

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 fifth year of the contest invited photo submissions on the theme, “Our Asakawa Connects to the Future,” and 432 entries were received.

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 cultivation of tulips and other plants as an effort to preserve fallow rice fields and to make effective use of rice fields after their crops have been harvested. As part of its social contribution, Casio has been a foster-sponsor for the tulips and for Ohga lotus plants since 2004.

A number of varieties bloom in the greatest tulip field in the Kanto region, which is planted with approximately 400,000 bulbs in roughly 23,000m² of rice fields, and many tourists visit the tulip festival held in April each year.

Casio became the owner of about 500m² of one 1,000m² paddy field and helps to cultivate the Ohga lotus. The descendants of local farmers in Hamura city cultivate the Ohga lotus in fallow rice fields, and the flowers bloom from mid-July through to mid-August. A lotus viewing event was held early in the morning on August 1, and a large number of people visited from early in the morning to appreciate the lotus. The Ohga lotus plant is an ancient form of lotus from the Yayoi Period (about 2,000 years ago) discovered in the Kemigawa ruins in Chiba Prefecture under the guidance of the late Dr. Ichiro Oga in 1951.



Exhibiting at Eco-Products 2015

Every year Casio exhibits at Eco-Products, the largest environmental trade show in Japan. Held at Tokyo Big Sight from December 10 to 12, 2015, Eco-Products marked its 17th year with more than 170,000 visitors in attendance and about 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 2014, it introduced its initiatives under the theme of harmony between technology and ecology. With an exhibit entitled, "Preserving Nature for the Future," various environmental activities of the group were highlighted.

The main stage featured audience participation with a TV-style quiz show that included Casio's history and environmental activities as well as the calculator assembly class, which is popular every year. This year, Hamurin, the mascot character of Hamura City, also provided support in relation to community contribution activities such as Hamura City's tulip owner program.

In the display section, the company showcased its eco-products, recycling activities, establishment of a Paper Procurement Policy, and support for environmental protection groups through collaborative products such as dolphin and whale models.



Casio naruhodo environmental quiz



Hamurin



Recycling activity



Environment panel display

Environmental lesson for local elementary school students

On February 4, 2016, fifth grade students from Hamura City's Sakae Elementary School visited the Hamura R&D Center located in the city. This was the fifth time that Hamura R&D Center had hosted an environmental lesson for local elementary school students. Staff from the environmental affairs department conducted the lesson to show the initiatives that a familiar company is taking to reduce environmental impact. In addition to a talk with slides, the company set up booths for solar power generation, original resource recycling systems and recycling activities, making the venue resemble the Eco-Products expo. The students were able to increase their understanding while listening to explanations about the items on display.



Classroom



Venue resembling the Eco-Products expo

Tree planting

Casio Electronics (Shenzhen) participates in tree planting promoted by local government organizations, including the Shenzhen City government in Guangzhou Province, China, with the aim of living in harmony with the global environment and the local community. In the ninth tree planting activity on April 17, 2016, eighteen employees and their family members volunteered and planted twenty nursery trees in around three hours.

The area planted this time should become a space filled with greenery in a few years' time. Sharing this small undertaking that steadily makes an impression is motivating the employees to continue the activity in the future.



18 employees and family members participated.



Everyone worked together to plant trees.

Initiative to save Otoguro cherry trees

The Otoguro cherry tree got its name from the Otoguro Embankment where it used to bloom on the banks of the Fuefuki River, which flows through Chuo City in present-day Yamanashi Prefecture, in the late 19th century and early 20th century and had long been a favorite of the people in that region. It is a late-blooming cherry tree variety that comes into full bloom in mid-April with leaves that emerge at the same time as the large white blossoms measuring 5 to 6cm.

With the improvement of the Fuefuki River in 1932, most of 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 Otoguro cherry. His activities 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 initiating efforts to save and propagate the Otoguro cherry tree.

As part of Kofu Casio's environmental activities, the company offered to participate in cultivating this 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, and transplanted more than 30 Otoguro cherry trees over the three years from 2004. All the transplanted trees took root, and they provide a beautiful display of blossoms for people to enjoy on the grounds of the Kofu plant. Since fiscal 2013, the Kofu Office of Casio Business Service Co., Ltd. has managed the trees, including selection and fertilization.

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 efforts on the local level.



At the time of tree planting



July 2016

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 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 November 2016, I will organize a photo exhibit to contribute to the protection of the Japanese crane, a bird and Special Natural Monument that symbolizes Japan. The exhibit will feature the Japanese crane that lives as a resident bird in the harsh environment of the land of the north (eastern Hokkaido).

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

Recent photo exhibits and donations

	Name of photo exhibit	Donation recipient
October 2012	Arrival of the swans and winter at Lake Hyoko	Wild Bird Society of Japan
November 2014	Humpback whale: Migration to Kerama	Zamami Islands Whale Watching
November 2016	Japanese cranes: Living in the land of the north	Tancho Community

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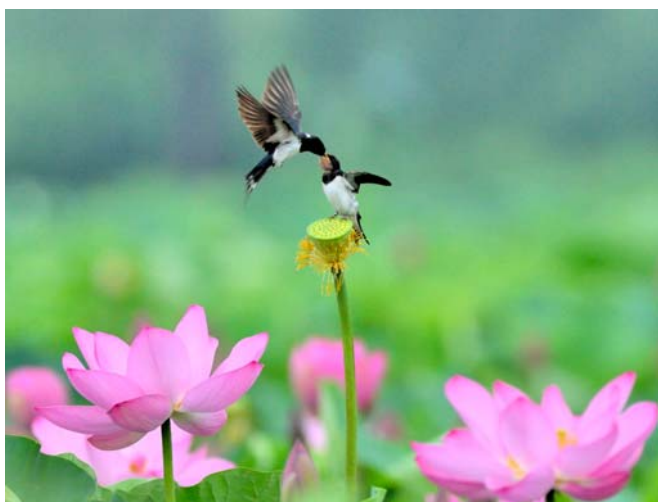
Photos by Toshihiro Osawa



Japanese cranes enduring the chill of the early morning (-20°C)



Japanese cranes: Nestled in the dusk



Swallow feeding



Breaching humpback whale