

you can  
**Canon**

# Corporate Social Responsibility

## The Story of Green and Blue



## Our philosophy of Kyosei

Canon's commitment to CSR is rooted in:

“Living and working together  
for the common good” (1988)

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## Green is just a shade of blue.

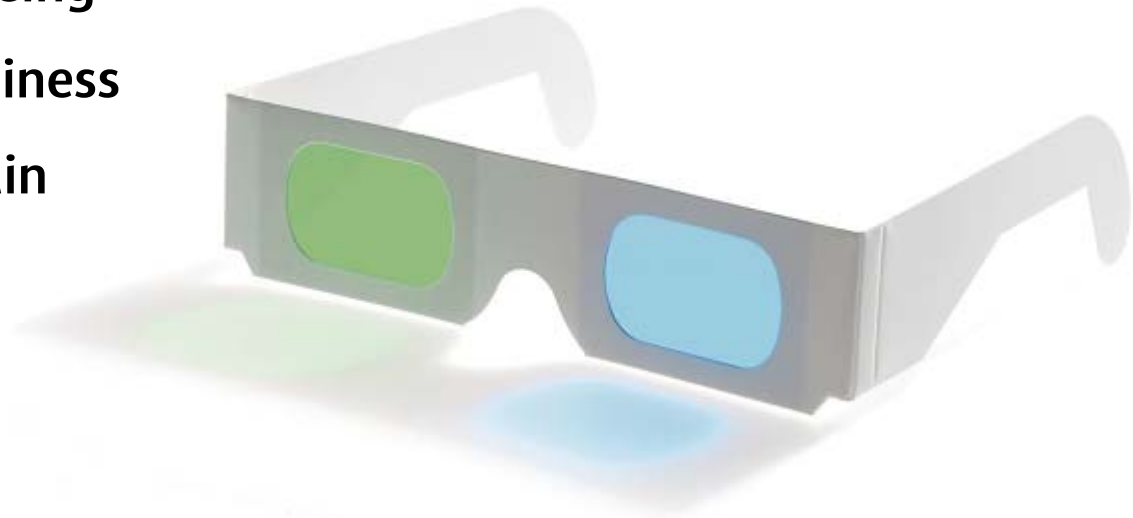
Being **green** is a valid part of our philosophy,  
but it's just a part of the bigger, **bluer**, picture.



# Truly holistic challenge

Our focus is on:

- **Environmental issues**
- **Social issues**
  - Local & global community
  - Staff wellbeing
  - Ethical business
  - Supply chain
  - Education



# CSR as an integral part of our business



Source: Michael M. Porter, *Competitive Advantage: Creating and Sustaining Superior Performance*, 1985

# Main CSR Action Areas



**Corporate  
Governance**



**Product  
Lifecycle**



**Power of  
Image**



**Local & Global  
Communities**



**Responsible  
Operations**



**Workplace &  
Wellbeing**



**Education  
& Science**



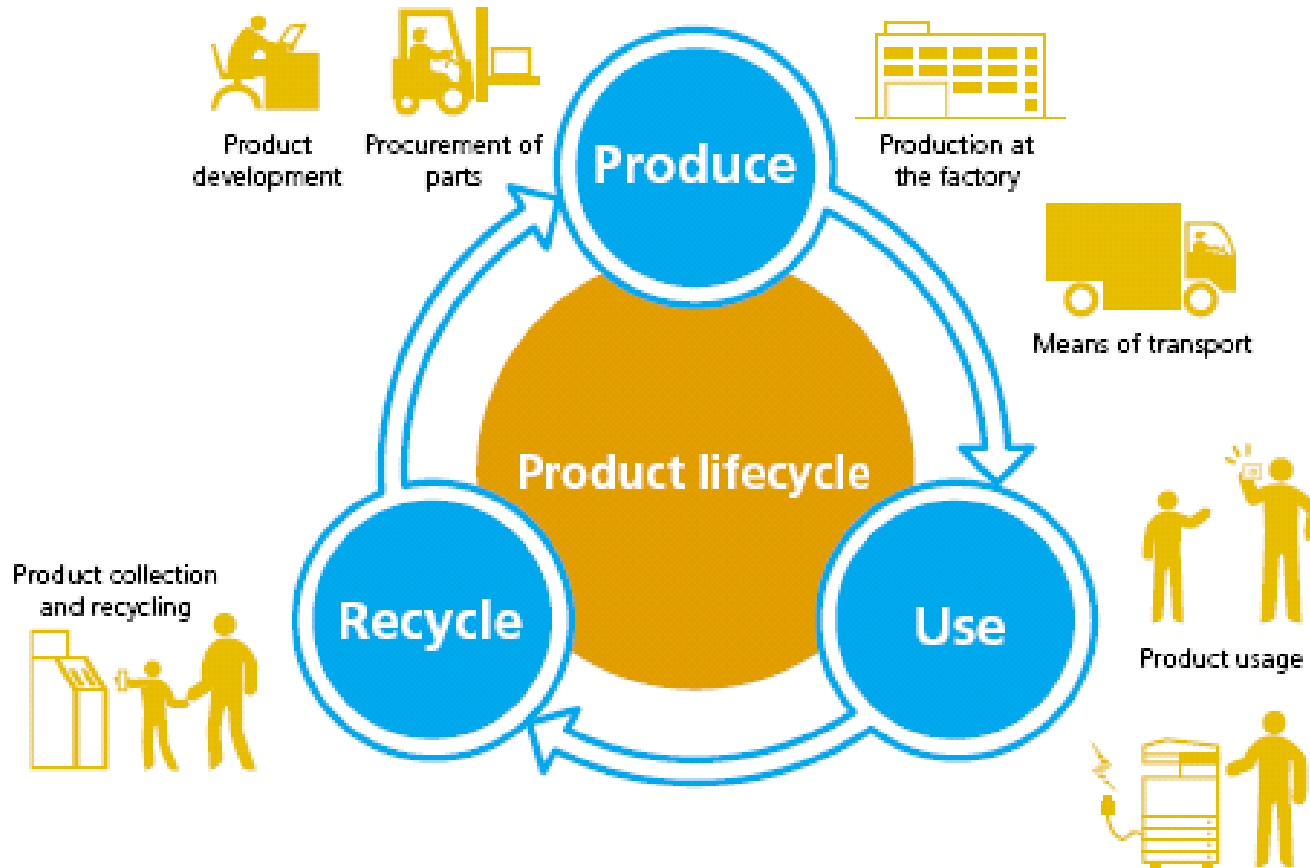
# Corporate Governance

- **CSR Steering Committee**
- **Code of conduct**
- **3 Selfs principles**
- **Legal & regulatory compliance**
  - **Data protection**
  - **WEEE and REACH**
  - **Sarbanes Oxley (SOX) etc.**





# Product Lifecycle



# Product Innovation

- **‘Green’ calculator**
  - Manufactured in part using recycled copiers
- **Energy and resource conservation**
  - Energy Star label
  - Lower standby energy consumption
  - On-demand fixing technology
  - Multifunctional products
  - Smaller and lighter products
  - Workgroup print solutions



IXUS camera

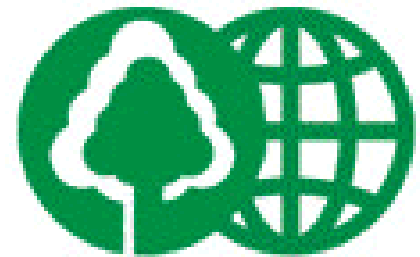


i-SENSYS laser printer



## Responsible Operations

- CO2 reductions & energy savings
  - Business operations and logistic
- Purchasing of green energy
- Resource conservation & waste management
- ISO14001 certification worldwide
- Responsible supply chain
  - Green procurement policy
  - Sustainable Sources of Paper
  - Multi Modal distribution





## Power of Image

- Arts and culture
  - CoBrA Museum, Amstelveen, Netherlands
- WWF Image database
- Photographic Competitions
- Using technology to make a difference
  - Portable Digital Radiography systems





## Workplace & Wellbeing

- **Diversity and equal opportunities**
- **Work-life balance**
- **Employee development**
  - CCI, CBS, and ICT Academies
- **Employee engagement**
- **Health & Wellbeing**





## Local & Global Communities

- Red Cross Youth oriented projects
- WWF's First Conservation Partner
  - Image Gallery, PAN Parks, Polar Bears
- Supporting our employees' activities
- Humanitarian aid & disaster relief
  - Asian tsunami in 2004 (€80,000)0





## Education & Science

### — Canon Foundation

- Supporting academic exchange and researchers in Japan and Europe

### — Polar Bear Tracker programme

- Educational zone for children in collaboration with WWF



## 3<sup>rd</sup> Party Recognition

- FTSE4Good   
FTSE4Good
- 50 Best Green Companies (UK 13<sup>th</sup> Place)   
THE SUNDAY TIMES  
BEST GREEN COMPANIES
- Great Place to Work (Norway 6<sup>th</sup> Place)
- ClimateCounts 74 
  - One of the highest scores in our sector
- The Times Top 50 Where Women Want to Work



## For additional information download

- ['Green is just a shade of blue' Corporate Social Responsibility brochure](#)
- [Canon Sustainability Report 2008](#)

