

Newsletter

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

2012
总第02期

用影像支持 野生动物保护

Supporting Wildlife Protection through Imaging Technology

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CSR
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Manga Panda

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感谢各位阅读佳能（中国）企业社会责任专刊！

本刊由佳能（中国）有限公司企业社会责任推进部门编写，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！

本刊若有任何错漏，或您有任何意见及建议，欢迎联系本刊编辑部门：CD_CSR@canon.com.cn，期待您与我们有更多的沟通与互动！



卷首语

Preface

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Corporate Social Responsibility

佳能（中国）企业社会责任专刊

把握议题设置 响应舆论期望

Focusing on Social Hot Spots, Meeting Public Expectations



并不是每个企业在发展之初即娴熟于企业社会责任的内涵，就像个人发展需要过程一样，企业也要学习如何逐步成为合格的企业社会公民。

传统的观念认为，公益责任只会增加运营成本、降低利润，落实企业社会责任有碍竞争优势。但新一代的企业决策者拥有崭新的思维。一份行业报告调查报告显示，多数企业的决策者认为，社会责任可以帮助营收、为公司带来竞争优势，

Not every company has an in-depth understanding of CSR at the beginning of its development. The conventional view is that CSR increases cost, decreases profit and even impedes competitive advantage. However, a report shows most new-generation decision-makers consider CSR as a method to enhance competitive edge. It is also revealed that consumers are paying more attention to a company's CSR initiatives, especially in hot social issues. Companies therefore need to combine CSR practice with consumer expectations.

In Canon's case, we always uphold the idea of "kyosei" (live together) when developing CSR strategy. Besides abiding by basic social responsibilities such as developing eco-friendly products, compliance, and manpower

越来越多的企业将社会责任视为“成长的机会”和“差异化的竞争方式”。

报告同时表示，促使企业对社会责任支持度日渐升高的主要驱动力是由于如今网络的快速发展，消费者对社会热点议题越来越敏感，同时广大的消费群体也可快速且直接的得知和分享各种社会信息。

民意如流水。消费者对企业的期望不断与时俱进，持续推动着新课题的产生，例如 90 年代全球供应链劳工争议，2000 年后出现的全球气候变暖与绿色保护运动。在上一期月刊中我们提到，企业的社会责任不应是单纯的公益募捐，更多的时候，企业需要动态地观察不同时期的公众热点以及社会亟待推动的变化，在企业社会责任实践中纳入消费者期待解决社会问题的各种“公民渴望”（aspirations as citizens）。

回到佳能本身来看，我们在制定企业社会责任战略时始终秉承集团的“共生”理念，在深入推进产品环保、合规守法、就业培养等企业基本

cultivation, we are also dedicated to fields like environmental protection, education support, culture conservation, volunteer activities and humanitarian aid in order to solve urgent social problems and contribute more.

This issue of *Canon China · Corporate Social Responsibility* introduces Canon's unique strategy of utilizing imaging strength in environmental and ecological protection. As for a recent example, in order to systematically care for Giant Panda, Canon not only established a protection fund, but also donated field monitoring equipment and solution to study their living habits. Moreover, a series of panda protection activities were initiated by Canon on weibo and renren.com to raise awareness, hoping to enhance involvement.

社会责任的同时，在企业社会贡献活动上着重于环境保护、教育启蒙、文化支持、志愿者活动、人道援助等方面，这些领域不但可以协助解决社会热点问题，响应消费者对佳能的期望，同时可以发挥佳能自身的影像专业优势，贡献更大的社会价值，推动影像助力公益理念的传递，为社会创造更多的感动。

在这期的《佳能中国·企业社会责任专刊》中，我们将向大家介绍公司利用影像在环境与生态保护方面做出的社会贡献，例如佳能 2012 野生大熊猫保护项目，佳能除了捐赠大熊猫繁育野化保护基金外，还捐赠了野外监控设备和影像集成系统，助力野生大熊猫的生态保护和研究。此外，我们还在“佳能影像公益微博”和人人网上发起了一系列保护大熊猫的传播活动，希望引起更多人对大熊猫保护事业的关注。

欢迎关注佳能企业社会责任微博 @ 佳能影像公益，了解更多信息，参与更多活动，共同推动公益。

For more detailed information to promote public good, please refer to Canon CSR weibo @ 佳能影像公益。

鲁杰
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佳能（中国）有限公司企业品牌沟通部 副总经理
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佳能（中国）企业社会责任专刊

聚焦野生动物， 保护野生大熊猫

Paying Attention to
Wild Animals, Protecting
Wild Giant Panda



它是世界上最珍贵的动物之一，如今却濒临灭绝，全世界仅存约 1600 只；它起源于 300 万年前的洪积纪早期，是世界上最古老的动物之一，被生物学家誉为活化石；它是这样的憨态可掬，惹人喜爱，却没有一张属于自己的“彩色”照片。它就是中国的

There are approximately only 1,600 giant pandas left in the wild worldwide. They are not only the treasure of China, but also one of the world's most beloved animals. They originated three million years ago as one of the oldest in the world. The Chinese government has set up many nature reserves

野生大熊猫在远离人类居住的广泛林区中活动，虽然憨态可掬，但奔跑迅速、嗅觉灵敏，因此即使是在保护区工作多年的左琳副局长也很难见到野生大熊猫的身影。在佳能捐赠监控设备之前，保护区的工作人员主要依靠人力巡查，发现大熊猫的粪便、抓痕等踪迹，需要耗费大量时间和精力，却收效甚微，要想获得野生大熊猫的生活习性、生活轨迹等信息资料更是难上加难，对于伤、病大熊猫的救助也无法保证及时性。

国宝大熊猫，国家为它们设立了多个自然保护区，投入大量的人力、物力，希望它们的种群得以延续，然而实际工作却困难重重，大熊猫的生存状态始终牵动着亿万中国人的心……佳能“影像公益”今年再行动，关爱野生动物，聚焦野生大熊猫保护。

for them together with a great deal of resources to prevent its extinction. However, the giant panda's survival rate is still worrying millions of Chinese people. This year Canon's "CSR through imaging technology" project continues on protection of wildlife by focusing on giant pandas.

The wild giant pandas live far away from human dwelling district. Before Canon donated the monitoring equipment, staff in the reserves depended on panda's traces to reckon their conditions, which is quite consuming with low efficiency. It is extremely difficult to track pandas with human reach, let alone guarantee immediate aid for the injured and sick giant pandas. Thanks to Canon's donation, monitoring has become much easier.



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用影像支持 野生动物保护

Supporting Wildlife Protection through Imaging Technology

“影像·旷野寻踪”项目正式启动

佳能对于野生动物保护工作的关注始于2004年的野生动物训练营以及延续至今的“绿援使者”活动。2012年，佳能再次以技术和设备的优势贡献于野生大熊猫的保护，将整套野生大熊猫影像保护解决方案捐赠给四川蜂桶寨国家级自然保护区，以高端影像技术更好地为中国的生态多样性保存珍贵的资料信息，同时推动社会各界及公众对中国生态多样性保护的关注和参与。

2012年4月18日上午，佳能“影像·旷野寻踪”项目在位于四川雅安碧峰峡景区内的中国保护大熊猫研究中心正式启动，佳能（中国）有限公司小泽秀树总裁、中国野生动物保护协会臧春林秘书长、四川省野生动植物保护协会戴柏阳会长、四川卧龙国家级自然保护区管理局以及四川雅安蜂桶寨保护区管理局的相关负责人，以及来自中央和地方的20多家媒体出席了此次启动仪式。



佳能“影像·旷野寻踪”捐赠活动仪式现场

影像监控系统助力蜂桶寨保护区巡查

2012年3月，四川蜂桶寨国家级自然保护区的腹地密林中，开始了第一次高端监控摄像头架设方案的探访。初春时节，正是大熊猫的发情期，蜂桶寨保护区的工作人员们企盼着能够凭借佳能捐赠的这些尖端影像设备能捕捉到难得一见的野生大熊猫交配画面。

此次，佳能将整套野生大熊猫影像保护解决方案捐赠给四川蜂桶寨国家级自然保护区，用于捕捉、记录、分析野生大熊猫的生活轨迹和习性。佳能（中国）的安防设备专家米山信之经理为了合理布放监控摄像机，与佳能（中国）CSR部门的同事以及林业保护区资深工作人员一行7人组成了考察小组，提前一个月就在保护区管理局副局长左琳的陪同下，深入蜂桶寨腹地调查、研究，选定了大熊猫觅食的常态路径和地点，在保护区专家们的指导下，选择尽可能对野生动物没有干扰且不容易被野生动物破坏的地方布设6-8台监控摄像头。

一个月后，也就是4月18日，当“影像·旷野寻踪”项目正式启动时，完整的野生大熊猫监控解决方案已经准备就绪。



佳能（中国）有限公司总裁小泽秀树向蜂桶寨国家级自然保护区捐赠监控设备

佳能影像公益助力环保公益事业

由于长期致力于环保公益事业，佳能格外关注野生动物保护。早在2008年汶川地震后，佳能就在第一时间通过世界自然基金会（WWF）捐赠了16套办公设备和影像设备，用于恢复四川岷山和陕西秦岭的野生大熊猫保护区保护站日常办公及野生大熊猫震后生态习性研究、跟踪保护工作。

此次野生大熊猫的监测和保护项目，是佳能在中国西部多元化公益举措的新体现，也是佳能安防产品在野生动物的影像监测和保护领域进行的一次全新的探索和尝试，佳能希望通过持续不断的努力，将此技术与解决方案加以推广，用于自然保护区自然环境及各种珍贵野生动物的保护工作，续写佳能通过“影像公益”保护中国濒危野生动物的全新篇章。

为了感谢佳能（中国）对保护区所做的贡献，中国野生动物保护协会联合四川卧龙国家级自然保护区管理局将两只熊猫幼崽分别起名为“佳佳”和“能能”，同时向佳能回赠了一本记录着它们出生以来传奇经历的珍贵影像资料，中国野生动物保护协会藏春林秘书长表示：希望佳能（中国）用影像技术续写中国野生大熊猫的传奇故事……



Canon's concern for the conservation of wildlife dates back to 2004 with Wildlife Training Camp and continues to this day with the "Green Volunteer" program. In 2012, Canon contributes its imaging technology and equipment to protect the wild giant panda by offering a complete series of imaging solutions to the Fengtongzhai Nature Reserve. The project aims to provide valuable data to the conservation of China's diversified wildlife.

The giant panda is one of the most beloved animals in the world, but is danger of extinction. As in the treasure of China, they have enjoyed welfare from the government such as reserves and resources. However, the giant panda's survival rate is still at stake. On April 18, 2012, Canon officially launched its "Image·Care of Wildlife" project at Bifeng Gorge, Ya'an City, Sichuan Province, with the purpose of a better research of the wild panda's habits and therefore their protection.



佳能之道 绿色当道

Canon's Green Strategy

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一款低碳产品的诞生

The Birth of an Eco-friendly Product

从单纯追求性能和表现的时代，到提倡减少碳排放的时代，企业在对产品的研发和设计上也发生了诸多改变，一款适应未来可持续发展的电子产品，不仅要凝聚令人惊叹的领先技术，也要融合减轻环境负荷的构想和设计。

佳能在环保技术研发领域一直不断尝试和突破，将环保因素看作是产品研发最重要的前提，致力于以领先的科技，减少产品整个生命周期中每个环节的碳排放。这需要在产品的研发设计阶段，就把所有减轻环境负荷的因素考虑进去。

以佳能的数码复合机为例，它的每个生命环节都凝聚了佳能以环境减负为前提的领先技术。佳能通过与东丽株式会社合作，共同研发出了具有世界领先地位的阻燃生物塑料，并在全球首次

应用到了数码复合机的机身外壳上，在数码复合机的生产阶段减小了对环境的负荷。

同时，为了让产品在长久的使用周期中降低碳排放，佳能特别为能耗较大的数码复合机开发出了按需定影打印技术。在传统的数码复合机中，粉状的墨粉会在高热下溶解，并定影在纸张上，尽管接入电源，定影部分也不能马上升至高温，打印工作也不能即刻开始，就会产生能耗的浪费。而佳能研发的按需定影打印技术，在待机状态下即可实现快速启动，减少所需能耗，大幅降低碳排放。

有了低碳的外表和内心，佳能还为其生产的数码复合机配备了由佳能开发的特殊塑料部件，回收后的再生材料可以恢复到与新品同样的材质，

大大降低了能耗。

一款真正低碳的产品，要在生命周期的每个阶段做到节能降耗，佳能（中国）希望将节能技术的研发不断持续下去，利用技术的优势，从根本上改良产品产生能耗的属性，更好地适应未来的环保需求和趋势。



From producing products that are performance-oriented to focusing on a product's carbon footprint, there have been a lot of changes in product development over time. Current products need to be a perfect combination of cutting-edge technology and smart design that help reduce its environmental footprint.

In the field of environmental protection, Canon has always attempted to develop technological breakthrough with taking eco impact as first priority. This has been one of the most fundamental principle for its product research and development. All factors that may reduce the environmental footprint during the product's whole life cycle are taken into consideration at the design stage.

Take Canon's digital copier for example, it was produced with both eco-friendly materials and carbon-reducing technology to become a real low-carbon product that saves energy at each stage of its life cycle. Canon looks forward to taking efforts to forward the development of energy saving, in order to make the products adapt to future environmental needs and trends.





媒体视角

Media Perspective

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2012年4月18日，佳能（中国）和中国野生动物保护协会等机构共同启动了“影像·旷野寻踪”项目，引起了媒体的广泛关注。

On April 18, 2012, Canon (China) together with CWCA and other organizations launched the “Image•Care of Wildlife” joint-project, which received a lot of media attention.



“随着我国“十一五”期间对中西部地区的大力发展，越来越多的跨国企业将发展的触角延伸到我国中西部地区。佳能充分利用政策优势和自身企业特点，抓住机遇开发我国中西部地区市场，完善企业在华布局，并结合地缘特色开展企业社会责任活动。”

——陈晓晨《光明日报》

“With the rapid development of central and western regions during the country's 11th Five-Year Plan, more multinational companies are bringing their business to these regions. Canon leverages the policy and its imaging advantage to seize the opportunity and expand its market in the central west thus to improve its structure and carry out CSR activities according to geopolitical features.”

——By Chen Xiaochen, Guangming Daily



“此次“影像·旷野寻踪”项目是佳能在西南地区实施用影像技术助力公益事业举措中又一次新的尝试，希望借此为中国的濒危野生动物保护留下珍贵的影像资料，为保护生态多样性贡献更多的力量。”

——李渝《中国日报》

“The ‘Image•Care of Wildlife’ project is Canon's another effort to utilize its imaging technology to benefit the southwest region's public welfare. We hope that with the help of Canon's valuable imaging data about the endangered wildlife, we could contribute more to the protection of ecological diversity.”

——By Li Yu, China Daily

“佳能（中国）一直在“影像公益”战略的指导下，关注西南地区的发展，通过“影像·希望之光”项目支持华西教育事业；通过野生动物训练营、“绿援使者”项目保护生物多样性；保护传承少数民族非物质文化遗产，并在汶川地震后多方面开展人道援助活动。此次“影像·旷野寻踪”项目是佳能在西南地区实施用影像技术助力公益事业举措中又一次新的尝试。”

——《新浪公益》

“Canon (China) has always paid attention to the development of the western region, guided by the strategy of “CSR through imaging technology”. It supported education in West China in “Image•Lights of Hope” project, protected the ecological diversity in “Wildlife Training Camp” and the “Green Volunteer” project. The company also protected the valuable cultural heritage of minorities and conducted humanitarian aid activities after Wenchuan earthquake. The ‘Image•Care of Wildlife’ project is another example of Canon to contribute to public good in the southwest by using its imaging technology.”

——gongyi.sina.com.cn





哼星人日记

Manga Panda

Newsletter

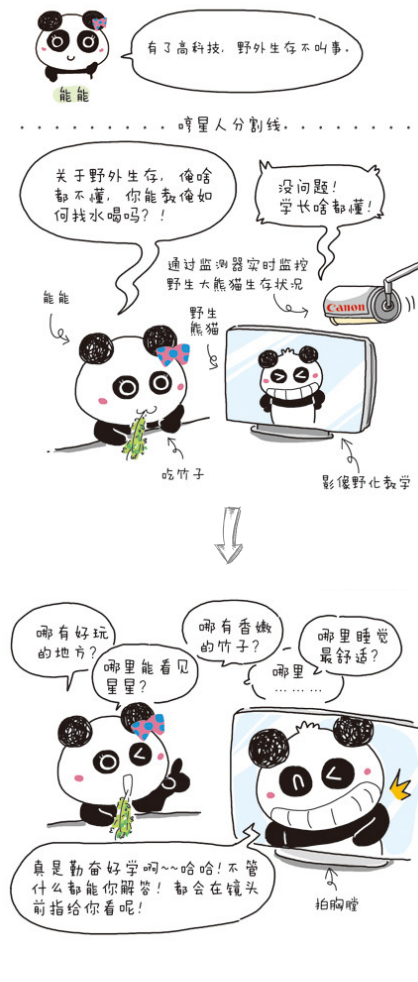
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哼星人日记

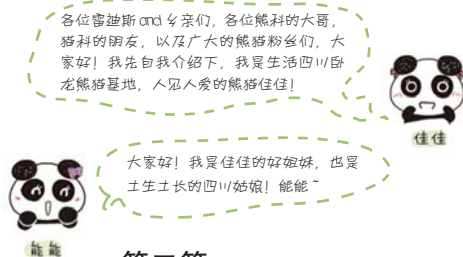
佳能的一组“网络监控摄像机”和“大熊猫保护基金”的到来，为卧龙和蜂桶寨自然保护区的大熊猫们带去了保护和关爱。为此，四川省野生动物保护协会特别挑选了两只可爱的熊猫宝宝作为本次活动的“形象大使”，它们就是“佳佳”和“能能”。

Canon donated a set of network surveillance cameras and a giant panda conversation fund to care for the pandas at the Wolong and Fengtongzhai Nature Reserve. To mark this occasion, the Sichuan Wildlife Conservation Association has selected two cute baby pandas to serve as ambassadors for this new program.

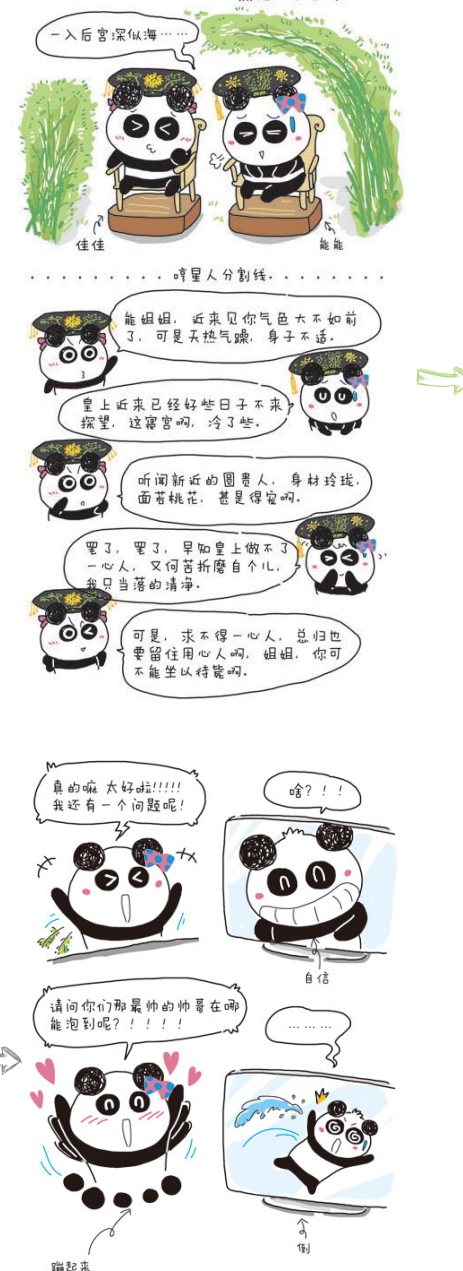
第一篇 <熊猫版生存教学>



大熊猫佳佳和能能出连载漫画啦！快快登陆新浪微博，搜索“哼星人日记”，看佳佳和能能如何卖萌让你乐翻天。
Want to know more about Panda Jiajia and Nengneng? Go to Sina Weibo and search 哼星人日记, enjoy reading Manga Panda.



第二篇 <熊猫版步步惊心>





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