

# Newsletter

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

2012  
总第03期

## 用色彩和影像 开启心灵的翅膀

Open heart with colors and images

行善如流，贵在坚持

Persisting in doing good deeds

心系学生，支持教育

Care about students and support the development of education

以“共生”推动可持续发展的绿色社会

Advance sustainable green society by "kyosei"

CSR  
第三期

3<sup>rd</sup> Issue

影像公益

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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：  
CD\_CSR@canon.com.cn，期待您与我们有更多的沟通与互动！





## 卷首语

Preface

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



## 行善如流，贵在坚持

Persisting in doing good deeds

“企业做社会责任贵在坚持，不能是偶然性的行为”，当副总裁高桥充夫向我表述上述观点时，我欣然地笑了，因为我们是志同道合者。合抱之木，生于毫末；九层之台，起于累土，凡事需要从小事做起，但最难的却是坚持。

佳能 1997 年进入中国，十多年来始终不渝地在实践企业责任。有时候我会问，是什么力量可以驱动一个企业或一个人持续地履行社会责任呢？其实企业和个人一样，在从事公益之举时或多或少都胸怀一种社会理想。

管理大师吉姆·柯林斯曾提出，伟大的企业应该有“利润之上的追求”，利润就像人体需要的氧气、食物、水和血液一样，但这些东西不是生命的目的。利润是企业生存的必要条件，但利润不是企业的最终目的。放在企业社会责任的情境下，“利润之上的追求”更像是一种社会理想，之于佳能，这种理想就更加具体，它是我们常常提到的“共生”——与各地的利益相关方携手共进，

Canon entered the Chinese market in 1997 and from the start has committed to practicing corporate social responsibility. Because we believed a great company should pursue more than profit. "A pursuit beyond profit" is Canon's specific aspire. It refers to the company's guiding principle of "kyosei"—co-existing with all parties to build a progressive society and one that coexists in harmony.

With such great ambitions, Canon has made great progress in CSR. In this newsletter, we will introduce to you Canon's "Volunteer Teaching" and "Colorful Classroom" programs.

努力建设“共同生活、共同劳动、幸福生活”的社会。

承载着这样的理想，佳能在企业责任领域精耕细作，记录和积累下的硕果颇为丰富。在这期的月刊中，我们将向大家介绍“志愿者支教”和“色彩教室”的情况。这两个项目都是佳能在教育领域多年支持的项目，同时也是备受感动的项目。

从 1997 年起至今，佳能通过捐资中国青少年发展基金会共支援建设了 9 所希望小学；2007 年，“你帮我帮你”项目的启动，使得希望小学硬件设施的改善对优化教育环境、提升教学质量产生了明显效果；2008 年佳能推出“影像·希望之光”项目，利用佳能的影像优势，开办影像趣味课堂，通过学习摄影帮助提高学生的认知能力、社会化发展和美育素质，同时还在校际之间开展影像交流活动，搭建学生间沟通交流的平台，促进学生的社会化发展；从 2009 年开始，“影像·希望之光”将影像趣味课堂和影像交流活动从 9 所佳能希望小学推广到 100 所希望小学，累计有 3000 多名学生参与活动，拍摄照片上万幅，并通过佳能在

全球的经营网络，与日本、越南等地的青少年进行摄影作品的交流，帮助他们用影像跨越语言的障碍，相互了解，建立友谊的桥梁。

在 2012 年上半年举办的各地志愿者支教活动和“色彩教室”捐赠活动中，我们的员工教给希望小学的孩子们用镜头来记录童年的色彩和感动。所收集到的影像图片将用于后续的影像交流活动中，与亚洲其它地区的孩子们交流互换，以影像的方式建立孩子们之间的友谊，增加相互间的沟通了解。

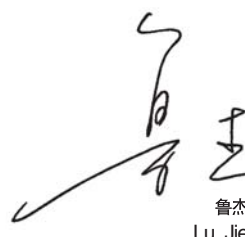
此外，这期月刊中我们还采访了公司高层——柴丸茂副总裁、高桥充夫副总裁。我们时常说知行合一，两位管理者不但亲身参与了教育支持活动，并共同认为“佳能的使命是回报社会，同时佳能也有责任创建一个良好的平台，让每一个员工都能投身行动，履行自己的社会责任”。让我们一起听听他们的 CSR 观点，了解外国同事在教育支持活动中的感受。



佳能志愿者和希望小学的孩子们

Since 1997, Canon (China) has consecutively financed the construction of 9 "Hope Primary School". Over years, we have not only improved facilities of these schools, but also launched the "Image·Lights of Hope" program to help students improve their cognitive abilities and social development.

In addition, we interviewed Canon's executives, Mr. Shibamaru Shigeru and Takahashi Mitsuo to share their views on Canon's responsibility to contribute to society by devoting resources to the community.

  
鲁杰  
Lu Jie

佳能（中国）有限公司企业品牌沟通部 副总经理  
Assistant Director of Corporate Communications Division,  
Canon (China)



## 影像说新闻

Image News

## Newsletter

Corporate Social Responsibility

佳能（中国）企业社会责任专刊

## 为爱添彩

Adding Color, Building Love

佳能，用色彩和影像，  
构建关怀的起点

Canon uses colors and images  
to help children



佳能（中国）获得由中国环境保护部环境发展中心颁发的“中国环境标志贡献奖”

2012年5月4日，佳能（中国）参加了在北京钓鱼台国宾馆举行的中日韩三国环境标识合作与互认协议签署仪式，获得了由中国环境保护部环境发展中心颁发的“中国环境标志贡献奖”，这是中国环境保护部对佳能（中国）一直以来在中国绿色环保方面所做出的努力和成果的肯定。

On May 4, 2012, Canon (China) Co., Ltd. attended the signing ceremony of Environmental Labeling Cooperation and Mutual Recognition Agreement at the Diaoyutai State Guesthouse in Beijing. The company won "China Environmental Labeling Contribution Award" issued by the Environment Development Center of the Ministry of Environmental Protection which recognized Canon's efforts and results in environmental protection.



北京大学佳能奖学金颁奖仪式

2012年5月26日，佳能（中国）启动了全国范围内的希望小学支教活动，并分别在河北、杭州、西安、成都、重庆、大连等几个城市的希望小学展开，共计110名佳能员工与660名学生开展了交流，公司高层也亲自参与其中，为当地希望小学的贫困学生带去别开生面的“影像趣味课堂”，旨在通过影像教育，培养小学生的社会认知力发展。

5月22日下午，“北京大学2011年度佳能奖学金”颁奖仪式在北京大学陈守仁国际会议中心举行。佳能（中国）副总裁高桥充夫、北京大学常务副校长张彦等出席了颁奖仪式，为20名获奖学生颁奖。“北京大学佳能奖学金”设立于1998年，本金为5000万日元，用于资助数、理、化、信息管理、计算机、环境科学、日语、哲学等专业本科三年级或研究生二年级学生，旨在鼓励学生在校期间开展科研、提出具有创新性的学术观点和学术成果。

On the afternoon of May 22, "2011 Canon Scholarship for Peking University" awarding ceremony was held at the Chen Shouren International Meeting Center of Peking University. Mitsuo Takahashi, Vice President of Canon (China) Co., Ltd., and Zhang Yan, executive Vice President of Peking University presented the awards to 20 recipients. The "Peking University 2011 Canon Scholarship" was established in 1998 with a fund of JPY50.00 million. The scholarship is designed to help third-year undergraduates or second-year postgraduates majoring in mathematics, physics, chemistry, information management, computer, environmental science, Japanese and philosophy. The scholarship encourages students to further their research and focus on innovative academic achievements.

On May 26, 2012, Canon (China) initiated the activity of volunteer teaching across the country, as part of the program of "Hope Primary School" in cities like Zhashui, Xi'an, Chengdu, Chongqing, Hangzhou. 103 Canon's staff and 630 students participated in the program. The program utilized colorful "image lessons" to raise social awareness of primary students through image education.

2012年5月26日，佳能（中国）携手立邦（中国）涂料有限公司，与中国青少年发展基金会合作在河北省半壁山镇佳能希望小学共同启动了“色彩教室”，旨在通过色彩和影像，提高希望小学美育教育，提升孩子们的智力、记忆力和社会认知的发展，为中国贫困地区的基础教育做出贡献。

On May 26, 2012, Canon (China) Co., Ltd. and Nippon Paint (China) Co., Ltd. cooperated with China Youth Development Foundation to launch the "Colorful Classroom" program in Banbishan Canon Hope Primary School of Hebei Province. The program's goal is to improve the aesthetic education of primary school through application of color and images, thereby improving the students' cognitive abilities. By doing so, we could contribute to basic education in impoverished areas of China.



佳能（中国）“色彩教室”启动仪式





## 封面故事

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Corporate Social Responsibility

佳能（中国）企业社会责任专刊

## 用色彩和影像 开启心灵的翅膀

Open heart with  
colors and images

## 佳能以影像技术探索 支持贫困儿童教育事业 的新方法

Canon's new method of  
supporting impoverished  
children with image technology

色彩，一直以来都被赋予奇妙的能量，带给生活众多改变。在佳能（中国）一直不懈地以影像技术支持贫困儿童教育的长远征途中，借助色彩和影像优势，佳能为贫困儿童的基础教育和心理发展提供了有力的支持。

2012年5月26日，佳能（中国）携手立邦（中国）涂料有限公司，在河北省半壁山镇佳能希望小学共同启动了“色彩教室”，这是一个与中国青少年基金会合作，旨在提高希望小学美育教育的全新公益项目。

项目启动之际，佳能（中国）为“色彩教室”项目捐赠了70台小型数码相机以及14台喷墨打印机、28台激光打印机，同时立邦捐赠了3套立邦美术教室的教具，并为3所希望小学涂刷外墙及内墙，改善教学环境。同时，佳能（中国）和立邦涂料（中国）还计划在未来分别为“色彩教室”项目培训摄影教师和美术教师，该项目年内将在全国各地的14所希望小学内陆续进行，

Canon (China) has relentlessly provided support to education for children in poverty-stricken areas through the use of imaging technology.

On May 26, 2012, Canon (China) and Nippon Paint (China) Co., Ltd. launched the "Colorful Classroom" program in Banbishan Canon Hope Primary School in Hebei Province. Canon (China) donated digital cameras, ink-jet printers and laser printers while Nippon Paint donated 3 sets of teaching materials for art classes. Training of photography & art teachers by both companies is a significant part of the program. The "Colorful Classroom" program will be rolled out to 14 primary schools.

其中包括重庆市合川区双槐镇佳能希望小学等。

科学研究表明，小学儿童，特别是低年级儿童，具像思维还占有重要地位。因此，彩色影像等具像事物更容易吸引儿童的注意力，并能激发其感知觉、记忆力、智力的发展。“色彩教室”项目的目的就是希望通过色彩和影像，帮助希望小学的孩子认知社会，促进其社会化发展。

佳能（中国）企业品牌沟通部副总经理鲁杰谈到“色彩教室”项目时表示：“佳能（中国）在‘影像公益’战略下，一直致力于利用企业自身优势解决社会急需解决的问题，并且希望通过自身的力量带动更多的人参与其中。我们会搭建一个影像交流的平台，把希望小学的孩子眼中、笔下绚丽美好的校园、学习、生活通过影像和国外的孩子们进行交流分享，帮助孩子们拓宽视野、增进了解、建立友谊。佳能还将把影像交流的成果在今年佳能博览会上以图片展的方式呈现给大家。”

色彩教室只是佳能（中国）公益理念的具体表现之一，早在色彩教室诞生之前，佳能（中国）就一直致力于利用影像优势开展面向希望小学儿童的关怀和教育活动。从1995年开始，佳能（中国）通过中国青少年发展基金会捐建了9所希望小学。自2007年开始，陆续启动了“你帮我帮你”项目，从物质上为贫困儿童提供资助和良好的学习环境。然而，佳能（中国）虽深知硬件设备的必要性，也明白和物质条件同样紧迫和不容忽视的，是希望小学孩子们的软件教育，以及他们智力、心灵、感知觉还有社会认知力等各方面能力的培养，硬件和软件缺一不可，相辅相成。

在硬件环境投资基础上，佳能（中国）展开了名为“影像·希望之光”的儿童教育项目，利用佳能在影像技术上的优势，培养孩子们通过影像来认识生活中的美好，提高他们的认知能力和社会化发展。截至2011年，佳能为全国100所希望小学设立了“影像趣味课堂”，受益学生达

Scientific research shows that colorful images will draw the attention of children more easily and inspire children's sensory perception, memory and intellect. The purpose of "Colorful Classroom" is to help pupils to develop social recognition with the help of colors and images.

Lu Jie, assistant director of Corporate Communications Division of Canon (China) said, "Canon (China) has been dedicated to solving social issues by leveraging its technological strengths. We will build a platform for students of these primary schools, we also arranged foreign students to exchange photos with them, helping them broaden their views."

到3000人，同时也通过中外小学生影像交流活动，帮助孩子们拓宽视野、促进交流，为孩子们开启了看世界的另一扇窗。

在佳能中国，有一支上百人的志愿者队伍散在各地，他们积极参与着希望小学的影像趣味课堂活动。其中，有些志愿者连续五年参与支教活动，与希望小学的孩子结下了深厚的友谊。为了更有效地开展志愿者活动，佳能志愿者委员会为各地分公司组织安排了志愿者意识和技能的培训，通过志愿者意识的建立、志愿服务技能学习、NGO志愿经验分享等进阶课程的培训，让员工志愿者们在活动中发挥更大的主动能动性和个人价值。

从佳能希望小学，到影像趣味课堂，到中外小学生影像交流，再到色彩教室，佳能（中国）在支持中国贫困地区基础教育的道路上持续探索和耕耘着，希望能够尽企业所能，从硬件设施到软件教育，为中国的教育事业贡献一份力量，也让更多孩子能够快乐和健康地成长。



小学生给伙伴们拍照



小学生将自己拍的照片投递进邮筒，用来和其他国家、地区的小朋友交流

"Colorful Classroom" is another example of Canon (China)'s commitment to education. Over years, it has funded 9 primary schools. It also launched another educational program, the "Image·Lights of Hope". At Canon (China), nearly one hundred employee volunteers actively participated in image teaching activities throughout China. Some volunteers have attended teaching activities for five years and have forged profound relationships with the students.



## 对话高层

Dialogue with Executives

## Newsletter

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

## 心系学生，支持教育

### Care about students and support the development of education

孩子就是明天的希望，是国家发展的希望所在。佳能（中国）从1995年至今展开了一系列面向中国青少年的公益关怀。2012年5月份，佳能（中国）启动了色彩教室项目，公司副总裁柴九茂先生、高桥充夫先生与佳能员工一道，历经4个小时的长途跋涉，前往希望小学支持当地教育。作为在中国工作的日本志愿者，让我们听听他们的所思所想。



佳能（中国）副总裁 柴九茂



佳能（中国）副总裁 高桥充夫

Children are the hope of tomorrow and important to a country's development. Canon has conducted a series of public welfare activities geared to the needs of the youth. In May 2012, Canon launched the "Colorful Classroom" program. Mr. Shigeru Shibamaru and Mr. Mitsuo Takahashi went to Hope Primary Schools to support the development of local education. Let's take a look at their insight:

**Q: What are your personal views on the "Colorful Classroom" program?**

**Shigeru Shibamaru:** I participated as a volunteer to experience the life and educational needs of local students. To tell you the truth, I thought that Hope Primary Schools were relatively poor, but I found

**问：您参加了色彩教室活动，有什么亲身感触吗？**

**柴九茂：**这次参加色彩教室活动，我完全是以一名普通志愿者的身份参与其中，去亲身体验和理解当地儿童的生活方式和教育需求。说实话，我原本以为中国的希望小学会比较贫困，但后来发现我的认知与现实是有差距的。我的同事告诉我，经过这么多年的公益捐赠，希望小学在硬件设施上已经有了很大改善，物质上并不像以前那样匮乏。但相比较大城市的孩子，希望小学在软件设置上还有很大的差距。我在学校教孩子们使用相机时，发现孩子们对获取外界知识充满了渴望。因此，这让我开始思考，企业支持教育，不仅仅是捐钱、捐物，而是要利用自身的优势为当地社区创造价值，以希望小学来说，我们要在硬件和软件两方面都进行援助。

**问：佳能一直鼓励员工参与支教活动，企业是如何激励员工的呢？**

**高桥充夫：**在我看来，社会责任不单单是企业的事情，每个人都需要履行自己的社会使命，这在佳能（中国）被称为“HSR”——个人社会责任。同时，企业有责任为员工创建良好的体系和平台，鼓励员工与企业一起贡献力量，共同承担肩负的社会责任。具体来说，佳能为员工提供了志愿者技能

the reality was somehow different. My colleagues told me that the facilities of these primary schools have been greatly improved after many years of donations. However, the software still lags behind compared to the schools in big cities. When I taught these kids how to use cameras, I found that these kids were eager to acquire knowledge from the outside world. I began to believe that companies should support education development not only by donating money and goods, but also using their strengths to provide unique assistance, such as our imaging hardware and software.

**Q: Canon has always encouraged employees to participate in volunteer teaching activities. How does the company encourage employees' participation?**

**Mitsuo Takahashi:** In my opinion, performing social responsibility is not only the company's responsibility, rather should it be everybody's responsibility. It is known as "Human Social Responsibility" (HSR) at Canon. At the same time, companies are responsible for building a good platform to encourage employees to fulfil social responsibilities. For example, Canon offers training for volunteers about volunteer consciousness and practical skills.

培训，补充志愿者意识和服务技能知识，鼓励员工积极参与志愿者活动。

**问：佳能通过企业间合作来推动色彩教室活动，您如何评价这种合作关系？**

**柴九茂：**“色彩教室”是佳能（中国）与立邦（中国）携手合作，各自发挥核心技术优势共同来做公益，起到了1+1>2的效果。企业以往做公益，总是单独行动，资源和精力都是有限的。未来我们希望与更多志同道合的企业联手，共同发挥自身的优势来为社会尽一份力。公益是全社会的责任，需要社会各方共同努力，以达到共生。

**问：您如何评价色彩教室活动？**

**高桥充夫：**我很赞赏色彩教室活动，因为它不是一次性的活动，还有后续的影像交流活动，把孩子们在色彩教室活动里拍摄到的照片收集起来，与亚洲其他地区的孩子进行交换，让他们了解彼此的世界，建立沟通。从这个意义上来说，色彩教室和后续的影像交流活动在不同文化间架起了一座桥梁，用影像代替语言，帮助小朋友们跨越国界和语言的障碍自由交流。我是一名日本人，我在中国工作的时候也会遇到文化上的差异，因此，当我看到佳能能够汇聚集团的力量推进文化交流时，我感到很喜悦，因为这实际上是在推动友好，促进世界和平。

**Q: Canon promoted the "Colorful Classroom" program through partnership with other company. What is your motive on this kind of cooperative relationship?**

**Shigeru Shibamaru:** The "Colorful Classroom" program is a joint program between Canon and Nippon Paint. The program played a big role in improving public welfare. In the future, we hope to join hands with more companies that have a similar CSR philosophy, in order to contribute more to our communities. Public welfare is the responsibility of the whole society.

**Q: How would you rate the "Colorful Classroom" program?**

**Mitsuo Takahashi:** I am in favor of this program, because it is not a one-off activity. Instead, there will be subsequent exchange activities. As a Japanese working in China, I see a lot of cultural differences. When I saw Canon create an initiative that promoted cultural exchanges, I was very happy. In some ways, I think that by enhancing these friendships, we are also enhancing world peace.





## 佳能之道 绿色当道

Canon's Green Strategy

## Newsletter

Corporate Social Responsibility

佳能（中国）企业社会责任专刊

## 以“共生”推动可持续发展的绿色社会

Advance sustainable green society by “kyosei”

跨国企业在华历经了不同的发展阶段，从早期侧重业务增长，到现在越来越多地关注当地社区的环境保护问题，以及绿色经济和可持续发展议题。随着社会和经济环境的转变，跨国企业越来越多地意识到企业社会责任的重要性，一方面不断为当地社会注入新的商业活力，另一方面也不断为当地的绿色环保做出贡献，努力成为一名合格的企业公民。

2012年5月4日，佳能（中国）参加了在北京钓鱼台国宾馆举行的中日韩三国环境标识合作与互认协议签署仪式，获得了由中国环境保护部环境发展中心颁发的“中国环境标志贡献奖”，这是对佳能（中国）一直以来在中国绿色环保方面所做出的努力和成果的肯定。

佳能（中国）一直以来都积极践行“共生”理念，致力于与当地社区以及地球环境共生，并将此视为企业发展的前提和最终目标，在促进中国经济

Multinationals have evolved over decades in China. In the beginning, companies were concerned about business growth. But now more attentions are paid to environmental protection, green economy and sustainability issues. With social and economic changes, companies have realized the importance of CSR and have responded by contributing to local communities and protecting local environments.

On May 4, 2012, Canon (China) Co., Ltd. attended the signing ceremony of Environmental Labeling Cooperation and Mutual Recognition Agreement in Diaoyutai State Guesthouse Beijing. The company won “China Environmental Labeling Contribution Award” issued by Environment Development Center of the Ministry of Environmental Protection. The award recognizes Canon's efforts and results in environmental protection.

Canon (China) has always practiced the idea



和社会繁荣发展的同时，尽最大可能减少对环境负担，并致力于以领先的绿色科技为中国的环保做出贡献。

以佳能的办公产品为例，作为办公设备的领军企业，佳能的产品在“设计”、“生产”、“使用”到“回收再生”的整个“生命周期”内各个环节都运用先进的节能环保技术，努力降低二氧化碳排放量。在企划阶段，佳能就设定了产品整个生命周期中产生的二氧化碳目标值，在每一个部件甚至一个小螺丝钉的开发、设计中都进行模拟计算，力争最大限度减少二氧化碳排放；在生产环节，佳能按照欧盟和中国 RoHS 的要求实现了部

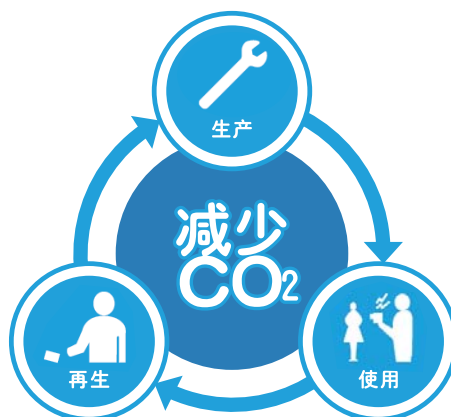
of “kyosei” (co-existence) and has made it a company priority by working to co-existing with local communities and global environment. While promoting China's economic development, it tried to reduce its environmental impact and contribute to China's environmental conservation through its green technology.

Canon's office product is an example of using advanced energy-saving and environmental technology throughout a product's entire life cycle. From design stage to manufacturing and recycle stage, Canon focuses on its environmental footprint every step along the way. The company strives to reduce carbon emission, requires all components to be lead-free and reduces the packaging material of the final product.

Canon (China) also actively raises employees' environmental awareness and these efforts have helped support a more sustainable green society.

件的无铅化，整个产品实现了轻量化和小型化，从而节省了材料、包装以及物流过程中的运输存储空间，有效减少了二氧化碳排放；在使用环节，佳能研发出了按需定影打印技术，实现了需要打印时瞬间达到高温，减少了能耗；在回收再生阶段，佳能积极开展资源循环活动，建立回收渠道，同时开发出再生材料技术，并应用于产品，实现了全面的节能降耗。

不仅仅在产品上，佳能（中国）同时也通过提高员工的环保意识，积极参与、支持和协助整个社会的环保活动，以“共生”的理念努力推进打造一个可持续发展的绿色社会。





## 媒体视角

Media Perspective

## Newsletter

Corporate Social Responsibility

佳能（中国）企业社会责任专刊

## 走近佳能影像公益 Canon's Color Campaign

### 用影像搭建沟通的桥梁

Using imaging as a bridge for communication



### 《走近跨国名企的色彩公益》

“今年适逢佳能（中国）成立 15 周年，而佳能参与希望工程、捐建希望小学更是早在 1995 年就开始了。佳能陆续开展了“你帮我帮你”、“影像趣味课堂”、“影像交流活动”等项目。佳能（中国）副总裁高桥充夫表示，将陆续收集各地希望小学孩子们的影像作品，同时利用佳能跨国公司这一平台，为国内外的孩子们搭建起一座通过影像作品进行交流的彩虹之桥，通过彩色的影像生动而真切地了解彼此的生活和心情，开拓视野、增进友谊。”

——覃达《国际商报》

“This year is the 15th anniversary of Canon (China). Since 1995, Canon has participated in projects to fund Hope Primary Schools. Canon has carried out image-based classes, image exchange activities and other programs. Canon (China)'s vice president said that it will collect photographs of primary school students and build a platform for photo exchanges between domestic and foreign students. This will deepen their mutual understanding and increase friendships.”

—— Qin Da, International Business Daily

### 《北京大学佳能奖学金颁发》

“作为全球知名的优秀企业，佳能一直秉承‘共生’的企业理念，积极参与社会公益活动。‘共生’是指不拘泥文化、习惯、语言、民族等差异，努力建设全人类永远“共同生存、共同劳动、幸福生活”的社会。中国作为佳能公司增长最迅速的市场，业务量连年以 30% 左右速度递增的同时也聘用了大批中国本土的优秀国际化人才，成为本土化程度最高的在华外资企业之一。”

——《小熊在线》

“As a well-known global enterprise, Canon has always adhered to the corporate philosophy of “kyosei” (co-existence) and has actively participated in social public welfare activities. “Kyosei” refers to an ideal situation that all human beings live together, work together and enjoy a happy life regardless of differences in cultures, habits, languages and nationalities. With China being the fastest growing market, Canon (China) has seen its turnover increasing at a rate of around 30% every year and hired a large number of local and international talents. The company is becoming one of the most well-localized multinational companies.”

——beareyes.com



北京大学佳能奖学金颁奖仪式





## 第三方声音

Third-party Voice

## Newsletter

Corporate Social Responsibility

佳能（中国）企业社会责任专刊

### 佳能利用企业优势资源， 贡献中国教育和环境事业

Canon uses its core resources to contribute to China's education and environment



希望小学的学生在制作影像交流卡



北京大学佳能奖学金颁奖仪式



### 中国青少年基金会副秘书长杨晓禹——“色彩教室”项目：

Yang Xiaoyu, Deputy Secretary General of China Youth Development Foundation  
——“Colorful Classroom” Program

“中国文化中非常重视教育，把孩子视作未来的希望。佳能与立邦在基础教育的公益项目上都能够利用企业自身优势，根据社会发展变化，从硬件到软件坚持不懈地支持希望工程，非常难得。而且，双方能够通力协作，开放自身的公益平台，号召员工、经销商以及更广泛的人参与其中，充分体现了双方在企业社会责任方面的共同理念和追求。”

“Chinese culture attaches great importance to education and considers children as the hope of the future. Canon and Nippon Paint have supported the Project Hope by leveraging their strengths to contribute to social development changes. Moreover, both parties cooperate with each other to open more opportunities for employees, dealers and others to participate in the program, reflecting both parties' common idea and pursuit of CSR.”

### 北京大学常务副书记张彦——“佳能北大奖学金”项目：

Zhang Yan, Executive Vice President of Peking University  
——“Canon Peking University Scholarship” Program

北京大学常务副书记张彦对佳能公司持续多年来一贯支持中国教育事业表示赞赏，对在北京大学设立该项奖学金制度表示感谢。张彦表示，北京大学作为世界知名学府，会深化和佳能等国际公司在各个方面的合作，产学研长。

Zhang Yan, executive vice president of Peking University, applauded Canon's support for Chinese educational business over years and expressed appreciation for establishing a scholarship at Peking University. Zhang Yan said that Peking University would deepen its cooperation with Canon and other international corporations in various fields.

### 中国环境保护部环境发展中心主任唐丁丁——“佳能获得中国环境标志贡献奖”：

Tang Dingding, Chief of Environmental Development Center of Ministry of Environmental Protection  
——“Canon won China Environmental Labeling Contribution Award”

“中国环境标志贡献奖”是对企业积极参与中国环境标志计划的肯定，是对企业社会责任和绿色行动的肯定。希望企业能继续执行环境标志理念，合理使用资源和能源，开发和生产环境友好产品，为中国绿色经济和可持续发展继续做出积极贡献。

“China Environmental Labeling Contribution Award” is a recognition for a company's active participation in China's environmental labeling plan, and its efforts in social responsibility and green action. I hope that Chinese enterprises can continue to develop environmental protection policies and rationally use resources for the development and production of eco-friendly products. I hope these companies will actively contribute to China's green economy and sustainable development.



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