

Environmental Communication

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

Asakawa Photo Contest

In cooperation with the cities of Hachioji and Hino, Casio has been sponsoring the Asakawa Photo Contest in order to raise the profile of Asakawa, the home of the Hachioji R&D Center.

The recent fourth year of the contest invited photo submissions on the theme, "Our Asakawa Connects to the Future." In the general category 275 entries were received, along with 73 entries from elementary and junior high school students. Casio Computer Co., Ltd. has sponsored the event every year since its inception, and a general affairs section chief presented the awards at a special ceremony.



Contest poster



Awards ceremony

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 history of calculators, while also getting to take apart and reassemble these devices. Through this activity, Casio is sharing the fun of product creation while creating new Casio fans.



Touring the facilities at the Hachioji R&D Center



Actual operation of the 14-A relay calculator



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).



Fields containing 400,000 tulips of 33 varieties

As part of its social contribution activities, Casio became the owner of about 500 square meters of paddy field, half of the Ohga lotus field at the Negaramimae Paddy Field in Hamura city. Casio is helping to preserve and cultivate the historically significant Ohga lotus. At a special early-morning lotus viewing event held on August 2, 2014, participants were able to drink sake from lotus leaves. Poured into a cut lotus leaf, the sake traveled down the stem to the mouths of participants. In Japan, drinking sake this way is traditionally believed to promote long life. Many people came out early to participate in the event. The Ohga lotus is an ancient lotus variety from the Yayoi period (about 2,000 years ago). Under the direction of the late Dr. Ichiro Ohga, it was discovered in the Kemigawa ruins of Chiba Prefecture in 1951. The descendants of local farmers in Hamura city have cultivated the Ohga lotus every year since then in their paddy fields, and the flowers bloom from late July until early August.



Sign indicating Casio's sponsorship of this Ohga lotus paddy field. Some non-Japanese guests also attended the lotus viewing event.



The Ohga lotus was reintroduced in modern times from a 2,000-year old seed discovered in an archeological dig. Tulips can be viewed at the Negaramimae Paddy Field in spring, and other flowers bloom there through the seasons.

Exhibiting at Eco-Products 2014

Every year Casio exhibits at Eco-Products, the largest environmental trade show in Japan. Held at Tokyo Big Sight from December 11 to 13, 2014, Eco-Products marked its 16th year with more than 160,000 visitors in attendance and about 750 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 2014, it introduced its initiatives under the theme of harmony between technology and ecology. With an exhibit entitled, "Conveying the Ecological Mind of Casio," various environmental activities of the group were highlighted.

The stage featured presentations that focused on Casio Green Star products, and included audience participation such as a TV-style quiz show concerning environmental activities. In the Casio booth, the company highlighted the environmentally friendly parts of its products in ways that are 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.

With the cooperation of the Hamura Tourism Association, Casio also showcased its biodiversity preservation and community support efforts in that city. This includes participation in Hamura's tulip field sponsorship program, as a local employer.

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.



Eco Hunter quiz show



Stamp-making class



Environmental panel exhibit



Ice sculpture

Local elementary school students visit Hamura R&D Center

On February 17, 2015, 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.

This year's visit, the fourth to date, was made by 77 people, including 73 fifth-grade students and 4 teachers. Staff from the environmental affairs department talked to the students about the initiatives Casio is taking to create products with minimal environmental impact. To further enhance their understanding, after the lesson they had a chance to see actual product models and environmental exhibits, organized by various topics such as solar power and recycling.



Calculator assembly class offered at the Hamura City Industrial Fair

On November 1, 2014, at the 45th Hamura City Industrial Fair, Casio offered a calculator assembly lesson for elementary school students. The event is held every fall in Hamura City, home of the Hamura R&D Center.

The industrial fair introduces visitors to various industries and consumer group activities in the city, and allows them to experience these enterprises by seeing, listening and touching. The main theme of this year's fair was "challenge," which was perfect for encouraging elementary school students to take on the challenge of calculator assembly.

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



Supporting activities of the International Cetacean Education Research Center (ICERC) Japan

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](#)

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

Supporting activities of Earth Watch Japan

Based on the slogan of "Love the Sea and the Earth," Casio's G-SHOCK and Baby-G watch brands are partnering with Earth Watch Japan, which supports research and engages in a wide range of environmental protection activities. These include activities to help protect endangered ecosystems, conserve marine environments, preserve biodiversity, and prevent climate change.

In August 2014, Casio employees participated as volunteer researchers in the East Japan Green Restoration Monitoring Project of Earth Watch Japan. The project involves surveying butterfly populations in the region devastated by the 2011 earthquake and tsunami.



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.

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 April 19, 2015, the company once again participated in an annual tree-planting activity sponsored by the Shenzhen City government and other local government agencies. Although the planting site was far from the city center, as many as 20 employees took part. Working in dusty conditions, they planted 20 trees.

The participants also visited the location of last year's tree planting, which had become a lush green space, unrecognizable from the plot of muddy red soil they had seen before planting in 2014. The employees realized that they were making a difference with their small but steady planting efforts. This shared experience is helping to motivate employees to take on more activities.



Tree planting in 2015



Nursery tree planted in 2014

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

May 21, 2015

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 climate change and biodiversity preservation, I have held regular photo exhibits to share information about endangered species, and I make donations to relevant environmental organizations based on the number of people who visit.

In March 2015, I made a donation to Zamami Whale Watching Association. The donation will be used to cover expenses for surveys involving the identification of individual whales.

I hope to continue contributing to the protection of endangered species through these kinds of activities.

Recent photo exhibits

Oct. 2012 Exhibit Title: "Swan Migration: Lake Hyoko in Winter" Donation recipient: Wild Bird Society of Japan

Nov. 2014 Exhibit Title: "Humpback Whales: Journey to Kalama" Donation recipient: Zamami Whale Watching Association

2016(planned) Exhibit Title: "Japanese Cranes: Life in the Great Northern Expanse" Donation recipient: Crane Community

Toshihiro Osawa, Environmental Planning Section

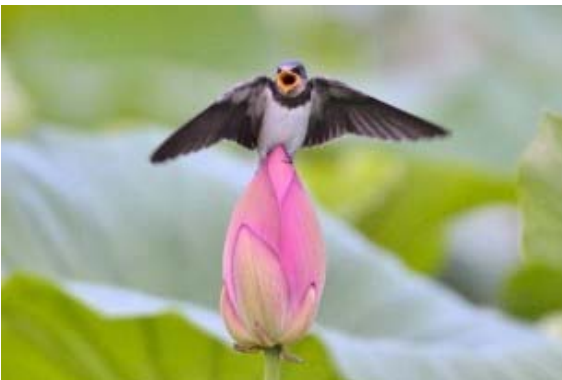
Photos by Toshihiro Osawa



Donation presented to Chairman Nakamura (right) of the Zamami Whale Watching Association



Breaching humpback whale



Juvenile swallow waiting to be fed



Dancing Japanese cranes