

Biodiversity

Biodiversity Guideline

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 followed up with the Casio Group Biodiversity Guidelines, established by its Environmental Conservation Committee in March 2011. Since then, Casio has been engaging in more concrete biodiversity conservation efforts.

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

Risks and opportunities

While benefiting 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:

- 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:

- 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.

Business site impact study

Casio conducted a biodiversity study at the Group's main sites to investigate impact on biodiversity. As shown in Table 1, the results found that, even at the Headquarters in Shibuya Ward, Tokyo, over 50 species of insects and around 70 species of plants find their home. Golden Orchid (*Cephalanthera falcata*), which is included on the Ministry of the Environment's species red list, was found at the Hamura R&D Center in Hamura, Tokyo. Rare plants and insects including the plant *Lespedeza tomentosa* Sieb. ex Maxim. and the insect *Canthophorus niveimarginatus* (Scott), which are included on the prefectural species red list in Yamanashi Prefecture, were found at the Yamanashi Office in the city of Fuefuki. According to Ryokusei Research Institute Inc., to which the study was commissioned, habitat for these plants and insects has been maintained as a result of the greenery management at the sites, which is having a positive impact on biodiversity conservation.

In light of the study's results, the Casio Group will continue to carry out biodiversity conservation activities, including protecting the rare species discovered, with expert advice.



Golden Orchid



Protective fence established around a Golden Orchid



Lespedeza tomentosa Sieb. ex Maxim.

Results of business site biodiversity study

site	Number of species	
	Insects	Plants
Casio Computer Co., Ltd.		
Headquarters	55	82
Hamura R&D Center	105	187
Hachioji R&D Center	51	110
Yamagata Casio Co., Ltd.		
Headquarters	82	173
Yamanashi	91	149
Casio Electronic Manufacturing Co., Ltd.	58	108
Casio Business Service Co., Ltd. (Kofu)	82	160

[List of plants at the Casio Group's main sites in 2017\(PDF\)](#) (PDF / 372KB)

[List of insects at the Casio Group's main sites in 2017\(PDF\)](#) (PDF / 331KB)

Paper Procurement Policy established

Casio established the following Paper Procurement Policy, which is based on the Casio Group Biodiversity Guidelines, 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.

Results of activities in fiscal 2017

Expanded scope of investigation of manufacturers of paper products and addressed noncompliance

As in the previous fiscal year, Casio continued to investigate manufacturers of paper products. It was discovered that paper products from certain companies that Casio had deemed to be involved with serious environmental or social issues were included in some of the paper products procured from suppliers that were newly included in the expanded scope of investigation. Casio finished the process of changing sources in June 2017 by clarifying procurement instructions to suppliers.

Expanded use of FSC®-certified paper

Casio has switched to FSC®-certified paper for business cards at all sites in Japan.

Activities in fiscal 2018

In fiscal 2018, Casio will start to establish targets for the percentage of FSC®-certified paper used in product catalogues and will work to increase the percentage by systematically switching over. Casio will also continue to regularly investigate manufacturers of paper products to maintain the use of paper products in line with its procurement policy.



The mark of
responsible forestry
FSC® N002433

Participation in the Consortium for Sustainable Paper Use

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.

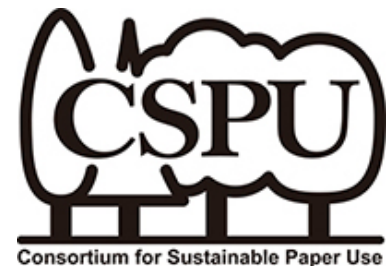
The Casio Group Paper Procurement Policy, formulated in 2015, was also based on exchange of information with member companies and other such external input.

Activities of the Consortium

From fiscal 2015 through fiscal 2016, the Consortium engaged in dialogue with suppliers of paper products, and in July 2016 it organized a symposium entitled “Corporate Collaboration in the Supply Chain: Toward Expanding Sustainable Use of Paper.”



Over 100 participants attended the symposium



Participating Companies (as of March 2017 in Japanese phonetic order)

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



At a consortium meeting

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](#)

The Biodiversity Working Group, The 4 Electrical and Electronic industry Associations

In fiscal 2017, Casio started taking part in The Biodiversity Working Group, The 4 Electrical and Electronic industry Associations (JEMA: The Japan Electrical Manufacturers' Association, JEITA: Japan Electronics and Information Technology Industries Association, CIAJ: Communications and Information Network Association of Japan, JBMIA: Japan Business Machine and Information System Industries Association). Through the working group's activities, Casio will contribute to biodiversity conservation in addition to continuing to expand the scope of its own biodiversity initiatives, taking into consideration the efforts of the pioneering companies that are taking part in the working group.

Details regarding the working group can be found on the JEMA website below.

[The Biodiversity Working Group, The 4 Electrical and Electronic industry Associations](#)



Supporting environmental protection groups

Based on a theme of "Love the Sea and the Earth," the G-SHOCK and BABY-G brands support the activities of two environmental protection groups, the International Cetacean Education Research Centre (ICERC Japan) and Earthwatch Japan, with collaboration models that promote these groups.



ICERC collaboration model



Earthwatch collaboration mode



In July 2017, Casio participated as a volunteer investigator in Earthwatch Japan's "East Japan Green Recovery Monitoring Project (Mudflat Study)." This study will continuously survey ecosystems in regions affected by the Great East Japan Earthquake in order to record the effects of the disaster and environmental changes in the subsequent recovery process as scientific data, aiming to make that data available for use in future conservation activities.



Ecosystem survey

Team Tyura Sango (Beautiful Coral)

Since 2016, Casio has been participating in a coral regeneration project that aims to revive coral in Okinawa's beautiful seas, where a sharp decrease in coral has been seen in recent years.

