Newsletter

佳能（中国）企业社会责任专刊 Corporate Social Responsibility

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2013 年 3 月，佳能（中国）带领志愿者们踏上了回访苗寨之路。两年前，佳能（中国）利用技术优势，用影像如实、详细地记录下国家级非物质文化遗产项目——苗族银饰的锻造技艺，并将影像数据加以整理和传播。如今，苗银锻造技艺的国家级传承人杨光宾已经得到了各级政府、媒体及公众的关注，不仅有更多的人慕名前来学习技艺，而且他的苗银生意也有了很大起色。儿子小杨也在西安开了一家银饰店，销售具有时尚元素的设计作品。杨老师表示，佳能（中国）非遗保护项目组制作的影像资料对于了解和学习苗银的锻造技艺非常有帮助，也使更多人领略了苗银的艺术之美和苗族文化的独特魅力。

A Return Visit to Miao People’s Village to Find the Trace of Miao Silver

In March 2013, Canon (China) led volunteers to pay a return visit to Miao People’s Village. Two years ago, Canon (China) recorded the intangible cultural heritage - the Miao silver forging skill in detail through photos and videos. At present, Yang Guangbin, the state-level inheritor of Miao Silver forging skill, has got extensive attention from government, media as well as the public. His son's business of Miao Silver arts & crafts shows more and more improvement gradually.

佳能赞助清华野村杯中日经济演讲大赛

为促进更多年轻人对社会文化的思考和关注，2013 年 3 月 2 日，佳能（中国）赞助了由清华大学・野村综研中国经济研究中心主办的第六届“清华野村杯中日经济演讲大赛”。大赛主题为“中国人最了不起的地方”。来自北京大学、对外经济贸易大学等高校的 10 名选手赢得了奖项。佳能（中国）从 2008 年起，已连续六年赞助支持该项赛事，并致力于促进年轻人的相互沟通和了解。

Canon Sponsored “The 6th Tsinghua-NRI Cup of Sino-Japanese Economic Speech Contest”

On March 2nd, 2013, Canon (China) has sponsored the “Tsinghua-NRI Cup Sino-Japanese Economic Speech Competition” for six consecutive years, aiming to develop the youth’s skill of communication in cross-culture. The theme of this competition is “The greatest advantage of Chinese people”.

佳能“影像公益地图”，传播正能量

为号召更多的人加入公益行动中来，佳能（中国）专门制作了在线“影像公益地图”网站，鼓励大家关注并分享身边的公益善行，传播正能量，2013 年，佳能（中国）发起了“让温暖随行”活动，号召网友们拿起手中的相机，记录身边温暖感人的瞬间，并上传至公益地图与大家分享。截至 2013 年 3 月 20 日，已有来自全国各地的 982 张公益照片被记录在“佳能影像公益地图”上，公益在延续，正能量在延续。

"Philanthropy footprint in China", Spreads Positive Energy

Canon (China) has produced the on-line promotion campaign called “Philanthropy footprint in China” to encourage the public to pay close attention to the charity action and share the public welldoing around the country on public welfare have been recorded on this map.

佳能（中国）企业社会责任专刊
佳能入选“东北地区消费者最喜爱 IT 品牌”

佳能新品：“蝙蝠侠”来袭，黑夜也出色

2013年3月22日。佳能在北京召开2013年春季新品发布会，揭晓了EOS100D、EOS700D、PowerShotSX275HS等多款数码相机新品。为了让更多人感受拍照乐趣，佳能提出了“一直拍，一直美，黑夜也出色”的理念，旨在传达无论白天还是黑夜，佳能数码相机都能拍出美的照片，为用户随时捕捉生活中美好画面的愿望。黑暗骑士“蝙蝠侠”成为了此次新品发布的形象代表。

New Canon Camera Launched: “Batman” Came to Shoot Beautiful Photos Even at Night

On March 22nd, 2013, Canon held the 2013 Spring New Arrivals Press Conference in Beijing and revealed new digital cameras, such as EOS 100D, EOS 700D, PowerShot SX 275 HS, putting forward the concept of “Shooting beautiful photos anytime even at night”. “Batman” became the new Camera Ambassador for the new released products.

关灯一小时，天天绿起来

2013年3月23日，佳能（中国）连续第五年响应世界自然基金会（WWF）发起的“地球一小时”熄灯节能活动，在公司内外开展了主题为“关灯一小时，天天绿起来”的节能环保宣传活动。除佳能（中国）外，佳能所有在华关联公司的数万名员工和家人，以及佳能的一部分经销商、供应商及合作伙伴，都在佳能的倡导下参与了此次活动。

Turn off the Light for One Hour and Build the Earth Green Every Day

On March 23rd, 2013, Canon (China) responded to the activity of “Earth hour”, initiated by the WWF, for the fifth consecutive year, undertook the energy-saving and environment-friendly campaign themed as “Tum off the light for one hour and build the earth green every day” in the company. Meanwhile, Canon (China) called on business partners and public to take part in this activity.

腾彩PIXMA喷墨打印机免费清洗保养活动

2013年3月1日～3月31日，佳能（中国）秉承着实现客户满意度第一的服务理念，连续第六年开展了佳能腾彩PIXMA喷墨打印机免费清洗保养活动。活动期间，佳能喷墨打印机的用户有机会在佳能的认定维修点享受免费的故障检测、清洁保养、原装耗材鉴定及新产品现场体验等服务，同时，为保护环境，佳能（中国）会将用户留在维修点的更换下来的配件进行统一回收和无害化处理。

“Printer Clinic” Activity held in Canon QRC (Quick Repair Center) in Mar.

From March 1st to March 31st, 2013, Canon (China)'s all QRCs have been holding cleaning and maintenance activity for Canon PIXMA inkjet printer for six consecutive years, with the theme of “No. 1 Delighting Customer Always”
Experts of Chinese Academy of Social Sciences Visited Canon’s Production Base in Dalian City

On March 5th, 2013, the experts of CSR Research Center, CASS, visited Canon’s production base in Dalian. During the visit, the experts were introduced the details of what Canon Dalian has been doing in CSR promotion including employee responsibility, social contribution, environmental protection and community care. For employee responsibility, it shows Canon care about its employee’s working environment as well as living environment, especially it cares very much for disabled workers. In social contribution aspect, it shows Canon’s support on China’s primary education and talents training. With respect to environmental protection, recycling of toner cartridges and waste water treatment are all good examples.

By the end of the visit, the experts said: “Canon Dalian Production Base has not only taken initiatives in corporate social responsibility but also owned the leading-edge technology in environment. The recycling of toner cartridges has set a very good example for the electronic product manufacturing industry. On the other hand, Canon’s efforts and cultivation for employees help itself maintain a low ratio of employee turnover, which shows Canon is playing a positive role in improving social stability.”
On March 8th, 2013, Hideki Ozawa, President and Chief Executive of Canon (China) Co., Ltd., was interviewed by “Xinhua Interview” program at Xinhua Net. As the only foreign entrepreneur who won the 2012 Outstanding Entrepreneur of Corporate Social Responsibility Award in the Fifth China Corporate Social Responsibility Summit, Hideki Ozawa shared Canon’s strategy and activities concerning the CSR with the netizens.

Canon (China) donated image monitoring equipment and protection fund to protect wildlife like Giant Panda. Meanwhile, Canon (China) also involved in the publicity and protection of the intangible cultural heritage of Chinese ethnic minorities through images recording. Canon (China) also supported the primary education in Chinese remote areas through donation and a variety of voluntary teaching activities such as "Colorful classroom" and "Photo exchanges in Asia."

Hideki Ozawa said: “An enterprise should undertake its own responsibility and has consciousness to play its role as a corporate citizenship. Canon (China) is always aiming to become a respected corporate citizen in China.”
佳能环保月
绿色进行时
Canon Eco month campaign ongoing in March and April with Activities

从 2013年3月开始，佳能（中国）在公司内部开展为期两个月的“低碳Style，天天绿起来”环保主题月活动，旨在传播环保知识，倡导环保理念。所有佳能员工及其家属，还包括佳能的经销商、供应商及合作伙伴，都在佳能（中国）的倡导之下加入了这次环保公益活动。

此次活动将由“环保低碳承诺”、“环保七选一”、“关灯一小时”和“种植一棵树”4大系列活动组成，从3月伊始贯穿至4月底。除了丰富的线下活动之外，佳能（中国）也会在同期展开线上传播，以期可以影响到更多的网友，号召他们加入到保护环境的行列中来。

From March 2013, Canon (China) is carrying out the Eco month campaign themed with “Low Carbon Life Style and Make the Earth Green Every Day,” which will last for two months with a view to disseminating environmental protection knowledge and advocating environmental protection concepts.

This campaign consists of three activities, including “Choose One of Seven Eco actions Per Day”, “Earth Hour” and “Tree plant”. In addition to the diverse offline activities, Canon (China) will also launch online promotion, hoping to influence more internet users to join in the team to protect our environment consciously.

环保七选一，天天绿起来

“环保七选一，天天绿起来”是佳能（中国）环保主题月最先启动的项目。活动号召大家从最简单的日常生活方式开始改变，以细微的行动支持环保。佳能（中国）认为，如果每个人都能从事小做起，汇聚在一起的力量，一定可以改善我们赖以生存的地球环境。

为了此次活动，佳能（中国）为大家建议了7项环保行为：周一：不用塑料袋；周二：吃当地吃当季；周三：少开一天车；周四：光盘行动；周五：用手帕不用纸巾；周六：垃圾要分类；周日：野外最健康。很多人可能在日常生活中并有养成上述好习惯，一下子全部改过来很难，怎么能尝试先从一点一滴做起呢？

佳能（中国）将上述7项行为制作成了冰箱贴，在线上线下同时发出，希望收到它的您可以从事小做起，践行环保，争取在未来的生活逐渐把“环保七选一”变成“环保七天如一”。

“Choose one of seven eco actions per day, make the earth green every day" is the first activity of the eco month initiated by Canon (China). Canon (China) has designed several promotion items to promote such eco actions: No plastic bags on Monday; Eat local food and seasonal food on Tuesday; No drive on Wednesday; Eat up your dishes on Thursday; Use handkerchief instead of tissue on Friday; classify garbage on Saturday and go outdoors for health on Sunday. All fridge magnets are distributed online and offline at the same time, and Canon hopes everyone who receives it will start from little things to protect environment.
“关灯一小时，天天绿起来”是佳能（中国）为响应世界自然基金会（WWF）发起的“地球一小时”节能活动而做出的举措。3月23日之前的这段日子里，佳能（中国）在关联企业内都搭建了签名墙，所有自愿参与者，包括公司的访客都以签名的形式支持此项环保活动。23日当晚，所有人都在家中参与了活动，而佳能更是关闭了其位于全国各地的户外广告牌1小时，以实际行动推动环保。

其实佳能（中国）不只是每年参与世界自然基金会 WWF 发起的“地球一小时”活动，每天中午的员工午餐休息时间，公司的办公区都会关灯以节约电能。活动只是一种形式，只有把活动变成习惯才能真正做到保护环境。

“Turn off the light for one hour and make the earth green every day” is the activity taken by Canon (China) in response to the “Earth Hour” activity launched by WWF. In the evening of March 23rd, all the people who participated or promised to participate in the activity will join in the “Earth Hour” activity at home. As company participant, Canon (China) will shut down the lights of its outdoor billboards all over the country for one hour to show its commitment.

“种植一棵树，天天绿起来”是佳能（中国）环保主题月的另一项活动，佳能（中国）通过发送邮件等招募方式，号召员工参与植树活动。佳能（中国）在南京和青岛的分公司首先响应了此项号召，他们不但组织本公司员工参与植树，还邀请了当地的经销商共同参与。

佳能（中国）环保主题月的负责人表示，这只是一个开始，后面会有更多的佳能与相关公司及佳能上下游的合作伙伴参与进来。如果每人一棵树，这个世界就真的可以绿起来。

“Plant one tree and make the earth green every day” is another action of Canon (China)’s eco month. By sending emails and various methods, Canon (China) called on all staff and families to take part in the tree planting activity. Canon branches in Nanjing and Qingdao first responded to the call, and they also invited their business partners to join the tree planting activity.
found in the production base in Dalian has nearly 6,000 employees with an average age of 26. Under the background of serious turnover of the generation after 1990s in the electronic industry, staff turnover of Dalian Production Base in 2012 was only 3% which is much lower than the average level. Why is Canon Dalian Production Base able to retain its employees? The answer is that, all employees here live in a very safety, healthy and stable environment. Equipped with central air conditioning, the dormitory can house 5,000 staff in the company resident area. Three meals provided by the company with almost free of charge, just 46 Yuan cost per month. Besides, gym, sports, birthday party and new year party etc. many different activities are held every year which are unique in Canon Dalian. In addition, Canon Dalian Company also proposes the Talents training plan and introduces always the new courses to all employees. The company holds Japanese language classes, recruit qualified employees to study in Japan for advanced training. In addition, the company also offers humanized management for disabled employees, provide them equal job opportunity and salary income, and share the same education chance and promotion opportunities. All these efforts could help the company to keep the employee ratio stabilized.

**Responsibilities**

1. **Retaining employees**
   - The company provides a safe, healthy, and stable work environment.
   - Employees receive three free meals per day, gym, sports, birthday, and New Year parties.
   - The company offers Japanese language classes and advanced training in Japan.
   - It provides equal job opportunities and salary income for disabled employees.

2. **Humanized management**
   - The company focuses on retaining employees by improving their living conditions and offering various training opportunities.
   - It ensures employees' education and career growth.

3. **Employee benefits**
   - The company offers various social responsibility initiatives to retain its employees.
   - These efforts help keep the employee ratio stable.

**Conclusion**

Through these efforts, Canon Dalian Production Base has managed to retain its employees effectively, creating a positive work environment for all staff members.
佳能荣获“世界地球日”组织颁发的“绿色永续奖”

2013年1月12日，“世界地球日”组织向包括佳能台湾分公司（以下简称佳能台湾）在内的14家企业颁发了“绿色永续奖”，对上述企业在植树方面所做的努力给予肯定。在颁奖典礼上，佳能台湾总裁兼田笃表示：“佳能一贯的企业理念是‘共生’，一直以来，佳能台湾都积极践行绿色环保。希望对当地社会有所贡献。近年来，佳能台湾持续参与由喜马拉雅自然文明保护协会发起的‘百万森林’活动，带领百位员工参加及家属投入其中。佳能台湾的‘佳人植树’活动，今天，在佳能台湾长期推行环保绿色行动的努力得到肯定，我们感到非常荣幸。”

佳能全球

佳能荣获BLI买家实验室“2013年度杰出能源效益大奖”

佳能全球

佳能荣获“世界地球日”组织颁发的“绿色永续奖”

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佳能全球

佳能越南为在校师生带来爱与希望

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佳能越南为在校师生带来爱与希望
探寻绿色数码产品“生长”轨迹
Discover the "life track" of eco digital product

[编者按：在 2013 年 3 月 8 日出版的《中国消费者报》上，记者胡军以翔实的资料、生动的案例及清晰的逻辑向消费者阐述了对环境负责的企业会怎样制造绿色环保的数码产品。本文涵盖了环保理念，非常有效地宣传了环保理念。经胡军先生本人同意，本刊将本文进行了节选，并且重新编辑，以飨读者。]

如今，数码产品已成为可与家用电器比肩，人们日常生活中不可或缺的产品。在选购数码产品的过程中，很多消费者都会倾向于选择绿色环保的产品。如何判断一款数码产品是否绿色环保，业界主要从生产环节、设计环节及环保理念与产品的结合等方面对产品进行考量。

### 探寻环境从生产环节开始

众所周知，在生产数码产品时需要使用大量金属电子元件，其中部分元件含有铅、铬等有害物质，这些有害物质对环境有着较强的破坏力。对于那些遵守环保意识的企业而言，他们在生产过程中，会尽可能地使用对环境影响较小甚至无害的环保元件作为替代品。以佳能公司为例，佳能在其产品设计上充分考虑了环保因素，在生产过程中采用以钛合金和钢化合物制成的“无铅镜头”；在生产数码产品连接线绝缘材料时，采用无铅、无锡绝缘材料；对数码产品金属部位进行化学研磨表面处理时，以无害的三价铬替代有害的六价铬；在所有数码产品的生产工序中，采用锡－银－铜三元合金无铅焊接技术，这样就能保证产品从一生产就严格遵守了有关的环保标准。佳能还要求所有供应商减少生产原材料及采购物品时的碳排放量。

### 节约能源从设计环节开始

数码产品从设计环节开始，就应充分考虑能耗、能效问题，以电能消耗较大的数码打印机为例，大型的数码打印机通常应用于办公场所或特定用途，在无打印任务的情况下，打印机通常处于待机状态，从而消耗掉大量电能。

事实上，近年来有一些数码生产企业已经意识到这一点，据了解，佳能在其打印机设备的使用、待机、切断电源等环节就采用了节能技术，部分产品的耗电量可降低 40% 以上。

### 环保理念贯穿于产品的生命周期

一种说法是，人们大都不会联想到环保问题。其实物流与环保息息相关，以佳能为例，佳能于 2002 年成立了物流环境应对工作小组，该工作组尽可能地将卡车、飞机运输方式转化为对环境负荷更小的铁路、船舶运输方式。截至 2006 年，佳能在其整个物流环节的碳排放量比 2000 年减少了 29%。

此外，自 2009 年起，佳能开始尝试回收再生复印机的包装材料，每个包装大约可以循环使用 10 次，与每个打印设备使用新包材相比，佳能于 2011 年节约了 530 吨包装材料，相当于减少了 887 吨碳排放量。

### 一些数码企业虽然有环保意识，但具体体现在生产和使用环节，而忽略物流环节和产品部件回收再利用，这是不全面的。

从事数码产品营销工作 20 余年的某知名品牌北京事务所的周先生认为，“企业应将环保措施贯穿于产品的生命周期，而不仅仅是某个局部。对于重视局部的企业带有功利性，其塾示意和注重表面形象的面面俱到无疑，并不能被称作是真正的绿色环保企业。”
佳能，
与世界共生
Canon, “Kyosei”

以前，我对“影像公益”比较了解，这是一个很创新的、战略型的公益项目，社会需求和技术优势结合非常紧密。参观完佳能生产基地后，我觉得佳能（中国）社会责任的“创新”是根植在“坚实”的履责基础上。员工同工同酬同管理、残疾员工的平等雇佣、地下水源的监测保护……，所做的每一件事都不是“突发奇想”，都可以回溯到佳能“共生”这一历史原点，而且做了长期的规划和周密的部署。所以，佳能（中国）的企业社会责任不仅是公益责任好，更是基础责任好。对于大部分在华企业来说，这一点难能可贵。

——中国社科院企业社会责任研究中心主任 钟宏武

社会责任是一个企业内在“品格”的集中表现，也是一个企业能否赢得全社会尊重的前提。去年，当我们颁发“2012年度中国企业社会责任杰出企业家奖”时，佳能（中国）董事长兼首席执行官小泽秀树成为唯一一位外籍企业家。他本人以及他所代表的企业在过去一年中所表现出的真诚与睿智，使我们看到对责任不一样的诠释，我们希望佳能（中国）能够继续保持创新，继续与中国社会及环境“共生”。

——新华社终审发稿人、新华网董事会秘书兼总裁助理杨庆兵
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感谢各位阅读佳能（中国）企业社会责任专刊！

本书由佳能（中国）有限公司企业社会责任部门编写，旨在向各利益相关方分享佳能CSR推进工作的收获和心得，传递“用影像推动公益”的感动和快乐！

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