

# Newsletter

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

2014  
第03期



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盘点“佳产品”的“绿属性”  
绿色生活，自造蓝天  
2014 年佳能（中国）CSR 报告  
正式启动

CSR  
第三期

3<sup>rd</sup> Issue

影像公益

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## 卷首语

Preface

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Corporate Social Responsibility

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# 用影像技术创造社会价值 Create social value by imaging technology

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。

作为一家先进的影像解决方案的提供商，我们的社会责任无疑包括通过我们的产品和服务为我们的用户创造价值，通过完善的内部管理为我们的员工提升价值，利用先进的领先技术贡献环境的可持续发展，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，推动影像公益，就更加是佳能义不容辞的企业社会责任。

在 3 月 9 日刚刚结束的佳能广州博览会上，我们为普通消费者、行业用户都带来了全方位的影像工作、生活体验活动。商务影像方案部为商用行业用户发布了“佳能客户全价值计划”，以定制化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境，共同打造智慧办公环境。同时，面向普通的家庭消费者，推出了体验式的模拟儿童乐园，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。

在今年，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，成立专门的“感动顾客服务本部”，旨在更加直



接地洞察、预知中国消费者的需求，并快速转化到产品和服务的改善行动中，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，我们更加重视培养和提升“我们的最宝贵的财富—员工”的满意度，为此我们更加强化了倾听员工之声的活动，提出了“感动员工，健康第一”、“快乐工作，快乐生活”等口号，让员工在工作中更加关注健康，保持身心平衡，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”的目标是对所有具有社会责任企业的共同要求。为此，借助佳能 70 多年的先进的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

小泽秀树  
小泽秀树 Hideki Ozawa  
佳能（中国）有限公司 董事长兼首席执行官  
President and CEO of Canon (China)

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绩效标准，现已普及为全球电子产品绿色采购标准），共同推动产业升级和环境的可持续发展。

作为最具有佳能独特属性和创新性的社会贡献活动—“佳能影像公益”，在今年还将继续发挥佳能的核心竞争优势—尖端的影像技术，贡献于当地社会最需要的地方：用影像为边远地区的青少年普及知识，拓宽视野，增进交流



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和建立友谊；同时，我们也将继续用影像致力于传播中国独特的丰富多彩的民族文化，为民族多样性和建设美丽中国贡献自己的力量。

“佳能，感动常在”，既是企业的目标也是我们对社会责任的承诺。企业基业长青的源泉和核心在于从社会发展需求出发，满足社会发展期望，这是企业社会责任的要义。为每一位消费者提供丰富多彩、健康快乐的影像生活，以技术创新推动环境的可持续发展，和中国人民一起共同建设一个和谐美好的社会，佳能愿意不断创新，并推动创新，通过这种推动实现最大化的社会价值和企业价值。

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 its 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.



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### 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，号召佳能在华关联公司、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，用创意和行动共同“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 6<sup>th</sup> 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）每年都会发动全国 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、合作伙伴等约 1000 名志愿者参加，种植树木约 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 7<sup>th</sup> 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。我们邀请到中国社科院经济学部社会责任中心的专家，面向各部门 CSR 窗口人开展培训，讲解“CSR 最新趋势”和“如何编写 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 28<sup>th</sup>, 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 stake holders 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.





## 精彩聚焦

Special Report

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# 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线产品的机会，并展示了影像技术改变生活的“奇迹”，整场盛会亮点不断。

During 6<sup>th</sup> to 9<sup>th</sup> March 2014, Canon Grand Fair was held in Guangzhou. After Beijing and Chengdu, Canon this time brings its latest imaging products, solutions, service and pioneer technology to customers in South China. The expo provides a platform for the customers to closely experience all lineups of Canon, and demonstrates to all how imaging technology changes our lives. A lot of highlights impressed the visitors at the fair.

### 引领未来的混合现实技术

凭空就能画出一个能蹦能跳的3D小人？是的，观众们在佳能混合现实技术展区做到了。

佳能所研发的混合现实技术是将现实和虚拟实时融合在一起的影像技术，能让虚拟物体出现在现实场景中，从而帮助人们通过虚拟和现实物体的比较，抓住虚拟物体的外形和尺寸，获得更为直观和真实的感受。我们预见这项技术未来拥有巨大的发展潜力，可应用于制造、教育、医疗、娱乐等行业，目前这项技术已经服务于佳能及日本其他一些企业的设计和生环节。



### 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——“缀”，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: "缀 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.

### 解码单反相机的秘密

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“大白炮”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。

除了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。



非球面镜片—克服球面镜片难题的高精度镜片

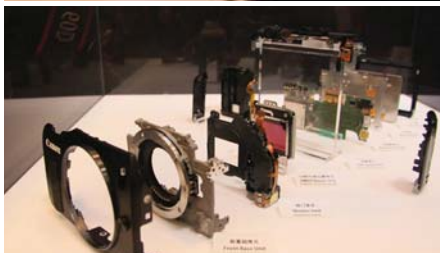


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“切开”镜头来探秘



全线产品零距离体验

### 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.

### 家庭打印，寓教于乐

考虑到带孩子来参观博览会的家庭，佳能此次还特设儿童乐园区，里面不仅有儿童游乐设施可供小朋友玩乐，更有佳能喷墨打印机陪伴左右，让家长拍照记录孩子开心一刻，并立刻打印出高品质照片。家长还可与孩子一同制作手工折纸，培养孩子的动手能力，共享亲子快乐时光。

此外，佳能还邀请育儿早教专家袁爱玲老师就如何早期培养创造性人才为话题，举办了两场家庭打印讲座，为大家讲述如何培养孩子智商、情商、自我认知和感受被爱的能力等，并讲解家庭打印对于儿童成长的帮助。



家长与孩子一同制作手工折纸

### 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.

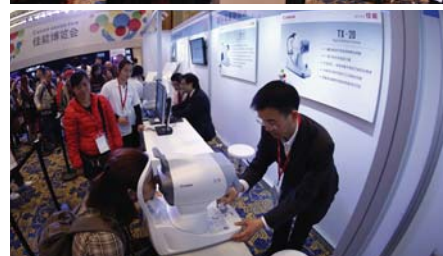
Canon invited Miss Yuan Ailing, a parenting and early education expert, to 2 family print seminars

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.

### 现场眼底检查 传递“大健康”理念

在医疗产品展区，佳能利用自身眼科产品现场免费为参观的朋友拍摄高清眼底照片，还请来了医疗专家提供咨询，讲解眼底照片反映出的身体健康状况。

专家表示，眼底检查在眼科中占有极其重要的地位，其意义不仅局限于对眼科疾病的诊断。由于眼底富有各种动静脉血管，眼底检查已成为监测多种全身性疾病的重要依据。佳能也希望借博览会之际，向更多的朋友宣传疾病预防的重要性，呼吁大家更关注自身健康。



### 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





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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.

### 安防产品保障会场安全

展区入口处的人脸识别体验和移动终端实时监控展示给来访的观众留下了深刻印象。佳能的这套民用安防产品不但能够实时统计会场进出人员的数量，还能通过图像智能分析技术，识别和统计出进出人员的性别和年龄等数据，并将这些数据进行整合和智能对比。

佳能在展场架设的监控系统对全场各个角度进行实时监控，以便有效地维持现场秩序，更好地保障观众们的安全和参观体验。



人脸识别和移动终端实时监控展示

### 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 recognize 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.

### 小记者团领略影像魅力

3月9日，佳能博览会迎来了特别的小客人——《岭南少年报》精英小记者团的40余名小朋友们，无论是佳能影像之桥亚洲小学生影像交流的内容，还是佳能最新的影像输入与

输出产品都让孩子们新奇不已，充分领略了影像的魅力。



小记者们参观佳能影像之桥亚洲小学生影像交流项目展区



佳能专业宽幅打印机“复制”的古画吸引了小朋友们的关注。

### Little reporters to learn the charm of images

On 9<sup>th</sup> 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.

### 环保在于行动

环保展区为观众们展示了佳能的环保技术、环保材料、再生利用措施等，用实物更形象地说明了佳能如何将环保理念贯彻在产品的全生命周期。除了自身产品，佳能的环保行动也体现在本次博览会的细节中。例如，在物流环节，佳能采用了可循环利用的周转箱来代替传统的木箱、纸箱，节省了木材及包装产品用的气泡膜、缠绕膜等，力图将资源消耗和污染降到最低。而在运营环节，佳能为每位入场观众发放了嘉宾胸卡，并在出口处对胸卡进行回收，以便在今后的活动中循环利用，减少资源浪费。



节能技术：按需定影技术

### Action to protect the environment

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.

佳能（中国）希望能通过自身的影像产品，更好地贡献于影像文化的发展，更好地服务于用户，并为中国经济的快速可持续发展进一步贡献力量。

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





## 佳能全球

Global Canon

## Newsletter

Corporate Social Responsibility

佳能（中国）企业社会责任专刊

### 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：2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日在越南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，今年是规模最大的一年。

本次活动从上午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、岷港、芽庄、平顺、大叻、胡志明市、同奈和芹苴。摄影师为在医院、政府公屋、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“为爱同心携手共生”项目的成果之一。

此前，Na Lieng学校的所有教室都是简易木质结构，无法遮阳避雨。佳能越南了解了学校的迫切需求后，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“为爱同心携手共生”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.





## 责任佳能

Basic Responsibility

## 为|消|费|者|创|造|价|值

Create value for the customers

## Newsletter

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

### 贴近客户需求，为客户创造价值——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，通过优质的产品与服务打造更加专业的办公解决方案，为企业与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:

#### 开展跨界合作

服务政府、金融、教育、能源、医疗等行业用户；推出校园自助文印管理解决方案，发布针对中小企业的单机刷卡打印解决方案“Smart Control”（智控打印）。

Launch crossover cooperation serve industrial users from the field of government, finance, education, energy, medical and so on; introduce campus self-service document management solution; launch "Smart Control" credit print targeted at SMEs.

#### 提供多元产品

在办公产品领域，构筑全线商务影像产品线。在解决方案方面，提高操作易用体验，使其成为助力用户轻松办公、轻松管理的“Easy Solution”。

Offer diversified products establish a full range image product lineup in the business equipment field. As for solution, enhance friendly experiences of "Easy Solution" to smooth users' office life and management.

#### 扩展服务网络

在销售网络已覆盖全国范围的基础上，佳能将重点关注中国3级以下城市市场，通过新产品用户体验会、电脑城巡展等方式，加强与最终用户的沟通。

Expand service network on top of a national sales coverage, pay close attention to Tier 3 cities and below to strengthen communication with customers via experience meeting, tour show and so on.

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；我们还成立了佳能BIS（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，开发更多符合中国市场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，提高产品易用性，为中国客户提供更符合需求、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开发合作，在咖啡店免费设置Wi-Fi彩色打印体验活动，为商务人士提供便捷、轻松的业务洽谈场所，促成他们事业的成功和工作的愉悦。



商务影像方案部启动“客户全价值计划”

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 BIS (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 major 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.

### 用心提供中国消费者喜爱的产品

#### ——佳能 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、科技行业领袖、科技创新产品的9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：革新的液晶监视器自动对焦技术，帮助人们获得更宽广的对焦范围，扩展更多拍摄风格；





## 责任佳能

Basic Responsibility

## 为|消|费|者|创|造|价|值

Create value for the customers

## Newsletter

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

- 记录精彩时刻：7 张 / 秒的高速连拍功能，帮助人们捕捉和留住生活中最珍贵的瞬间；
- 分享快乐体验：内置 Wi-Fi 功能，帮助他们实现与朋友家人分享照片的快乐。

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 to:

- 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 7shots/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.

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".

### 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“客户感动”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。佳能（中国）基于环保原因，敬请用户将所更换的配件留给维修店，以便统一回收进行环保处理。



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.

### 关怀眼睛健康，凸显“人本科技”

### ——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

### ---Canon showcases its professional medical equipment at Canon Fundus Disease Conference

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，



“TX-20 眼压计”实现“一键轻触”的快速检测，为医生和患者带来双向便利。

"TX-20 tonometer" realizes speedy operation with "one button soft touch", make it easy for both doctors and patients.



“CR-2 免散瞳数字眼底照相机”具备小瞳孔模式、低闪光拍摄、快速双眼连拍等特性，在精确诊断的同时带来舒适环保的使用体验。

"CR-2 non-mydratic digital fundus camera" does well in microcoria mode, low flashlight shooting, speedy continuous capture for both eyes to ensure comfortable and green experiences with precise diagnose.



## 责任佳能

Basic Responsibility

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Integrity & Compliance

## Newsletter

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

## 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”，同步发展，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 and ZD culture have been 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。



### Build ZD culture together

Mutual operation policy is the base of our cooperation and pursuit of win-win. A notice signed by our president is sent to our vendors at new year as our appreciation and publicity of

our ZD culture, which advocates compliance and obeying laws and regulations.

In 2014, in order to let the dealers gain better understanding of our ZD culture, we added a section in dealer meetings to call for people's attention on ZD by the president or heads of business units. Additionally, a delicately made note pad was given to all as a gift, on which you could find the tip-off website address of Canon Asia Marketing Group and the mascot of ZD, “ZeeDee Kitten”, to deliver the idea in a relaxing atmosphere.

### “佳能 BIS 商学院”

我们向合作伙伴提供技术、能力建设等支持，共同满足中国市场的需求。为持续提升当地经销商的竞争力，我们面向商务影像方案部的经销商合作伙伴开办“佳能商学院”和在线学习平台，以定制化、实用性更强的培训课程，增强合作伙伴的管理和业务能力，强化售后服务能力。



在线学习平台

### “Canon BIS Business School”

We provide technology and training to our partners to meet Chinese customers' needs together. In order to further strengthen local dealers' competitive power, we opened “Canon Business School” and its online platform for our dealers and partners to increase their capacity in management, operation and after-sales service with customized, practical courses.

### 打破固有观念的沟通

我们如何使经销商们“感动常在”呢？除每年各事业部都会举行经销商大会外，我们利用一切可能的途径，与经销商进行更为频繁、形式多样和面对面的沟通。

比如，在 2014 佳能广州博览会上，我们面向经销商举办“解密未来办公发展趋势、畅想未来办公新潮流”、“佳能，政府文印办公的好帮手”、“精益管理”——未来办公新思路”、“快印行业应用研讨会”等讲座，帮助经销商更好地理解产品创新性能以及客户需求。

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。以 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 instance, 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

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

## 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、服务中国的信心，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统括管理部门、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

综合管理体系推进部制作《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》，帮助员工管理和提前预防办公室安全风险。

## 佳能（中国）有限公司 OHSAS基础知识手册 (2013年) QEHS Div.

### 目 录

1. 基本概念
2. CCN 2013年综合经营管理体系方针
3. CCN 职业健康安全管理体系（OHSAS）目标
4. 管理方案
5. 危险源管理
6. CCN OHSAS重点推进项目
7. 职业健康安全法律法规对应体制及管理
8. 职业健康与安全管理实务
9. 联络方式

OHSAS 基础知识手册



## 责任佳能

Basic Responsibility

## 员|工|责|任|实|践

### Responsibility for staff

## Newsletter

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

佳能（中国）每年有超过 80% 的员工因公出差。安全美化委员会推出了《差旅安全》手册，并由人力资源战略本部进行修订。

健康安全之窗作为公司内网的统一窗口，方便员工找到所有与健康安全相关的各种资料。

### 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%.

### 驾驶员俱乐部

佳能（中国）秉持“健康第一”、“家人第一”及“感动员工”理念，成立“驾驶员俱乐部”，定期发放“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.



《差旅安全》手册



健康安全之窗





## 责任佳能

Basic Responsibility

## 绿|色|发|展|品|质

### Green Quality

## Newsletter

Corporate Social Responsibility

佳能（中国）企业社会责任专刊

## 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

“没有环境保证，就没有生产资格。”

我们将对自己严苛的要求写进了佳能“环境宪章”，向全社会宣布：既要企业的发展，又要争取财富和环保的双赢。我们的目标是争做环境品牌 No.1。

在日本最有影响力的环保排行“环境经营度调查”（日本经济新闻社主办）中，佳能成为唯一一家在“产品对策”项目中评价获满分的公司。

那么，在看得见的佳能产品背后，有哪些你不曾了解的环保设计和品质？又有怎样看不见的环保理念和技术？让我们通过研发、销售、使用和回收的整个过程来盘点一下吧。

“No qualification for production without environment protection”

We have put our strict standard in “Canon’s Environment Charter” to announce to the society: we pursue both the company’s development and double-wins of business and environment. It is our goal to become No.1 of green brand.

Canon was the only company to receive full marks in the item of “Product policy” in “Environment operations investigation” (held by Nikkei New), the most influential environment ranking in Japan.

Behind visible Canon products, what kind of environmental design and quality are there those are less explicit to the customers? And what invisible environmental notion and technology are supporting all these? Let’s review it throughout the whole process from R&D, sales to recycle.

处理过程不会引起 CO<sub>2</sub> 增加：佳能 iR-ADV C2000 系列彩色数据复合机采用有机植物制成生物塑料，产品废弃焚烧处理时释放的 CO<sub>2</sub> 会再次被植物吸收，处理过程不会引起 CO<sub>2</sub> 总量的增加  
No increase of CO<sub>2</sub> in the process: Canon iR-ADV C2000 series color multifunctional printer is made of bioplastic out of organic plants. CO<sub>2</sub> released from the machine when it is being burned will be absorbed by plants to avoid extra CO<sub>2</sub> production.

“闭环回收再利用”：佳能“闭环回收再利用”技术，能够避免回收硒鼓品质下降问题，使回收品与新品质量保持一致，实现多次循环利用。

“closed loop recycle”: Canon utilizes the technology to avoid quality deterioration of the cartridge. So the recycled models maintain its qualities as the new ones to realize multiple recycle.

双面多合一输出：减少打印纸张消耗

Double-sided and all-in-one output: decrease consumption of paper

无纸化传真方案：实现传真无纸化归档和传真通知、安全性等功能

Paperless fax solution: realize paperless fax filing, notice and safety control etc.

管理和分析打印行为：让管理者对环保使用更有掌握

Management and analysis of printing: inform the manager of the operation of the equipment in terms of environment

案例 4：科技制造绿色办公行动

Case 4: technology guarantees green office action

- 将多页文档合并在一页纸上打印输出，减少打印张数。
- combine multiple pages into one page to reduce output pages

双面、多合一输出，节省纸张  
double-page, all-in-one output to save paper

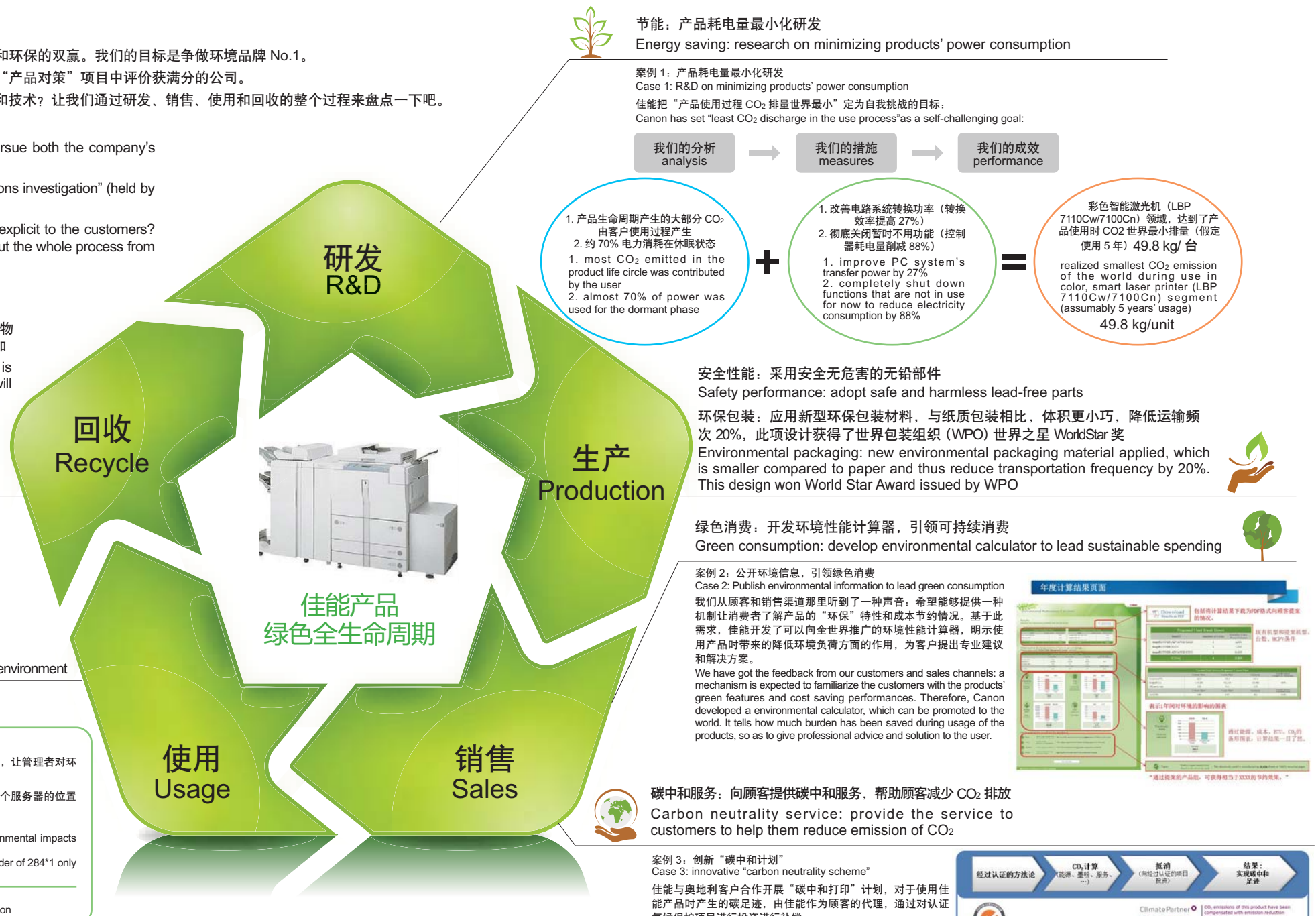
- 通过邮件直接收发传真，实现传真无纸化归档和传真通知、安全性等功能。
- receive and send fax via e-mail to realize paperless fax filing, notice and safety.

无纸化传真方案  
paperless fax solution

- 利用刷卡打印解决方案，可在操作面板上删掉不需要的打印作业。
- 佳能刷卡打印系统所提供的报告包含了打印对环保作出的影响等分析，让管理者对环保使用更有掌握！
- 刷卡打印和文档管理系统相结合，占用 284\*1 活页夹的文件只需要一个服务器的位置便可收藏。
- use credit printing solution to delete unwanted tasks on the panel
- credit printing system provides report that contains analysis on environmental impacts and so on to make it clear to the manager
- integrate credit printing and document management to save space, a folder of 284\*1 only takes up a tiny spot on the server

佳能的刷卡打印系统分析和打印行为

Canon's credit printing system provides analysis and management function



节能：产品耗电量最小化研发

Energy saving: research on minimizing products' power consumption

案例 1：产品耗电量最小化研发

Case 1: R&D on minimizing products' power consumption

佳能把“产品使用过程 CO<sub>2</sub> 排量世界最小”定为自我挑战的目标：

Canon has set “least CO<sub>2</sub> discharge in the use process” as a self-challenging goal:

我们的分析  
analysis

我们的措施  
measures

我们的成效  
performance

1. 产品生命周期产生的大部分 CO<sub>2</sub> 由客户使用过程产生
2. 约 70% 电力消耗在休眠状态
1. most CO<sub>2</sub> emitted in the product life circle was contributed by the user
2. almost 70% of power was used for the dormant phase

1. 改善电路系统转换功率（转换效率提高 27%）
2. 彻底关闭暂时不用功能（控制器耗电量削减 88%）
1. improve PC system's transfer power by 27%
2. completely shut down functions that are not in use for now to reduce electricity consumption by 88%

彩色智能激光机（LBP 7110Cw/7100Cn）领域，达到了产品使用时 CO<sub>2</sub> 世界最小排量（假定使用 5 年）49.8 kg/ 台  
realized smallest CO<sub>2</sub> emission of the world during use in color, smart laser printer (LBP 7110Cw/7100Cn) segment (assumably 5 years' usage)  
49.8 kg/unit

安全性能：采用安全无危害的无铅部件

Safety performance: adopt safe and harmless lead-free parts

环保包装：应用新型环保包装材料，与纸质包装相比，体积更小巧，降低运输频次 20%，此项设计获得了世界包装组织（WPO）世界之星 WorldStar 奖

Environmental packaging: new environmental packaging material applied, which is smaller compared to paper and thus reduce transportation frequency by 20%. This design won World Star Award issued by WPO

绿色消费：开发环境性能计算器，引领可持续消费

Green consumption: develop environmental calculator to lead sustainable spending

案例 2：公开环境信息，引领绿色消费

Case 2: Publish environmental information to lead green consumption

我们从顾客和销售渠道那里听到了一种声音：希望能够提供一种机制让消费者了解产品的“环保”特性和成本节约情况。基于此需求，佳能开发了可以向全世界推广的环境性能计算器，明示使用产品时带来的降低环境负荷方面的作用，为客户提出专业建议和解决方案。

We have got the feedback from our customers and sales channels: a mechanism is expected to familiarize the customers with the products' green features and cost saving performances. Therefore, Canon developed an environmental calculator, which can be promoted to the world. It tells how much burden has been saved during usage of the products, so as to give professional advice and solution to the user.

年度计算结果页面



碳中和服务：向顾客提供碳中和服务，帮助顾客减少 CO<sub>2</sub> 排放

Carbon neutrality service: provide the service to customers to help them reduce emission of CO<sub>2</sub>

案例 3：创新“碳中和”计划

Case 3: innovative “carbon neutrality scheme”

佳能与奥地利客户合作开展“碳中和打印”计划，对于使用佳能产品时产生的碳足迹，由佳能作为顾客的代理，通过对认证气候保护项目进行投资进行补偿。

Canon joined hands with Austrian clients to develop “carbon neutrality scheme” to compensate for the carbon prints generated during usage of Canon products. It is realized by Canon as the agency via investing climate protection programs.





**责任佳能**  
Basic Responsibility

**沟 | 通 | 与 | 分 | 享**  
Communication and Sharing

**Newsletter**  
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佳能（中国）企业社会责任专刊

## 分享责任中国行 – 中国 CSR 领先企业调研活动广州站圆满完成

### Sharing responsibilities across China – leading companies of CSR in China completed investigation in Guangzhou

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鲁杰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、华润集团、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，都给调研组成员留下了深刻印象。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，创新性地塑造“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，也让在各行各业中努力推进 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。



In 4<sup>th</sup> to 5<sup>th</sup> 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 and shouldering 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.





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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！

更多信息，请登陆：[www.canon.com.cn](http://www.canon.com.cn)

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