Newsletter
佳能（中国）企业社会责任专刊 Corporate Social Responsibility
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开启心灵的翅膀
Open heart with colors and images

行善如流，贵在坚持
Persisting in doing good deeds

心系学生，支持教育
Care about students and support the development of education

以“共生”推动可持续发展的绿色社会
Advance sustainable green society by “kyosei”

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以上内容为自然阅读文本。
行善如流，贵在坚持
Persisting in doing good deeds

Canon entered the Chinese market in 1997 and from the start has committed to practicing corporate social responsibility. Because we believed a great company should pursue more than profit. “A pursuit beyond profit” is Canon’s VSHFL¿FDVSLUH,WUHIHUVWRWKHFRPSDQ¶VJXLGLQJ principle of “kyosei”– co-existing with all parties to build a progressive society and one that coexists in harmony.

Since 1997, Canon (China) has consecutively financed the construction of 9 “Hope Primary School”. Over years, we have not only improved facilities of these schools, but also launched WKH³,PDJH‡/LJKWVRI+RSH´SURJUDPWRKHOS students improve their cognitive abilities and social development.

In addition, we interviewed Canon’s executives, Mr. Shibamaru Shigeru and Takahashi Mitsuo to share their views on Canon’s responsibility to contribute to society by devoting resources to the community.

Assistant Director of Corporate Communications Division, Canon (China)
Lu Jie
为爱添彩
Adding Color, Building Love
佳能，用色彩和影像，构建关怀的起点
Canon uses colors and images to help children

2012年5月26日，佳能（中国）启动了全国范围的希望小学支教活动，并在河北、杭州、西安、成都、重庆、大连等几个城市的希望小学展开，共110名佳能员工与660名学生开展了交流。公司还亲自参与其中，为当地希望小学的贫困学生带去别开生面的“影像趣味课堂”，旨在通过影像教育，培养小学生的社会认知力发展。

5月22日下午，“北京大学2011年度佳能奖学金”颁奖仪式在北京大学陈守仁国际会议中心举行，佳能（中国）副总裁桥本光夫、北京大学常务副校长张平军出席了颁奖仪式，为20名获奖学生颁奖。“北京大学佳能奖学金”设立于1998年，基金会为5000万元，用于资助数、理、化、信息管理、计算机、环境科学、日语、哲学等专业本科三年级或研究生二年级学生，旨在鼓励学生在校期间开展科研，提出具有创新性的学术观点和学术成果。

On May 26, 2012, Canon (China) initiated the activity of volunteer teaching across the country, as part of the program of “Hope Primary School” in cities like Zhashui, Xi’an, Chengdu, Chongqing, Hangzhou. 103 Canon’s staff and 630 students participated in the program. The program utilized colorful “image lessons” to raise social awareness of primary students through image education.

On May 22, 2012, “2011 Canon Scholarship for Peking University” awarding ceremony was held at the Chen Shouren International Meeting Center of Peking University. Mitsu Takahashi, Vice President of Canon (China) Co., Ltd., and Zhang Yan, executive Vice President of Peking University presented the awards to 20 recipients. The “Peking University 2011 Canon Scholarship” was established in 1998 with a fund of JPY50.00 million. The scholarship is designed to help third-year undergraduates or second-year postgraduates majoring in mathematics, physics, chemistry, information management, computer, environmental science, Japanese and philosophy. The scholarship encourages students to further their research and focus on innovative academic achievements.

On May 26, 2012, Canon (China) Co., Ltd. and Nippon Paint (China) Co., Ltd. cooperated with China Youth Development Foundation to launch the “Colorful Classroom” program in Banbishan Canon Hope Primary School of Hebei Province. The program’s goal is to improve the aesthetic education of primary school through application of color and images, thereby improving the students’ cognitive abilities. By doing so, we could contribute to basic education in impoverished areas of China.
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色彩，一直以来都被赋予奇妙的能量，带给生活众多改变。在佳能（中国）一直不懈地以影像技术支持贫困儿童教育的长远征途中，借助色彩和影像优势，佳能为贫困儿童的基础教育和心理发展提供了有力的支持。

2012 年 5 月 26 日，佳能（中国）携手立邦（中国）涂料有限公司，在河北省平山镇佳能希望小学共同启动了“色彩教室”，这是一个与中国青少年基金会合作，旨在提高希望小学美育教育的全新公益项目。

项目启动之际，佳能（中国）为中国“色彩教室”项目捐赠了 70 台小型数码相机和 14 台喷墨打印机、28 台激光打印机，同时立邦捐赠了 3 套立邦美术教室的教育，并为希望小学涂刷外资墙面、改善教学环境。同时，佳能（中国）和立邦涂料（中国）还计划在未来分别为“色彩教室”项目培训摄影教师和美术教师，该项目年内将在全国各地的 14 所希望小学内陆续进行。

Canon (China) has relentlessly provided support to education for children in poverty-stricken areas through the use of imaging technology.

On May 26, 2012, Canon (China) and Nippon Paint (China) Co., Ltd. launched the “Colorful Classroom” program in Banbishan Canon Hope Primary School in Hebei Province. Canon (China) donated digital cameras, inkjet printers and laser printers while Nippon Paint donated 3 sets of teaching materials for art classes. Training of photography & art teachers by both companies is a significant part of the program. The “Colorful Classroom” program will be rolled out to 14 primary schools.

Scientific research shows that colorful images will draw the attention of children more easily and inspire children’s sensory perception, memory and intellect. The purpose of “Colorful Classroom” is to help pupils to develop social recognition with the help of colors and images.

Lu Jie, assistant director of Corporate Communications Division of Canon (China) said, “Canon (China) has been dedicated to solving social issues by leveraging its technological strengths. We will build a platform for students of these primary schools, we also arranged foreign students to exchange photos with them, helping them broaden their views.”

“Colorful Classroom” is another example of Canon (China)’s commitment to education. Over years, it has funded 9 primary schools. It also launched another educational program, the “Image+Lights of Hope”. At Canon (China), nearly one hundred employee volunteers actively participated in image teaching activities throughout China. Some volunteers have attended teaching activities for five years and have forged profound relationships with the students.
心系学生，支持教育
Care about students and support the development of education

孩子就是明天的希望，是国家发展的希望所在。佳能（中国）从1995年至今开展了一系列面向中国青少年的公益关怀。2012年5月，佳能（中国）启动了色彩教室项目。公司副总裁柴丸茂先生、高桥充先生与佳能员工一道，历经四个小时的长途跋涉，前往希望小学支持当地教育。作为在中国工作的日本志愿者，让我们听听他们的所思所想。

问：您参加了色彩教室活动，有什么亲身感触吗？
柴丸茂：这次参加色彩教室活动，我完全是作为一名普通志愿者的身份参与其中，去亲身体验和理解当地岸的生活方式和教育需求。说实话，我原本以为中国的希望小学会比较贫困，但后来发现我的认知与现实是有差距的。我的同事告诉我，经过这么多年的公益捐赠，希望小学在硬件设施上已经有了很大改善，物质上并不像以前那么匮乏。但相比较大城市的孩子，希望小学在软件设置上还有很大的差距。我在学校教孩子们使用相机时，发现孩子们对获取外界知识充满了渴望。因此，这让我开始思考，企业支持教育，不仅仅是捐钱、捐物，而是要利用自身的优势为当地社区创造价值，以希望小学来说，我们要在硬件和软件两方面都进行援助。

问：佳能一直鼓励员工参与支教活动，企业是如何激励员工的呢？
高桥充：在我看来，社会责任不单单是企业的事情，每个人都需要履行自己的社会责任，这在佳能（中国）被称为“HSR”——个人社会责任。同时，企业有责任为员工创造良好的体系和平台，鼓励员工与企业一起贡献力量，共同承担应有的社会责任。具体来说，佳能为员工提供了志愿者技能的培训，补充志愿者意识和技能服务知识，鼓励员工积极参与志愿者活动。

问：佳能通过企业间合作来推动色彩教室活动，您如何看待这种合作关系？
柴丸茂：“色彩教室”是佳能（中国）与立邦（中国）携手合作，各自发挥核心技术优势共同来做公益，起到了1+1>2的效果。企业以此做公益，总是单独行动、资源和精力都是有限的，未来我们希望与更多志同道合的企业联手，共同发挥自身的优势来为社会尽一份力，公益是全社会的责任，需要社会各方共同努力，以达到共生。

问：您如何评价色彩教室活动？
高桥充：我很赞赏色彩教室活动，因为它不是一次性的活动，还有后续的影像交流活动，把孩子们在色彩教室活动里拍摄的照片收集起来，与亚洲其他地区的孩子进行交换，让他们了解彼此的世界，建立沟通。从这个意义上说，色彩教室和后续的影像交流活动在不同文化间架起了一座桥梁，用影像代替语言，帮助小朋友们跨越国界和语言的障碍自由交流。我是一名日本人，我在中国工作的时候也会遇到文化上的差异，因此，当我看到佳能能够汇聚集团的力量推进文化交流时，我感到很喜悦，因为这实际上是在推动友好，促进世界和平。

Q: Canon promoted the “Colorful Classroom” program through partnership with other company. What is your motive on this kind of cooperative relationship?
Shigeru Shibamaru: The “Colorful Classroom” program is a joint program between Canon and Nippon Paint. The program played a big role in improving public welfare. In the future, we hope to join hands with more companies that have a similar CSR philosophy, in order to contribute more to our communities. Public welfare is the responsibility of the whole society.

Q: How would you rate the “Colorful Classroom” program?
Mitsuo Takahashi: I am in favor of this program, because it is not a one-off activity. Instead, there will be subsequent exchange activities. As a Japanese working in China, I see a lot of cultural differences. When I saw Canon create an initiative that promoted cultural exchanges, I was very happy. In some ways, I think that by enhancing these friendships, we are also enhancing world peace.
Multinationals have evolved over decades in China. In the beginning, companies were concerned about business growth. But now more attention is paid to environmental protection, green economy and sustainability issues. With social and economic changes, companies have realized the importance of CSR and have responded by contributing to local communities and protecting local environments.

On May 4, 2012, Canon (China) Co., Ltd. attended the signing ceremony of Environmental Labeling Cooperation and Mutual Recognition Agreement in Diaoyutai State Guesthouse Beijing. The company won “China Environmental Labeling Contribution Award” issued by Environment Development Center of the Ministry of Environmental Protection. The award recognizes Canon’s efforts and results in environmental protection.

Canon (China) has always practiced the idea of “kyosei” (co-existence) and has made it a company priority by working to co-existing with local communities and global environment. While promoting China’s economic development, it tried to reduce its environmental impact and contribute to China’s environmental conservation through its green technology.

Canon’s office product is an example of using advanced energy-saving and environmental technology throughout a product’s entire life cycle. From design stage to manufacturing and recycle stage, Canon focuses on its environmental footprint every step along the way. The company strives to reduce carbon emission, requires all components to be lead-free and reduces the packaging material of the final product.

Canon (China) also actively raises employees’ environmental awareness and these efforts have helped support a more sustainable green society.
As a well-known global enterprise, Canon has always adhered to the corporate philosophy of “kyosei” (co-existence) and has actively participated in social public welfare activities. “Kyosei” refers to an ideal situation that all human beings live together, work together and enjoy a happy life regardless of differences in cultures, habits, languages and nationalities. With China being the fastest growing market, Canon (China) has seen its turnover increasing at a rate of around 30% every year and hired a large number of local and international talents. The company is becoming one of the most well-localized multinational companies.

—— beareyes.com

This year is the 15th anniversary of Canon (China). Since 1995, Canon has participated in projects to fund Hope Primary Schools. Canon has carried out image-based classes, image exchange activities and other programs. Canon (China)’s vice president said that it will collect photographs of primary school students and build a platform for photo exchanges between domestic and foreign students. This will deepen their mutual understanding and increase friendships.

—— Qin Da, International Business Daily

As a well-known global enterprise, Canon has always adhered to the corporate philosophy of “kyosei” (co-existence) and has actively participated in social public welfare activities. “Kyosei” refers to an ideal situation that all human beings live together, work together and enjoy a happy life regardless of differences in cultures, habits, languages and nationalities. With China being the fastest growing market, Canon (China) has seen its turnover increasing at a rate of around 30% every year and hired a large number of local and international talents. The company is becoming one of the most well-localized multinational companies.

—— beareyes.com
Canon uses its core resources to contribute to China's education and environment.

Chinese culture attaches great importance to education and considers children as the hope of the future. Canon and Nippon Paint have supported the Project Hope by leveraging their strengths to contribute to social development changes. Moreover, both parties cooperate with each other to open more opportunities.

"China Environmental Labeling Contribution Award" is a recognition for a company's active participation in China's environmental labeling plan, and its efforts in social responsibility and green action. I hope that Chinese enterprises can continue to develop environmental protection policies and rationally use resources for the development and production of eco-friendly products. I hope these companies will actively contribute to China's green economy and sustainable development.
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