Approach

Social Background

A company's relationship with biodiversity in its business operations depends on the industry it is in as well as business conditions. No matter the kind of company, however, sustenance from the ecosystem, including oxygen, water, and food, is vital to the lives of the employees who work there and the people who are its customers. If ecosystem services were to collapse and the earth's biodiversity were to decline further, it would have major implications for the business operations of any company. In other words, since a company's business activities depend on human beings, there is no company for which biodiversity is totally unrelated. The most important aspect of the social challenge represented by biodiversity is the fact that many people do not fully appreciate the value and the risks of the blessings received from the ecosystem, which are taken for granted. That is why "mainstreaming biodiversity" has become an internationally critical issue.



Risks and Opportunities for the Casio Group

Manufacturing of Casio products consists mainly of assembling the final products. Casio does not operate businesses in the raw materials and component devices that are used in its products. For this reason, as it stands now, the major factors that directly impact biodiversity are not a part of Casio's operations. It is clear, however, that direct impacts on biodiversity could take place in the supply chain from which Casio procures raw materials and devices. If biodiversityassociated issues within the supply chain were to occur, they would represent a risk that could interfere with Casio's business by making it difficult to procure devices and raw materials.

Furthermore, if the condition of ocean plastic pollution, which has received increasing attention in recent years, were to worsen, or if the bioaccumulation of hazardous substances, for example, were to be verified, it would increase the likelihood of tighter regulations on the plastics used in product bodies and packaging. That would likely make it difficult to keep using plastic materials as before, creating a risk that Casio would have to address.

Meanwhile, Casio sells the G-SHOCK and Baby-G watch brands, which stand up to use in harsh natural environments, as well as the PROTREK watch brand, which is equipped with sensors that are useful in outdoor activities. In the G-SHOCK and Baby-G lineup, Casio came out with Dolphin & Whale models, made since 1994 in collaboration with International Cetacean Education Research Centre (ICERC) Japan, with a view toward environmental protection. Casio's collaboration with ICERC Japan reached the milestone of 25 years in 2019. Under the PROTREK brand, Casio has collaborated with The Nature Conservation Society of Japan (NACS-J) since 2018 and released a Golden Eagle model as well as a model dedicated to *Shijimiaeoides divinus*, which is an endangered butterfly found only in Japan. Through this collaboration, Casio has started to support efforts to protect these endangered species. These activities involve contributions made by Casio's main business to help solve the social challenge of biodiversity. If the mainstreaming of biodiversity makes progress in the future and gains social momentum, more users could come to support these Casio products.

Policy

In March 2011, Casio formulated the Casio Group Biodiversity Guidelines, under which it carries out various activities. Given that Casio operations have little direct impact on biodiversity, due to the characteristics of its business, the company established the Paper Procurement Policy in June 2015, as one way to focus on its indirect impact in the supply chain.

Going forward, Casio will introduce new biodiversity initiatives, carrying out activities with an "outside-in" approach and "multi-stakeholder partnerships" in mind, seeking to create shared value (CSV) that focuses on opportunities. In addition, since the United Nations Decade on Biodiversity comes to an end in 2020, Casio anticipates that reviews of this past decade will be made worldwide, and Casio plans to revise its guidelines as needed in light of the results.

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.

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.

Management Approach

In 2015, Casio identified three environmentally material issues. To address one of these, "Living in harmony with nature," the third material issue, it established the "M3 committee" in 2017. The M3 committee is driving Casio's adoption of paper certified by the Forest Stewardship Council (FSC®) for product catalogues used in Japan. It conducted a biodiversity survey of Casio's main business sites in Japan, leading to the discovery of rare species of plants included on the Red Lists published by Japan's Ministry of the Environment. To promote the mainstreaming of biodiversity from within the company, protection teams of employee volunteers carry out conservation activities for these rare plants.

	Eval	uation ◎: All targets met ○ : M	ost targets met begin{array}{c} : Remaining is a set of the set o	ssues outweigł	n results × : No progress made
Theme	Medium and long-term targets	FY2019 Target	FY2019 Performance	Evaluation	FY2020 Targets and KPI
Living in harmony with nature	To increase the use of sustainable paper to 100% by FY2031	Ensure that 65% of product catalog paper used in Japan is FSC® certified paper	Ratio of certified paper in catalogs in FY2018: 81.9%	۵	Ensure that 80% of product catalog paper used in Japan is FSC® certified paper
		Set specific activity initiatives for biodiversity preservation based on the results of the biodiversity	 Gave an interim report in the M3 committee on the definition of "sustainable paper" Gathered information on the procurement status of product packaging (cardboard) 	Δ	Develop scenarios for achieving medium-term targets relating to usage ratios for sustainable paper

Environmental Action Plans and Performance

CASIO SUSTAINABILITY REPORT 2019

(200)

Using Sustainable Paper

Nowadays, a variety of raw materials are used to make paper, but generally, widely available paper products are made from wood. Depending on the kind of forest from which that wood was cut, there might be adverse effects on biodiversity, such as the destruction of forests with a high conservation value as the habitat for precious wildlife, or cases that infringe on the rights of indigenous peoples.

Focusing on indirect impacts on biodiversity within the supply chain, Casio established a Paper Procurement Policy in June 2015. Based on this policy, Casio is especially committed to refraining from using paper products that come from paper manufacturers that are suspected of destruction of any forest with high conservation value or of involvement in raw material procurement that ignores the rights of indigenous peoples. Casio preferentially uses reliable certified paper to help increase the use of socially sustainable paper.

Participation in the Consortium for Sustainable Paper Use

In June 2014, Casio joined the Consortium for Sustainable Paper Use. 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.

201



Consortium for Sustainable Paper Use



Member of Consortium

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

"Consortium for Sustainable Paper Use" WWF Japan website

Paper Procurement

To make sure that it does not use paper products that are especially problematic, Casio periodically confirms that its suppliers do not use paper products from paper manufacturers that have been identified as dubious based on an independent investigation conducted by an international NGO related to the protection of wildlife. If it turns out, based on the confirmation results, that a product comes from one of the papermakers in question, Casio switches to products from a different paper manufacturer. By continuing such confirmation and switching of paper products, Casio exercises its indirect influence on the supply chain in an effort to minimize its indirect negative effects on biodiversity.

Paper Procurement Policy

Promoting Use of Certified Paper

Since fiscal 2017, Casio has established targets for the percentage of FSC®-certified paper used for product catalogues and has been working hard to increase the percentage used based on environmental management systems.

In fiscal 2018, Casio used 65% certified paper for product catalogues, exceeding the target of 40%. In fiscal 2019, the numerical target was to maintain at least the same level as in the previous fiscal year. The result was 81.9%, exceeding the target of 65%. This was attributable to an increase in the FSC®-certified paper lineup as well as the influence that the company's working group for promoting use of certified paper had on procurement choices by its internal advertising division.





The mark of responsible forestry FSC® N002433

Biodiversity Preservation at Business Sites

In 2017, Casio commissioned an expert outside agency (Ryokusei Research Institute Inc.) to conduct a biodiversity survey at the Group's main sites in Japan. As shown in Table 1, the results found that many species of insects and plants make their home at these sites. Most notably, Golden Orchid (*Cephalanthera falcata*), which is included on the Ministry of the Environment's species Red List, and Silver Orchid (*Cephalanthera erecta*) and stalked adder's-tongue (*Ophioglossum petiolatum*), both of which are on Tokyo's Red List of threatened species, were 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 Yamanashi Prefecture's Red List of threatened species, were found at the Yamanashi Office of Yamagata Casio Co., Ltd. in the city of Fuefuki. In light of these results, employee volunteers are continuing to undertake conservation activities with advice from the expert agency.

site	Number o	Remarkable insects and					
site	Insects	Plants	plants				
Casio Computer Co., Ltd.							
Headquarters	55	82					
Hamura R&D Center	105	187	Plants: Golden Orchid, Silver Orchid, ophioglossum petiolatum				
Hachioji R&D Center	51	110	Plant: Ophioglossum petiolatum				
Yamagata Casio Co., Ltd.							
Headquarters	82	173					
Yamanashi	91	150	Insect: Canthophorus niveimarginatus Plant: Lespedeza tomentosa				

Results of a survey of biodiversity at main business sites in Japan (Table 1)

Casio Electronic Manufacuring Co., Ltd.	58	108	
Casio Business Service Co., Ltd. (Kofu)	82	160	Plant: <i>Rorippa</i> cantoniensis

<u>List of plants at the Casio Group's main sites in 2017(PDF)</u> (PDF / 372KB) <u>List of insects at the Casio Group's main sites in 2017(PDF)</u> (PDF / 331KB)



Golden Orchid (Cephalanthera falcata)



Silver Orchid (Cephalanthera erecta)



adder's-tongue (Ophioglossum petiolatum)



Lespedeza tomentosa / Canthophorus niveimarginatus

Preservation Activities at Hamura R&D Center

In 2019, a protection team of employee volunteers once again observed and photo-documented the Golden Orchid and Silver Orchid, which were confirmed to be growing at Hamura R&D Center, from the time they sprouted until they flowered and fruited. The team strove to raise awareness, seeking to help mainstream biodiversity, by disseminating their photos of the orchids within the company. As a result of these ongoing efforts, in the spring of 2019, new individuals (one Golden Orchid and two Silver Orchids) were found, which had not been discovered at the time of the survey by the expert outside agency two years earlier.



The newly discovered Silver Orchids (two on left) and Golden Orchid

Among the several Golden Orchids on the center's grounds, some individuals did not flower, seemingly due to insect damage. Meanwhile, since it was anticipated that one Golden Orchid that showed the most stable development would flower when the center was closed during a string of holidays in May called Golden Week, the protection team set up an unmanned camera to take photos at intervals and thereby documented the orchid's growth until it flowered.



The protect team setting up a camera Growth record through interval photography (4/25–5/7, 60-min. interval)

Preservation Activities at the Yamanashi Office of Yamagata Casio

On the advice of the expert agency, labels were used to mark protected species including the plants Lespedeza tomentosa, which is listed in Yamanashi Prefecture's Red Data Book, as well as Potentilla chinensis, Siberian Lespedeza juncea, Thesium chinense, which is the larval food plant for the insect Canthophorus niveimarginatus, and other grassland plants. As these plants were carefully left when weeding, they were confirmed to have flowered and fruited.



Chinese cinquefoil





Siberian Lespedeza juncea

In April 2019, a protection team of employee volunteers was launched at the Yamanashi Office and began propagating individuals from seeds collected the previous fall. The seeds planted in the bare earth as well as those planted in pots sprouted and grew.



Planting seeds



Yamanashi protection team after planting seeds



Siberian Lespedeza juncea planted in bare earth



Siberian Lespedeza juncea planted in a pot

The grassland plants, including rare species, seen at the Yamanashi Office are thought to have been living in this location since before it become the business site's grounds. The periodic mowing conducted for grounds upkeep since the site was established is thought to have fostered a favorable habitat. Accordingly, the grounds were mowed as usual in May 2019.



Before mowing





Before mowing



After mowing

Contributing Through Casio's Business to Social Issues Related to Biodiversity

Preserving Biodiversity through Collaboration with Environmental Protection Groups

Casio has developed many brands of watches such as G-SHOCK, Baby-G, and PROTREK.

Through these brands, the company provides functions, performance, and designs suited to the many and diverse activities and situations in which people use them. Many of those envisioned situations are based on rich natural environments (a wide range of ecosystems from the land to the oceans). Casio believes that it is its responsibility as a manufacturer to contribute to the protection of those natural environments.

Aiming to leverage Casio's business to make a contribution to social issues related to biodiversity, Casio supports environmental protection groups and others through such means as sales of collaboration models.

G-SHOCK and BABY-G Collaboration Models for the "Love the Sea and the Earth" Project

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

In its collaboration with Aqua Planet, Casio acted as an official supporter of the International Year of the Reef, promoted by Japan's Ministry of the Environment, in 2018.

SEA AND SEA AN

"Love The Sea And The Earth" logo

Casio's support of ICERC Japan, which began with the dolphin and whale models in 1994, reached its 25th year in 2019.







ICERC Japan: Models commemorating 25 years of collaboration



Aqua Planet collaboration model

Earthwatch Japan collaboration model

Official Supporter of the International Year of the Reef 2018

The International Coral Reef Initiative, which is a framework for international cooperation in the preservation of coral reefs and related ecosystems, designated 2018 as the third International Year of the Reef (IYOR). In response, Japan's Ministry of the Environment, in collaboration with diverse actors, carried out activities in Japan in the name of IYOR 2018. The slogan for those activities was: "Connect, Spread, and Support Each Other."

Casio is supporting the preservation of coral reefs through its BABY-G collaboration model with Aqua Planet. Meanwhile, Yamagata Casio's underwater transceiver product, Logosease, also contributes to coral reef preservation activities. In this way, Casio acted as an official supporter, keeping in mind contribution within a multi-stakeholder partnership, as expressed by the slogan.

Casio Coral Field

In 2018, Casio began providing support for Aqua Planet, an NPO that preserves coral, which is chaired by actress Ritsuko Tanaka. In January 2018, the Casio coral field was established in the seas of Ishigaki, Okinawa Prefecture, and 200 coral "seedlings" were planted with the objective for them to reproduce in three years' time.

The Casio coral field lies to the south of Ishigakijima island, Okinawa Prefecture in shallow seas about 4 meters deep at high tide. The coral coexists with a phytoplankton called zooxanthella, and coral seedlings from more than seven resilient varieties, including *Acropora Copiosa Nemenzo* in the genus *Acropora* of the family *Acroporidae*, were planted.

These coral seedlings were ones that had been newly collected with permission and divided seedlings cultivated in other coral fields.





Aqua Planet collaboration mode



Casio Coral Field

Contributing to Coral Reef Conservation Activities with Logosease

On October 14, 2018, WWF Japan's Coral Reef Conservation and Research Centre organized the First Kikaijima Reef Check on the island of Kikaijima in Kagoshima Prefecture, Japan. As part of its activities as an official supporter of the International Year of the Reef appointed by the Ministry of the Environment, Yamagata Casio cooperated by providing Logosease as equipment to be used during the reef check.

Reef Check is a coral reef monitoring program conducted on a volunteer basis using an internationally uniform technique to investigate the soundness of coral reefs worldwide. The purpose is to reduce the human impact on coral reefs by recording the condition of fish and other creatures living on coral reefs as well as the condition of the seafloor to assess the health of coral reefs and raise awareness about their protection.



underwater transceiver , Logosease



The coral coverage at the reef check point was 51.25%, with a lot of massive coral, especially a species called *hamasango*, in the family Poritidae, being seen. Some 10 years ago, a variety called Araki *hamasango* was discovered to be 432 years old based on a core sample taken by The University of Tokyo. That coral was confirmed to be alive during this reef check and, at over 440 years old, is the oldest *hamasango* in Japan.

Yonemori Diving Service, which provided photos from the reef check, commented: "At first, it was hard to talk and hear with the Logosease, but we got used to them soon enough and then it became easy to hear and talk. Especially on a dive involving work, such as a reef check or a class, Logosease is really useful and, moreover, it allows us to communicate with the ship. It is a wonderful product."



In March 2019, the final debriefing session for the International Year of the Reef was held in Tokyo. Many companies and organizations that took part as official supporters, as well as groups of young people—high school and university students—reported on the coral reef conservation activities that they took during the year and received certificates of appreciation from the Minister of the Environment. While activities conducted under the name International Year of the Reef came to an end with the close of 2018, Casio will continue to support coral reef conservation.





March 2019: Presenting at the final debrief of official supporters of the International Year of the Reef and receiving a certificate of appreciation



Representatives of the companies and organizations that were official supporters



Certificate of appreciation from the Minister of the Environment

PRO TREK Collaboration Model with The Nature Conservation Society of Japan (NACS-J)

In 2018, Casio began providing support for The Nature Conservation Society of Japan (NACS-J) through its outdoor watch brand PRO TREK.

As the first move, in 2018, the company released a collaboration model with the motif of a golden eagle (listed as an endangered species (IB) in the Ministry of the Environment's Red Data Book 2019), for which NACS-J is conducting preservation activities in Akatani no Mori, Minakami-machi in Gunma Prefecture and Minami Sanriku-cho in Miyagi Prefecture. As the second move, Casio released a collaboration model with the motif of the Shijimiaeoides divina, an endangered butterfly found only in Japan (listed as an endangered species (IA) in the Ministry of the Environment's Red Data Book 2019).



Participating in NACS-J Studies

Prompted by the start of support with the launch of The Nature Conservation Society of Japan golden eagle-themed collaboration model, Casio employees began to participate in actual protection activities. In a study conducted by

NACS-J in Nagano Prefecture in May 2018, participants recorded the number of shoots on *Sophora flavescens* (a larval food plant) and how many eggs had been laid on each shoot. Although it is simple and unexciting work, the data obtained through the study forms the scientific basis for how far apart the *Sophora flavescens* can be planted. By participating in this study, Casio employees could get a feel for the kind of collaboration that is possible for them in the future to help protect the *Shijimiaeoides divina*.

Casio also collaborated in the *Shijimiaeoides Divina* Summit that NACS-J held in Tokyo in March 2019. People who are engaged in protection activities in their respective hometowns in Nagano and Kumamoto prefectures, where the two remaining habitats in Japan are located, interacted for the first time at the summit. It was also explained that promoting the pasturing of red cows as a livestock business in the Aso area protects the habitat of the *Shijimiaeoides divina*. By participating in this event, Casio could learn that consumption of red cow as a food, which seems unrelated, can contribute to protection of the *Shijimiaeoides divina*.



Counting *Shijimiaeoides divina* eggs laid on shoots of the larval food plant Sophora flavescens



Shijimiaeoides divina eggs



Shijimiaeoides divina

Shijimiaeoides Divina Summit

Education

Casio Forest

On August 29, 2018, Casio signed a "Tokyo Waterworks: Corporate Forest (Naming Rights)" agreement with the Tokyo Metropolitan Government's Bureau of Waterworks.

Based on this agreement, 2.46 hectares of water source forest (located in Koshu City, Yamanashi Prefecture) managed by the Tokyo Metropolitan Government's Bureau of Waterworks were officially named the "Casio Forest." Casio contributes to the maintenance and management of the water source forest and provides opportunities to employees to volunteer. In fiscal 2019, a sign was set up on-site and then, as the first activity, in October, employees and other volunteers prepared the site and conducted a survey to produce a map of the area. As the second activity, in November, birdhouses made from FSC®-certified Japanese cedar were set up in the area.



Setting up the "Casio Forest" sign



Site preparation: working by hand to gather up branches and foliage scattered on the ground



After site preparation: cleared ground where trees can be planted





Building birdhouses out of FSC®-certified Japanese cedar

Finished birdhouses made from FSC®-certified Japanese cedar



Setting up birdhouses in the area

In the second year of activities, 2019, as the first activity of the year, in May, broad-leaf trees (Japanese maple and Mongolian oak) were planted and the "Hundred Year Forest" managed by the Tokyo Metropolitan Government's Bureau of Waterworks was toured. The area of the water source forest managed by the Bureau of Waterworks had become deforested for a time during the confusion of the Meiji Restoration, and various forest functions declined as a result. Later, however, through the efforts of the Bureau of Waterworks, conservation activities were started, and they have continued for over 100 years. This area, covering some 24,000 hectares, plays an important role in conservation of the global environment, with functions related to various social issues such as conservation of biodiversity and absorption of CO₂ in addition to watershed protection. The part that we have agreed to look after—the Casio Forest—is no more than about one-ten-thousandth of that area. Even so, it takes a lot of hard work to manage this amount of land, bringing home the realization of just how immense is the task of managing the whole water source forest.



Planting Japanese maple and Mongolian oak



Touring the "Hundred Year Forest"

After finishing the tree planting, the main work in the Casio Forest after spring 2019 was summer weeding. Weeding, which needs to be continued for several years after tree planting, is the most back-breaking work in growing a forest. It could also be described as the perfect opportunity to learn first-hand why forests across the country have become degraded.

The contributions to social issues that companies are expected to make to help achieve the SDGs must go beyond just grasping social issues as mere knowledge; each and every employee must embrace various social issues their own and address them earnestly. On-site experiences in the Casio Forest lead to deeper understanding of the needs and level of difficulty of social issues and can be used as an outside-in trigger to create new business activities that will contribute solutions. Additionally, in the near future, Casio will make use of multi-stakeholder partnerships related to the company to search for solutions to complex social issues that are too difficult to solve alone.



Arakawa River Clean-aid

The focus on the problem of plastic waste in the oceans has been growing year by year. It has been known for a long time that plastic waste causes adverse effects, for example, when eaten mistakenly by ocean creatures. However, one cause of the increasing attention given to this problem in recent years is the fact that microplastic (less than 5 mm), created through the action of ultraviolet light and waves breaking plastic waste released into the oceans down into fine particles, could result in hazardous substances dissolved in seawater becoming concentrated up through the food chain of ocean creatures. As for methods to dispose of plastic waste, methods that rely on combustion cannot avoid the generation of CO₂, which causes concern about climate change. While the effects on human health of consuming marine products have not been elucidated in detail, if a precautionary approach is to be taken, the same as with climate change, measures must be implemented on a global scale before it is too late.

In order to deepen awareness of this social issue from the perspective of biodiversity, Casio held an investigational clean up (collecting garbage while counting each type of garbage) in the lower basin of the Arakawa River on July 12, 2018 in conjunction with classroom learning commissioned from Arakawa Clean-aid Forum (ACF), an NPO that has been working the problem of garbage in the rivers and seas for over 20 years.

In intense heat, 12 employees collected garbage washed ashore for an hour over an 85m stretch with the objective of personalizing social issues through onsite experience and exploring contributions through core business. The employees collected 34 bags (45 liters) of garbage, mainly food trays and plastic bottles. From this initiative, each participant learned the serious reality that large volumes of plastic flow into the sea via the river. Much of this garbage is used containers and packaging. As Casio uses plastic in its products and packaging materials, the company cannot claim that it is not involved in the problem of marine pollution. Spurred by this experience, Casio will continue to examine initiatives.

Furthermore, making use of this experience, in the biodiversity working group of Japan's four electrical and electronic industry associations, Casio proposed an "investigational clean up," which was implemented in March 2019.

The results of the investigational clean up were included in some of the data compiled by Japan Environmental Action Network (JEAN) via ACF and will be used as reference materials for the policies of government agencies, including the Ministry of the Environment and the Ministry of Land, Infrastructure, Transport and Tourism.



Classroom learning led by Kazuyuki Imamura, Executive Director of ACF



Collecting garbage while counting each type of garbage



It was tough work under the blazing sun, but that brought home the depth of the problem all the more.



In-house Lecture on the Problem of Ocean Waste

The problem of ocean waste is becoming worse around the world. To spread awareness within the company of this issue, Casio invited Professor Shigeru Fujieda of Kagoshima University's Regional Co-creation Center For Industry and Society, who has studied this problem for many years, to give a talk, entitled "Let's Think about the Problem of Ocean Waste," at a company-wide environmental conference held in May 2019. Professor Fujieda, who is also a director of the Japan Environmental Action Network (JEAN), has continued to visit various locations around Japan to investigate the sources of ocean waste. His research tracking sources of waste internationally, focusing on lighters handed out at eating and drinking establishments (with the name and phone numbers of the establishments printed on the lighters) as an original survey method, was very helpful to know as a company that conducts business globally. Professor Fujieda also stressed the importance of "knowing the problem + taking action." In light of the need to continually collect ocean waste and reduce its generation, Professor Fujieda revealed expectations on Casio, including corporate support for activities and the use of technology to contribute to solutions.



Professor Shigeru Fujieda of Kagoshima University's Regional Co-creation Center For Industry and Society



Attendees listening to the lecture

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

In fiscal 2017, Casio started taking part in The Biodiversity Working Group of 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.

In March 2018, the working group published "Let's Try Biodiversity! (LTB)" for enterprises wishing to commence biodiversity conservation initiatives in the future. In fiscal 2020, seminars about how to use the LTB publication were held three times for companies that are members of the four associations.

Details regarding the working group can be found on the JEMA website below. <u>The Biodiversity Working Group, The 4 Electrical and Electronic industry Associations</u>



LTB cover



Seminar about how to use the LTB

Casio's initiatives related to biodiversity conservation were registered in a database of examples of biodiversity conservation activities produced by the Biodiversity Working Group of the 4 electrical and electronic industry associations. Along with the database, Casio's initiatives are also registered in the Nijyu-maru Project (Double 20 campaign) of the Japan Committee for the International Union for Conservation of Nature.



Database of examples of biodiversity conservation activities Nijyu-maru Project