

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 sixth year of the contest invited photo submissions on the theme, "Our Asakawa Connects to the Future," and 409 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.

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.



Young visitors enjoying the view from the Hachioji R&D Center



Introducing Casio products



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.

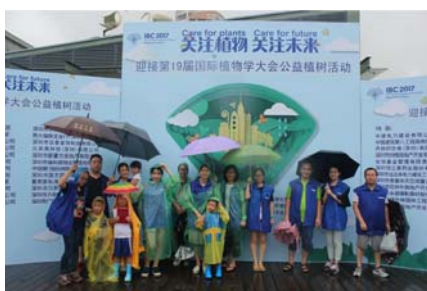


Tree planting

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 tenth tree planting activity on June 17, 2017, fourteen employees and their family members volunteered and planted twenty nursery trees, despite the rain.

The wetland park in Huaqiaocheng, Nanshan District, Shenzhen, where trees were planted this time, is an important wetland area in Shenzhen. This activity helps provide diverse habitats and food to birds and aquatic life in Shenzhen Bay.



14 employees and family members participated.



Everyone worked together to plant trees.



Tree-planting tag with Casio's name

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



April 2017