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

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我们只有一个赖以生存的地球，但当今世界的环境、社会和发展问题日益突出。应对这些严峻的可持续发展挑战，需要个人、企业和社会紧密合作，需要不同组织整合自己的核心优势，共同为建设生态文明和美好社会携手共进，这也是佳能“共生”理念的主旨所在。

进入中国17年来，佳能(中国)始终秉承“共生”的理念，将其视为企业社会责任的源泉，致力于发展人与人、人与自然、人与社会的和谐相处，不断探索回报社会新途径，建立一个共享幸福美满生活的美好社会。

作为一家先进影像解决方案的提供商，我们把企业推进绿色科技的速度看作是社会可持续发展的决定性因素。通过完善的内部管理为我们员工提供平台，利用先进的领先技术革新的社会实践，而在此基础上，以我们的核心竞争力——影像技术为社会排忧解难，创造社会价值。推动以人为本，为社会提供更多样、更便捷的解决方案。这，就是佳能义不容辞的企业社会责任。

3月9日刚刚结束的佳能广州博览会上，我们为广大消费者、行业用户都带来了全方位的影像工作经验分享。商业影像解决方案为商用行业用户发布了“佳能客户全价值计划”，以创新的解决方案致力于为不同的商业用户降低办公成本，提升效率并兼顾关爱健康和环保，共同打造智慧办公环境。同时，面向普通家庭消费者，推出了体验式的电子影像产品，让父母在专业儿童教育专家的指导下，为自己的宝宝留下最有纪念意义的影像成长记录。

在今天，我们更加关注倾听顾客之声，为此专门整合了现有的顾客服务资源和体制，成立了专门的“感动顾客服务本部”，旨在以更加直接地洞察、预知中国消费者的需求，并快速转化为产品和服务的改善行动，以持续提升用户的满意和感动为努力的目标，为中国社会提供兼顾商业价值和社会价值的产品和服务。

同时，我们更加强化了以“感动员工、健康第一”、“快乐工作、快乐生活”口号，让员工在工作中更加关注健康，保持身心健康，更好地实现自身梦想和价值。

伴随着中国经济的高速发展，日益严峻的环境问题也摆在所有人面前。十八大提出的“节能减排”目标是对所有社会责任感企业的共同要求。为此，借助佳能70多年的先进产品绿色生命周期理念和技术，我们致力于推动整个电子行业的绿色标准，引入更加环保的绿色产品（比如获得美国EPEAT金奖的影像产品）。EPEAT，即Electronic Products Environmental Assessment Tool，电子产品环境影响评估工具，是美国推出的电子产品环境表现标准，现已普及为全球电子产品采购标准，共同推动产业升级和环境的可持续发展。

作为具有佳能独特属性和创新性的社会责任活动——“佳能影像公益”，在今天还将继续发挥佳能的核心竞争优势。佳能将一如既往地在社会最需要的地方，用影像为边远地区青少年普及知识、拓宽视野、增进交流。
There is only one earth that we depend on for survival. Yet nowadays as the environmental, social and development issues increasingly stand out, individuals, companies and societies are bound to work together closely to overcome the obstacles of sustainability. Various parties feel urgent to integrate their core advantages to contribute to the development of ecology civilization and a better tomorrow. This is in light with Canon’s philosophy of “Kyosei”.

Canon (China) has been adhering to its “Kyosei” idea as the source of its CSR undertaking since its entry to the Chinese market 17 years ago, dedicating to build close rapport between different people, human and nature, people and society. We have been constantly discovering ways to give back to the society to establish a harmonious world where we all live together happily.

As a cutting-edge image solution provider, undoubtedly Canon’s social responsibilities contain creating value for users with our products and services, for staff with sophisticated internal management, and for sustainable development of the environment with advanced technologies. On top of all these, we take it as our bounden duty to make use of our core competence ---imaging technology to promote CSR, give back to the society and solve problems.

During Canon Grand Fair at Guangzhou, which closed on 9th March, we provided comprehensive image experiencing events for general users and industrial users. Especially, “Canon total value for users” was launched to target business customers, which is dedicated to reduce cost for various business users with customized solutions to raise efficiency with consideration given to health and environment to build a smart office. As for domestic users, an experiential playground was set for children so their parents could keep records of the precious time their kids had under early childhood education expert’s guidance.

This year we will listen more to the customers’ voices. Therefore we integrated existing customer service resources and system to establish a “Delightful Customer Service” group, aimed at directly looking into and anticipating Chinese customers’ demands and respond in terms of product and service improvements. By doing so, Canon keeps enhancing degree of satisfaction to provide products and services that contribute to business value and social value at the same time.

We also attach importance to cultivation of staff and increase of their satisfaction because we take them as our most precious treasure. To this end, we carried out more projects to listen to the staff to emphasize “Delight staff, Health comes first”, “Happy at work, Happy in life” so our employees enjoy more care for their health and keep a balance at work to realize their dreams and value.

With Chinese economy boom, environmental issues stand out to all. “Energy-saving and emission-reduction” raised at 18th CPC National Congress is a requirement for all companies with social responsibilities. Therefore, Canon utilizes it notion of green product life cycle and technologies accumulated over 7 decades to drive the environmental standard for the entire electronics industry and introduce green products (such as image products won the EPEAT golden award) to collectively facilitate industry upgrade and sustainable development.

Canon’s unique and innovative CSR project – “CSR through imaging technology” will continue to exert advantage of Canon’s core competence: cutting-edge imaging technology to contribute to the most needy region: disseminate science to youth there and broaden their vision with images, promote communication and friendship. Meanwhile, we will keep spreading rich and distinctive Chinese minorities’ cultures to help maintain diversity and build a better China.

“Delighting you always” is Canon’s ultimate goal and our commitment to the society. Source and core of a company’s development lies in what it offers to meet the society’s demand, which is also what we take as the essence of CSR. We are to deliver colorful, healthy and joyful imaging life for every customer, to ensure sustainable development with technological innovation and to build a harmonious society together with all Chinese people. Innovation is Canon’s life, by which we will keep maximizing social value and company value.
绿色生活，自造蓝天——记 2014 年佳能地球一小时活动
Make life green, produce a blue sky——Canon’s participation in Earth Hour 2014

2014 年，佳能（中国）连续第 6 年参与 WWF（世界自然基金会）发起的“地球一小时”行动。响应 WWF 提出的“蓝天自造”主题，佳能（中国）以“绿色生活、自造蓝天”为口号，号召佳能在中国关联公司、经销商、合作伙伴、员工与家属以及公众共同参与“地球一小时”，对抗雾霾，实践绿色健康生活，用创意行动共同实现“自造蓝天”。

同时，佳能发起绿色星期系列活动，号召所有相关方每天实践一个绿色行动，并将活动体验通过微博与佳能进行互动分享。

It is the 6th consecutive year that Canon (China) takes part in “Earth Hour” in 2014, which was initiated by WWF. In response to WWF's slogan of "produce a blue sky by ourselves", Canon (China) has called for its subsidiaries in China, dealers, partners, staff and their family to together participate in Earth Hour, fight against the smog and practice a healthy lifestyle. Thus we could produce a blue sky with our own environmental actions.

Meanwhile, Canon has also initiated a series of weekday events to appeal all relevant parties practice one green action every day and to share with Canon via WEIBO about their experiences.

植树护树，自造蓝天——记 2014 年佳能绿园先锋植树活动
Care for the tree, produce a blue sky——Canon’s tree-planting in 2014

2014 年，佳能（中国）连续第七年发起“绿园先锋”植树活动。自 2008 年起，佳能（中国）每都会发动全国 16 家分公司参与植树绿化事业，以植树或组织集体认养林木绿地等方式，为当地的环境做贡献。今年，截止 3 月底已有南京、青岛、武汉、西安、成都等 7 个分公司在当地举办了植树活动，共有包括佳能（中国）的高层和员工、员工家属、经销商、合作伙伴等 1000 名志愿者参加。最终植树约 700 棵。此外，佳能集团在华的 6 家生产公司也都在各自所在地区开展了植树活动。

In 2014, Canon (China) carries out "Green garden pioneer" tree-planting project for the 7th consecutive year. Since 2008, Canon’s 16 branches throughout China participate in this undertaking to contribute to the local environment by planting trees or sponsor the green field. By the end of March this year, 7 branches including Nanjing, Qingdao, Wuhan, Xi’an and Chengdu did the activity respectively. In total of 1000 volunteers consist of Canon (China)'s management, staff and their family, dealers and partners planted around 700 trees. Besides, 6 manufacturers of Canon group in China also took part in this project in their local areas.

2014 年佳能（中国）CSR 报告正式启动！Kick-off of Canon (China)’s CSR activities in 2014!

2014年2月28日，《2014年佳能（中国）社会责任报告》项目正式启动。在启动会上，我们明确了2014年报告编制组织架构和编写思路。我们邀请到中国社会科学院社会经济科学研究中心的专家，面向各部门 CSR 窗口人开展培训，讲解“CSR最新趋势”和“如何撰写 CSR 报告”，使之既符合国际标准的要求，又结合企业业务的实际。

我们将通过部门访谈、工厂调研和发放调查问卷等方式，在编制过程中加强内外部利益相关方的联系和合作，使 CSR 的理念成为佳能各项业务的社会价值催化剂。

On 28th, Feb 2014, the project of <CSR Annual Report of Canon (China) in 2014> was officially kicked off. At the meeting, we clarified organization of the steering team and outline of this report. An expert from CSR center, Economics Division of China Social Science Academy was invited to enlighten us on the latest trends of CSR and how to compile a CSR report to match with external standards and various requirement of stakeholders.

We will strengthen bond and cooperation between internal and external stakeholders in the process of the compilation via interview, research and questionnaires. Through such communications, we aim to make CSR concept to be the engine of creation of social value for each Canon business.
2014 佳能博览会亮点不断
Non-stop highlights at Canon Grand Fair 2014

2014年3月6日～9日，2014佳能博览会在广州精彩上演。继北京、成都之后，佳能再度携最新的影像产品、解决方案、服务以及引领未来趋势的前沿影像技术应用来到广大华南地区消费者身边，为消费者们创造了零距离体验佳能全系产品的机会，并展示了影像技术改变生活的“奇迹”，整场盛会亮点不断。

Mixed reality technology leads our way to the future
You can draw a hopping 3D figure out of thin air? Yes, and you could do it in the mixed reality technology booth of Canon Grand Fair.

It is an imaging technology that merges the reality and the virtual images in actual time to make the virtual object appear in the real scene. Thus the operator would comprehend the virtual object’s configuration and size more accurately by comparing it to the real ones around it. We are expecting huge potential of this technology to assist industries of manufacture, education, medical treatment and entertainment. Currently Canon and some other Japanese companies have already used it in the product design and production section.

“以假乱真”的色彩管理技术
远看真假难辨的两块手帕，走进一看才发现，其中一块是真实的手帕，另一块却是用佳能的色彩管理技术复原的图片。佳能在图像测量、仿真、设计和评估平台技术方面已经积累了丰富的经验。佳能将这些经验推广应用到精确再现忠实于原物的色彩，将定量化值指定给首选颜色并创建目标颜色。这些统一的高品质色彩已经实施到具有不同色彩再现范围的输入和输出设备中。2007年起，佳能日本总部启动了文化遗产保护与传承项目——“绘”，将这项技术用于高精度仿真还原日本国内以及流失海外的各类艺术珍品，让普通大众有机会亲近艺术珍品，也让几百年后的人们仍然能够欣赏到精美的艺术瑰宝。

“Tell which one is genuine” in color management technology
Two handkerchiefs look identical from a distance, however when you approach them, you will find one of them is actual while the other is just a picture made by Canon’s color management technology. It is a symbol of Canon’s enriched experiences in image measurement, simulation, design and evaluation. These experiences are utilized to truthfully reproduce real colors by quantifying them with a value assigned to every hue. This system has been installed on various image input and output products with different color restoration ranges.

Since 2007, Canon Inc. initiated a cultural heritage protection and transmission project:“ 绘 TSUZURI”, which aims at reproducing art treasures in Japan and abroad with high precision. Thus the valuable items become more accessible to average people and even future generations.

编码单反相机的秘密
博览会上，佳能“切开”相机和镜头，用最直观的方式让观众一探包括“大炮”在内的佳能单反相机和镜头的精密构造，并展示了佳能相机产品所采用的先进光学材料、出色的镀膜技术，为观众讲述佳能产品的“本源”。

佳能在数码单反相机开发中，通过有效利用计算机三维设计系统 3D-CAD，不仅减少了产品试制过程中的浪费，而且提高了产品品质，降低了环境的负荷。

了解解码单反相机的秘密，现场也准备了佳能 EOS 系列产品供观众零距离体验。
Reveal the secret of DSLR

At the fair, Canon cut open its renowned DSLR camera and lens to display the exquisite inside structure of them to the visitors in an intuitive way. Advanced optical material and coating technology used in the cameras are also on show to tell the story of Canon products’ origin.

By using the three-dimensional computer aided design system 3D-CAD in the R&D of DSLR, Canon not only reduces the waste in product production process, but also improves product quality and reduces the load on the environment.

Additionally, the EOS series are open to zero distance touch and try on site.

Print at home for joyful education

In order to care for family visitors with kids to the fair, Canon set up a children’s playground with not only recreational facility but also inkjet printers so that parents could record their kids’ happy moments and then print out high quality photos immediately. They could also accompany their children to make paper origami with the printers’ help to enjoy great family leisure.

Canon invited Miss Yuan Ailing, a parenting and early education expert, to 2 family print seminars with the topic of cultivating creative talent. A lot was shared around how to boost children’s IQ, EQ, self recognition and love-feeling capability, and also how printing at home could support the kids’ growth.

Fundus examination on site to deliver “overall wellness” idea

At the medical equipment booth, Canon shoot high definition fundus photos for visitors for free with its ophthalmology products. Medical professionals are there for consulting health condition suggested by the photo.

According to the professionals, fundus examination plays a significant role that exceeds the scope of ophthalmology because it does not only help diagnose eye diseases but also reflects chronic health condition.
Security products ensure safety of the exhibition

Face recognition experience and mobile end surveillance at the entrance of the fair impress the visitors a lot. The set of domestic security products record the amount of people passed by in actual time. On top of that, it recognizes their demographic features such as gender and age using intelligent image analysis technology to integrate and cross examine the data.

The security system covers every corner of the exhibition hall to maintain order of the fair and ensure a safe and delightful tour for the visitors.

Little reporters to learn the charm of images

On 9th March, Canon Grand Fair welcomed a group of special guests, 20 little reporters from Lingnan Youth Paper. They are thrilled by the photos used for communication between Asian students in the project of Canon Image Bridge and also Canon's latest image input and output products. The charm of imaging has touched every one of them.

Environmental responsibility

The environment section introduces to the visitors Canon’s technology, material, recycling measures aimed at environment protection, vividly illustrating how the idea of environment protection is implemented throughout the product life circle. Besides products, such pursuit is also demonstrated in the operation of this fair: recyclable containers are used to replace conventional wooden cases and cartons in the logistic process to save wood and wrapping material; the pass cards provided to the visitors are recycled. All is for minimizing wasting of resources and pollution.

With its products, Canon (China) is committed to enhance evolution of imaging culture, serve its customers and contribute to China’s sustainable development.

Output products let children’s eyes’ curiosity, fully grasping the charm of imaging.

Canon’s lenses can bring out diseases of the body by showing veins at the fundus. By this chance Canon would like to call for people’s attention toward prevention and healthcare.

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佳能复印机获“泰国绿色标签”认证，彰显环保产品实力

Canon copiers certified ‘Thai Green Label’, emphasize its strength in environment-friendly products

近日，佳能生产的多功能复印机获得了泰国绿色标签，该产品突出了“佳能绿色解决方案”的环保政策和宗旨，为客户提供优质的产品和服务。使产品功能最大化，同时对环境的压力减至最小。9款获得泰国绿色标签的佳能多功能复印机包括：9款彩色多功能复印机（imageRUNNER ADVANCE C2220，C2230）和7款黑白多功能复印机（imageRUNNER ADVANCE 6255, 6265, 6275, 4025, 4035, 4045, 4051），自佳能销售泰国股份有限公司2003年自愿加入绿色标签计划以来，共有29款产品获得了绿色标签标准的认证。

Recently, Canon acquires the Thai Green Label for multi-function copiers emphasizing its environment policy and direction “Canon GREEN Solutions” to offer the great products and services which achieve maximum product functionality and minimal environmental burden. The additional 9 models of Canon multi-function copiers certified the Green Label are: 2 models of color multi-function copiers (imageRUNNER ADVANCE C2220, C2230) and 7 models of monochrome multi-function copiers (imageRUNNER ADVANCE 6255, 6265, 6275, 4025, 4035, 4045, 4051). Since Canon marketing (Thailand) Co., Ltd. has voluntarily joined the Green Label program in 2003, there are 29 models certified the Green Label standard in total.

Help-Portrait 公益摄影活动为社区带来快乐

Bring happiness to community through the biggest Help-portrait Photofest

2013年Help-Portrait公益摄影活动于2013年12月7日在全国11个省市同时举行，共有1000多名志愿者和摄影师参与其中。Help-Portrait已连续举办4年，今年是规模最大、影响最深的一年。

本次帮助从上午7点到下午5点，在越南的40多个地方展开，包括：河内、海防、河江、顺化、芽庄、芽庄、安江、宁顺、宁顺。摄影师为在医院、政府公署、公共收容所、孤儿院、残疾儿童中心、弱势地区的人们免费拍照，并把照片送给他们。

在佳能销售越南股份有限公司（以下简称佳能越南）的支持下，本次活动共将4500多张大尺寸（20cm x 30cm）照片送给了家庭、退伍军人、运动员……所有照片都是用最新的Canon pixma MG3570和Selphy900当场打印出来的。

Help portrait photofest 2013 with the present of more than 1000 volunteers and photographers was held in 11 provinces and cities altogether on December 7th. This year marked the biggest festival of Help Portrait in its continuous journey of 4 years.

From 7am to 5pm, Help Portrait 2013 took place at more than 40 spots in Vietnam, including: Hanoi, Hai Phong, Ha Giang, Hue, Da Nang, Nha Trang, Binh Thuan, Da Lat, Ho Chi Minh city, Dong Nai and Can Tho. The photographers helped to capture and give away free portrait pictures of people in hospital, council houses, public shelters, orphan houses, centre of disable children, under-privileged areas....

With the support of Canon Marketing Vietnam Co.Ltd (Canon Vietnam for short), the events gave away more than 4500 portrait big size pictures (20cm x 30cm) for families, veterans, athletes.... All of these pictures were instantly printed by latest Canon pixma MG3570 and Selphy900.

佳能在越南成立第一所面向弱势儿童的友谊学校

First Canon friendship school for under-privileged pupils

2014年1月15日，佳能越南将援建完毕的两间新教室交给了Na Lieng小学，让孩子们可以在安全的环境中学习，这也是佳能越南持续开展5年的“为爱同行携手共生”项目的成果之一。

此前，Na Lieng小学的所有教室都是木质结构，无法遮风挡雨。佳能越南了解了学校的需求后，前往安沛为Na Lieng学校修建了两间新教室，总价值约1.6亿越南盾。此外，佳能越南团队还为孩子们带去了实用物资，如文具、学习辅助设备、教具，还有御寒的衣物、鞋子……

这样的公益实践已经成为佳能越南经营和发展中不可或缺的组成部分。遵循“共生”理念“为共同的利益生活和工作”，佳能越南通过“为爱同行携手共生”项目已经设立了数百项奖学金，并为不同省市的近50所学校提供经济支持。

On 15th January 2014, first time in the five year duration of the initiative Canon has built and handed over two new classrooms at Na Lieng School, giving kids the chance to go to school and study in a safe environment.

Before receiving support from Canon, all the classrooms at Na Lieng School were simple wooden structures that were unable to provide adequate shelter from the rain or sun. Understanding the urgent need of the school, Canon volunteers made the journey to Yen Bai to construct two new classrooms for Na Lieng School with a total value of VND160million. In addition, Canon Vietnam team also brought happiness to children there with practical materials such as stationary, learning support equipments, teaching aids and even warm clothes, sandals...

These charitable acts have become an indispensable component in the operation and development of Canon Vietnam in Vietnam. Following its “Kyosei” philosophy of ‘Living and working together for the common good’, Canon Vietnam has granted hundreds of scholarships as well as given financial support to nearly 50 schools in different provinces and cities throughout Vietnam through the “Canon – Help With Love” program.
贴近客户需求，为客户提供价值——佳能（中国）发布“客户全价值计划”

Keep close to customers’ needs to create value for them

----Canon (China) publishes "Total Value for the customers"

2014 年，佳能将细分客户的需求，通过优质的产品及服务打造更加专业的办公解决方案，为企业及个人的商务办公创造价值，打造轻松的办公体验。

——佳能（中国）有限公司高级副总裁，渡边秀一

2014 年 3 月 6 日，在广州佳能博览会期间，佳能（中国）商务影像方案部发布 2014 年客户全价值计划，旨在从客户提高效率、降低成本、节能环保等角度出发，以更优质的产品和完善的服务，提供个性化的提案。

In 2014, Canon will subdivide its customers. With professional office solution consists of quality products and services, Canon intends to create value for individual and corporate business, and build an easy office life for all.

----Senior Vice President of Canon (China), Watanabe Shuichi

On 6th March 2014, during Canon Grand Fair, Canon (China) ’s Business Image Solution Group announced its “Total Value for the customers 2014” plan, aiming at providing better service to our customers via the following measures:

- 佳能（中国）（Business Image Solution）与合作伙伴一起强化整体服务能力。
- 佳能（中国）（Business Image Solution）与合作伙伴一起强化整体服务能力。

2013 年，我们发布了专为中国中小企业定制的单机版刷卡解决方案，将“智能办公”的理念传递给他们，通过每月一次的“佳能彩机日”、“用户体验会”等活动，走近消费者了解他们的需求，我们成立了佳能B2S（商务影像方案部）商学院，与合作伙伴一起强化整体服务能力。

2014 年，我们将基于全球化通用软件，利用佳能信息技术（北京）有限公司等资源，开发更多适合中国市场的要求的定制解决方案。比如，我们将增加针对中国市场的红色机型和安防监控设备，提高产品易操作性，为中国客户提供更简单、更贴心的产品和解决方案。我们将在全国 20 个主要城市与太平洋合作，为商务人士提供便捷、轻松的业务洽谈场所，促进他们事业的成功和工作的愉悦。

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Canon (China) publishes "Total Value for the customers" for the business environment.

In 2013, we launched standalone version of credit printing solution customized for Chinese SMEs. In order to further deliver the idea of “Smart Office” to them, we initiated monthly events such as “Canon Color Machine Day”, “User Experience Meeting” to better grasp the customers’ needs; we opened Canon B2S (Business Image Solution) MBA to strengthen comprehensive service power together with our partners.

In 2014, we will develop more customized solutions to cater to Chinese user’s demands based on global common software and resources such as Canon Information Technology (Beijing). For instance, product lineups of red models and surveillance equipment welcomed by the Chinese market will be expanded to enhance operational ease, as attempts to introduce more suitable and convenient products and solutions for the Chinese clients. We will cooperate with Pacific Coffee in more than 20 cities nationwide to provide wifi-enabled color printing experience at the stores for free and easy and relaxing lounge for business people. All is aimed at facilitating smooth business operation and pleasure at work.

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使用提供中国消费者喜爱的产品

---Canon EOS 70D 获得新浪科技 2013 风云榜 — 年度最佳单反相机奖

Introduce products favored by the customers with heart

----Canon EOS 70D won the best DSLR award by 2013 ranking of Sina Technology

佳能一直致力于生产出更加优秀的产品，以满足中国消费者的不同需求。2014 年 2 月 18 日，由新浪科技举办的“2013 年度风云榜”颁奖盛典评选出了包括科技企业和科技行业领袖、科技创新产品的九大类共 24 个奖项，其中，佳能 EOS 70D 获得新浪科技 2013 风云榜 — 年度最佳单反相机奖。

佳能将先进的技术和拍摄者对相机的需求紧密联系在一起：

- 扩展拍摄风格，革新了液晶监视器自动对焦技术，帮助人们获得更多宽广的对焦范围，扩展更多拍摄风格；
记录精彩时刻：7张/秒的高速连拍功能。

分享快乐体验：内置Wi-Fi功能，帮助人们捕捉和留住生活中最珍贵的瞬间。

分享并传递快乐：分享家庭和朋友的照片的快乐。

Canon has been devoted to introduce better products to meet the Chinese customers' needs. On 18th February 2014, Sina Technology held an award ceremony called “2013 Yearly Storm List” to commend excellent companies, leaders and innovative products in the technology field. 24 awards in 9 categories have been issued, among which Canon EOS 70D won the best DSLR camera of the year.

Canon combines advanced technology and photographers’ shooting requirements closely:

● expand shooting styles: revolutionary LCD auto-focus ensures wider focus range to enlarge the range of photograph styles
● record wonderful moments: high speed continuous capture of 7 shots/second help to seize and keep valuable moments of your lives
● share happiness: built-in Wi-Fi makes it possible to share joy generated by amazing photos with family and friends immediately.

以实现客户满意为第一宗旨——2014 佳能喷墨打印机免费清洁活动
Take customers satisfaction as prime tenet—2014 Canon inkjet printer free cleaning

佳能（中国）秉承“客户满意”的企业精神，以实现客户满意为第一宗旨，连续7年，面向广大的佳能用户开展喷墨打印机免费清洁保养活动。2014年3月，佳能快修中心再度携手57家优秀的佳能认定维修店，在全国44个城市开展佳能喷墨打印机免费清洁保养、故障检测，及原装耗材鉴定等一系列活动。

In light of its slogan of “Delighting you always”, Canon (China) offers free cleaning and maintenance to its inkjet printer users for the 7th consecutive years, showing its long-term pursuit of customer satisfaction. In March 2014, Canon’s Quick Repair Center jointed hands with 57 excellent certified repair stores again to provide the service in 44 cities across China. Customers could bring their inkjet printers for cleaning and care, fault detect and genuine ink authentication and so on. Canon (China) will keep the replaced parts to collectively recycle out of environmental concern.

中国是世界上致盲和视力损伤最严重的国家之一。据统计，截至2013年，中国现有盲人超千万，占世界盲人总数的18-20%。佳能秉持“共生”理念，发挥在医疗影像设备上的独特优势，倡导“预防医学”理念，为中国的医生和病人提供更高品质的服务，为中国的医疗事业贡献出更大能量。

2014年2月，“2014大连中国眼底病论坛·全国眼底病专题学术研讨会”上，佳能（中国）医疗设备产品事业部通过创新且多样化的眼科解决方案，与行业专家、医师、媒体和公众广泛交流眼底病检查、诊断、治疗的热点难点以及最新进展，进一步推动眼底病事业的普及与提高，凸显佳能“人本科技”的极致关怀。

China is one of the most severe sufferers of blindness and visual impairment. According to statistics, there are over 10 million blindmen in China by 2013, which takes up 18-29% of the world’s blind population. In light of its philosophy of “Kyosei”, Canon makes use of its advantage in medical equipment to provide high quality service for Chinese doctors and patients, under its notion of “Prevention Medicine”, as contribution to China’s medical undertaking.

At the “2014 Dalian China Fundus Disease Conference * National Fundus Disease Academic Seminar” held in February 2014, Canon (China)’s medical equipment division present its innovative and versatile eyecare solution to communicate with professionals, doctors, the media and the public about hot topic, difficulties and latest updates in fundus disease examination, diagnose and treatment. By doing so Canon means to further popularize and enhance fundus disease care, in order to manifest its “human oriented technology”.

为了实现客户满意宗旨——2014 佳能专业医疗影像设备参加中国眼底病论坛
Care for eyes, highlight human oriented technology ——Canon showcases it professional medical equipment at Canon Fundus Disease Conference

关怀眼睛健康，凸显“人本科技”

Care for eyes, highlight human oriented technology

佳能携专业医疗影像设备参加中国眼底病论坛

Care for eyes, highlight human oriented technology

佳能携专业医疗影像设备参加中国眼底病论坛

Care for eyes, highlight human oriented technology

佳能携专业医疗影像设备参加中国眼底病论坛

Care for eyes, highlight human oriented technology

佳能携专业医疗影像设备参加中国眼底病论坛

Care for eyes, highlight human oriented technology

佳能携专业医疗影像设备参加中国眼底病论坛

Care for eyes, highlight human oriented technology

佳能携专业医疗影像设备参加中国眼底病论坛
与合作伙伴 共生在佳能

Kyosei with partners

佳能以及佳能的经销商共同组成了“佳能大家庭”，共同发展，共享价值。我们不仅将产品，而且将创新理念、管理方法和 ZD 文化传承给佳能伙伴，帮助他们了解佳能产品的创新属性和绿色属性，最终更好地满足消费者需求，帮助客户解决难题。

Together with our dealers we form a “Canon family” to develop hand in hand and share value. Not only products but also original ideas, management, operation and after-sales service are passed on to family members to acquaint them with Canon products’ innovative attributes and green features. By doing so, we hope to better serve our customers by solving their problems.

共创 ZD 文化

理念一致，是我们携手共进，实现双赢的基石。每逢新年，社长都会亲笔签署一封信函，在感谢支持的同时，宣传佳能的 ZD（Zero Dishonest）文化，倡导共守法规，合规经营。

2014 年，为了让经销商更深入了解 ZD 文化，我们增加了在经销商大会上宣讲 ZD 的环节，由社长或者部门长进行宣传。同时，附赠一册精心设计的便签本作为小礼物，上面印有佳能亚洲营销集团的举报网站，以及 ZD 使者 “ZeeDee 小猫”，让合作伙伴在轻松愉悦的氛围中理解佳能的 ZD 文化。

在佳能商务展厅（商务应用方案中心），我们每月都为经销商提供培训。仅 2014 年 2 月为例，佳能交流空间・广州举办经销商培训 6 场，51 人次参与了培训。

Communicate to break fixed ideas

How to delight our dealers always? Besides regular dealer meetings held by our business units every year, we should make use of every possible chance to increase frequency and form of communication with them, especially face to face communication.

For instance, at Canon Grand Fair 2014, we held several meetings and seminars targeting our dealers such as “reveal future office trend, imagine office new fashion”, “Canon as good assistant to government office documents printing”, “Excellent management——future office life new thinking”, “application seminar for DMC industry” etc. to help dealers better understand innovative features of our products and users’ demands.

There are trainings for dealers going on in Canon business showroom (business application center) every month. Taking February of 2014 for example, Canon showroom・Guangzhou held 6 trainings to cover 51 dealers.
责任佳能
Basic Responsibility

员工 | 责任 | 实践
Responsibility for staff

安全，源于对风险源的严格控制
Safety guaranteed by strict control of risk sources

佳能对于安全管理，是从严格识别、控制风险源开始的。正如小泽先生在《董事长寄语》中提到“在基本的，细小的事情上多下功夫，打下坚固基盘。”

只有管理健全，企业才能可持续发展。基于长期根植中国，服务中国的心。2007年，佳能（中国）构建了职业安全健康管理体系并取得OHSAS18001:2007认证。

Safety management at Canon starts from strict recognition and control of risk sources. Just as Mr. Ozawa mentioned in President’s Message: “concentrate efforts in basic, trivial things to lay a solid foundation.”

One company could only develop sustainably with a sound management. Out of confidence of rooting in China, serving Chinese people in the long run, Canon (China) structured its occupational safety and health management system in 2007, on which win the certificate of OHSAS18001:2007.

采用科学的危险源识别评估方法

首先，佳能（中国）各部门和16家分公司针对业务活动、设备设施和周边环境识别危险源，源于佳能“共生”理念。我们不仅关注员工安全，也全面考虑来访者（如顾客、合同方人员）的安全。

佳能（中国）基于危险源的影响程度和风险的发生频率，对危险源进行等级划分。针对重要危险源确定具体管理部门、实施部门和监督部门，并对措施的有效性进行评价，适时调整相关措施。

佳能是通过什么方式推进全员提升安全意识的呢？我们通过几个例子来了解一下吧。

Adopt scientific methods to recognize and distinguish risk sources

First of all, Canon (China)’s divisions and 16 branches troubleshoot the risk sources with references to their business operations, equipment installation and surrounding environment. In light of our philosophy of “Kyosei”, we not only care about our staff’s safety, but also give full consideration to visitors (such as customers, contract labor etc.).

Canon (China) also ranks the risk sources according to their influences and strike frequency. For those major ones, management, operation and supervision team are identified to evaluate the actions taken and adjust timely.

How does Canon raise its staff’s safety awareness? We could learn via some cases:

编制安全手册，搭建安全之窗

综合管理体系建设部制作《OHSAS基础知识手册》，在公司内网上向全员公布，并要求QEHS推进委员会推进主任及副主任们在各部门/分公司组织内部学习。总务部制定《佳能（中国）办公室安全手册》，帮助员工管理和提高预防办公室安全风险。
Compiling safety brochure, which consolidate the vision

Integrated management system division produced <OHSAS basic info manual> to be published to all employees on internal website, which requires internal learning organized by QEHS committee members in every division or branch. General affairs division drafts <Canon (China) Office Safety Manual> to help our staff manage and prevent safety risks in offices.

80% of Canon staff will take business trips every year. Therefore Safety and Beauty committee drew up <Safety in Business Trips> brochure, which was amended by HR group.

Health & Safety Window serves as an internal centralized window for our staff to find all kinds of material relevant to health and safety issues.

安全培训覆盖率 100%

佳能（中国）的安全培训从对象上可划分为新员工培训，全员培训，供应商和经销商培训等等。从内容上又可划分为安全基础知识培训，化学品管理培训，急救培训，消防安全培训，交通安全培训，差旅安全培训等等。 培训覆盖率 100%。

Safety training covers 100% people

Safety training at Canon (China) could, by targets, be divided into new staff training, all staff training, vendor and dealer training and so on. By content it could be divided into basic safety info training, chemicals management training, first aid training, fire safety training, traffic safety training, business trip safety training etc. Coverage rate of all trainings reach 100%.

驾驶者俱乐部

佳能（中国）秉持“健康第一”，“家人第一”及“感动员工”理念，成立“驾驶者俱乐部”，定期发布“交通安全关怀”小提示，温馨车贴，就“交通安全”等话题开展讨论，为以自驾车为交通工具上下班的同事，提供更加细致的员工关怀。

Drivers’ Club

Keeping “health comes first”, “family comes first” and “delighting employees always” in mind, Canon (China) found “Drivers’ Club” to regularly deliver traffic safety tips, car stickers, and relevant seminars to provide caring and detailed concern for staff that drive to work.

流感疫苗注射

当进入季节性流感等传染病的高发期时，佳能（中国）在全国范围内启动“流感疫苗”的接种活动，对于员工人数较多的北京、上海、广州三个地区的公司还会安排现场接种服务。

Flu vaccination

Canon (China) initiates flu vaccination for its employees nationwide when it comes to peak season of seasonal flu. As for big branches of Beijing, Shanghai and Guangzhou, they could get the shot on site.
用科技缔造绿色办公——一起盘点“佳产品”的“绿属性”
Green office life made possible by technology—review “green nature” of Canon products

1. 佳能产品

准确的产品定位

佳能产品

绿色全生命周期

生产

使用

销售

研发

回收

R&D

Recycle

Production

Usage

Sales

Green Quality

“没有环保保证，就没有生产资格。”

我们对绿色佳能的重视，展示了我们对“绿色佳能”行动的重视，是佳能社会责任的一部分。我们对所有产品的研发和生产，都以环保为前提，用科技的力量推进绿色佳能行动，用科技的力量实现绿色佳能产品。

我们的目标是努力实现以下目标：

1. 减少二氧化碳排放
2. 提高能源效率
3. 采用可再生材料
4. 减少包装材料
5. 提高产品耐用性
6. 提高产品回收率

佳能产品

佳能产品

绿色全生命周期

生产

使用

销售

研发

回收

R&D

Recycle

Production

Usage

Sales

Green Quality

安全性能：采用安全无污染的无铅部件
Safety performance: adopt safe and harmless lead-free parts

环保包装，选用环保包装材料，与现有包装相比，体积更小，降低运输能耗20%。此设计仅使用了世界上包装箱(WPO)的1/2。包装重量减轻20%，有效提高运输效率。

绿色消费，赋能绿色经济转型，引领可持续消费
Green consumption: develop environmental calculator to lead sustainable spending

碳中和目标：为全球提供碳中和方案，帮助减少二氧化碳排放
Carbon neutrality: service to customers to help them reduce emission of CO₂

我们邀请你一起探索佳能产品的绿色全生命周期，了解我们如何通过科技实现环保目标。
Sharing responsibilities across China – leading companies of CSR in China completed investigation in Guangzhou

In 4th to 5th March 2014, “sharing responsibilities across China-investigation and survey on leading companies of CSR in China” came to a successful conclusion at Guangzhou. As delegates of multinational participants of the first round, Canon had its representative, Director Lu Jie, from Corporate Communications group attend the event.

This investigation was initiated by CSR Center, Economics Division of China Academy of Social Science and supervised by SASAC of the State Council. It is intended at investigate, organize and review CSR practices by leading state-owned enterprises, private enterprises and multinationals, and by extension to jointly facilitate further development of CSR.

The research group consists of SASAC bureau, CSR Center of CASS and persons in charge of CSR from SOE represented by CNIGC, China Mobile, Baosteel, Southern Airline, Shenhua Group, China Huadian, and well-known multinational represented by Canon and Samsung. The group in Guangzhou visited companies that showed advanced ideas and enriched experiences in CSR practices such as China Southern Power Grid, China Resources, Huawei.

Several cases during the investigation fully demonstrated Chinese companies’ efforts in promoting CSR, which impressed the group a lot: China Southern Power Grid’s notion of “CSG Lights Up Every Household in Southern China” that redirects its value toward people-orientation, customer-centric; China Resources’ original “CR Hope Village” and “Hezhou Circular Economy Zone” projects and Huawei’s “One Ticket Veto” mechanism in supply chain management. CSG’s renewed value fully reflects its in-depth thinking and practices of CSR as a central rate of energy industry that is of vital importance to the nation and people’s livelihood. CR’s integration of CSR and core business creatively shaped the “Hope Village” mode of rural urbanization with a circular economy, setting an example for central business’s transformation andshouldering CSR. Huawei, as a representative private enterprise that has went onto the world stage, provides valuable references for its peers’ sustainable development in the sphere of supply chain management and CSR undertaking.

In a couple of days, the research built up a communication platform for SOEs, private enterprises and multinationals across various industries through visits, information sharing on CSR strategies and management experiences. It served as a great opportunity for CSR facilitators from their industries to learn from each other, support each other and enhance cooperation.

2014 年 3 月 4 日 -5 日，“分享责任中国行 – 中国 CSR 领先企业调研活动广州站”活动圆满完成，作为参与的第一批外资企业的代表，佳能公司也派出企业品牌沟通部本杰文总经理参与了此次调研活动。

此次调研是由中国社会科学院经济学部企业社会责任研究中心（CASS）发起，国务院国资委指导，对领先的国有企业、民营企业、外资企业进行企业社会责任推进工作和实践的调研。梳理与总结分享，以便共同推进 CSR 在各个领域的进步。

调研组一行由国资委研究局，社科院企业社会责任研究中心，以及中国兵器、中国移动、宝钢、南航、神华，华电等国企以及佳能、三星等国内外知名企业的社会责任相关负责人组成。广州站的调研分别走访了南方电网集团公司、华能集团、华为公司等在企业社会责任推进方面拥有先进理念和丰富实践经验的单位。

通过此次调研，充分展现了中国企业在企业社会责任方面的努力探索，无论是南方电网“万家灯火南网情深”的理念，以人为本，以顾客为中心的核心价值观的重塑，还是华润集团创新实践的“华润希望小镇项目”和“贺州循环经济产业园项目”，以及华为“一票否决”制的供应链管理机制，都给调研组留下了深刻印象，南方电网的核心价值观重塑充分体现了作为关系到国计民生的能源行业的央企对承担企业社会责任的深度思考和实践；华润集团将 CSR 与核心业务相结合，创造性地塑造“农村城镇化”的“希望小镇”模式以及循环经济的理念，为央企的转型和承担社会责任起到了示范的作用。作为走向世界的民营企业代表，华为公司供应链管理的经验和 CSR 理念在企业的导入为民营企业的可持续发展提供了参考。

这次调研通过短短几天的访问，企业 CSR 战略、管理经验的分享，以及实地参观，为不同行业、不同领域的国企、民企和外企提供了交流的平台，也让他们在各自的实践中努力推进 CSR 实践的工作者们有了相互学习、经验分享、增进合作的机会。