidelines, commence a biodiversity impact study for products and sites and examine and implement measures, to reduce biodiversity impact by fiscal 2016, which will include procurement.

For Products

Consider details concerning design, procurement, manufacture, packaging, sales, logistics and recycling of products

For Sites

Consider details concerning location and operation of plants and offices

FY2014:	Conduct a pilot study based on the impact survey sheet prepared in cooperation with NPOs/NGOs. Examine strategy and direction for programs in light of the pilot study and its analysis and response to the Action Plan and Guidelines for the Electrical and Electronics Industries.
FY2015:	Based on results in FY2014, make improvements to the impact study sheet and the structure of the study and expand the scope of the impact study, taking priority level into consideration. Examine measures for biodiversity in procurement.
FY2016:	Analyze the results up to FY2015, identify issues and establish and implement action themes to reduce biodiversity impact.

Table: Worldwide trends in biodiversity preservation

Year	Global Trends	Trends in Japan	Trends in Japanese Industry	Casio Response
Up to FY2009	Convention on Biodiversity (1992) Comprehensive treaty for biodiversity preservation adopted COP9 (Bonn) May 2008 Major progress on ocean conservation Issued an interim report on the economic value of biodiversity	Basic Act on Biodiversity Requiring local governments to establish plans for biodiversity preservation, and for companies to take responsibility for promoting self help and cooperating with local governments		
FY2010		August Ministry of the Environment's Guidelines for Private Sector Engagement in Biodiversity March National Strategy for the Conservation and Sustainable Use of Biological Diversity 2010	April (Nippon Keidanren) Declaration of Biodiversity by Nippon Keidanren, Action Policies, and Guide to Action Policies	Environmental Action Plan relating to biodiversity preservation established
FY2011	COP10 (Nagoya): October Aichi Biodiversity Targets: Medium and long-term targets relating to ecosystem services Nagoya Protocol: Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization to the Convention on Biological Diversity		October Japan Business and Biodiversity Partnership started	Casio Group Biodiversity Guidelines established
FY2012			Biodiversity working group activities began in the electrical and electronics industry	Casio started the education of relevant divisions and checklist surveys for biodiversity preservation impact assessment

Year	Global Trends	Trends in Japan	Trends in Japanese Industry	Casio Response
FY2013	COP11 (Hyderabad, India): October Rio +20 (United Nations Conference on Sustainable Development): June Consensus on the establishment of sustainable development goals (SDGs). http://www.uncsd2012.org/			Prepare a checklist for biodiversity preservation for both business sites and products, and begin a pilot study
FY2014			November Launch of the Consortium for the Sustainable Use of Paper, driven primarily by WWF Japan	Conducted a pilot study on Casio businesses in Japan (user manuals and pamphlets associated with products; copy paper and drawing paper associated with business offices), and the results revealed no major problems
FY2015	COP12 (Pyeongchang, Republic of Korea): October Theme: Biodiversity for Sustainable Development		May 2014 Four electrical and electronics organizations published Let's Study Biodiversity a biodiversity education and outreach tool March 2015 Code of Conduct Relating to Biodiversity released	Expanded the pilot study focusing on Casio in Japan, formulate a domestic paper procurement policy to be adopted within the fiscal year Participated in the Consortium for Sustainable Paper Use
FY2016				June Paper Procurement Policy for the Casio Group established

For more information on Casio's activities to preserve biodiversity, see the [\[Environmental Communication\]](#).