

Newsletter

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

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“佳能影像之桥”项目
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9th Issue

影像公益

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卷首语

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在你我身边弘扬“大健康”理念

Promoting Great Health Concepts

公益事业，应该是做对公众有益的事情。所以，公益事业的内容，不应仅是对他人的帮助，弘扬健康向上的生活理念也是践行公益理念的另一个方向。

近年，公众对健康幸福的生活日益向往，对健康生活基础的身体健康更是非常关注，正是关注到这样的社会需求，考虑到佳能所拥有的独特医疗影像技术和设备，今年，我们深耕了佳能影像公益的一个重要领域——“社区服务”。在多个城市的社区举办了“佳能影像公益社区行”活动，借此通过自身的影像优势为城市居民们带去一份健康与关怀。在这样的活动中，佳能利用先进的“免散瞳眼底数字照相机”，准确清晰并且无创地为社区居民们拍摄和打印眼底照片，并由眼科专家根据眼底照片进行身体健康情况的预诊断，提高居民关注和预防早期疾病的意识，在有些社区还同时举行了摄影课堂等丰富的摄影讲座及体验活动。这些活动受到了社区居民们的热烈欢迎，也许正是这样的从身体到精神为大家带来快乐的健康

理念和活动，与居民们心中对健康生活方式的期盼产生了共鸣。

佳能（中国）之所以要举办“影像公益社区行”活动，不仅是希望为社区居民带去切实有益的身体检查，更重要的是，我们希望通过自身的优势技术、产品以及解决方案来倡导人们用更加健康积极的方式工作和生活，并将这种快乐向上的精神向他们的家人、朋友、同事、同学乃至全社会传递，从而使整个社会形成一股“大健康”的正能量。在践行佳能公益理念的过程中，新的公益模式、公益想法总会伴随着我们在公益之路上的行进长度而不断萌生出来。在这次“影像公益社区行”活动中，佳能率先把“免散瞳眼底数字眼底照相机”等尖端的医疗设备应用在企业公益活动中，对于佳能自己而言，也是开创了新的公益模式。

佳能作为一家企业立足于这个社会，无时无刻不在依靠着社会各方对佳能的支持。正是凭借着由这些支持而诞生的感恩之心，我们将公益活动对象范围扩大到社区居民像爷爷奶奶



爸爸妈妈的家庭这一群体。这也正是印证了我之前的希望：“做公益要用发自内心的动力”。

到现在为止，“影像公益社区行”活动已经在沈阳、南京、西安、广州等地举办了多次活动。接下来，佳能会吸取在之前公益活动中的经验，继续在其它城市展开更多的公益活动，为广大社区居民们更进一步了解佳能所宣传的健康理念继续努力。

祝各位拥有健康的身体，愉快的生活。

小澤秀樹

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)

Public welfare means, acting to do something for the betterment of the public. The content of public welfare should not only be helping others, but in addition, promoting healthy living ideas and the notion of practicing charity for others.

In recent years, people have been more and more yearning for a healthy and happy life, and very concerned about health conditions. In accordance to such social needs, Canon (China), organized “community,i-care” activities, taking advantage of Canon's own medical imaging equipment and technology for those living in the cities to bring more awareness to their health and create a more caring environment. At the events, community residents had their optical health assessed by local doctors using Canon's non-mydratric fundus camera, while the digital cameras were also used in some areas to assist in holding photography-related classroom lectures and other enriching activities. These activities were warmly welcomed by community residents, just because it's concept of caring about

both physical and mental health resonated with the expectation of the residents.

Canon (China)'s mind of holding the “community,i-care” activities was not in just hoping to foster tangible benefits for community residents through assisting their physical examinations, but rather in hoping that through the advantages of our technology, products and solutions, we could advocate healthier and more positive ways to work and live through the event, and this happy and progressive spirit would be shared with their families, friends, colleagues, classmates and even the greater society around them in hopes that society could form a “great health”, or enjoyable positive energy. In practicing Canon's public philosophy in the process, we could always come up with the new public service models and ideas. In our “community,i-care” activities, Canon has taken the lead in using cutting-edge non-mydratric fundus camera and other medical equipment for welfare activities, while simultaneously setting a

higher standard for public service initiatives.

Canon, a company based on community, is continuously relying on the support of all branches of society. It is by virtue of this support, founded often through sincerity and gratitude, that we will expand the scope of our public service initiatives to target more communities and their residents. This confirms precisely our previously stated hope, that we can develop public welfare from the bottom of our heart.

Until now, “community,i-care” activities have already been in active in Shenyang, Nanjing, Xi'an and Guangzhou, while also being organized in various forms in other as well. For our next step, Canon will draw upon lessons learned from previous public welfare initiatives while continuing to expand the scope of our activities to be held in even more cities in hopes that the majority of community residents will be able to better understand the concepts of health that are promoted by Canon, and continue being encouraged by our positive attitudes.



动态快报

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佳能（中国）在郑州举办清洁活动

Canon (China) Holds Clean-Up Activities in Zhengzhou

8月12日，佳能（中国）郑州分公司的员工志愿者们走上郑州街头，进行公益清洁行动，清扫公共设施、捡拾公共区域散落的垃圾。在进行清洁活动的同时，志愿者们还借此机会邀请现场群众在活动的环保条幅上签字承诺，为宣传和推广公益环保行动出一份力，共同维护优美、洁净的城市环境，参与活动的公众还收到了来自佳能（中国）郑州分公司的精美小礼品。



On August 12th, Canon (China)'s Zhengzhou Branch staff volunteers took to the streets of Zhengzhou to carry out public clean-up campaign that included cleaning public facilities and picking up litter that had been strewn in public areas. During the clean-up activities, volunteers also took the opportunity to invite people to sign on the banners to show their commitment to promoting public awareness, and encourage taking action to help maintain a beautiful and clean urban environment. Those who participated in the activities also received exquisite gifts from Canon (China)'s Zhengzhou Branch as tokens of thanks.

佳能（中国）呼吁员工响应“节电月”号召

Canon (China) Calls on Staff to Save Power

9月6日，佳能（中国）在公司内部举办“节电月”环保活动，通过在公司内网中发布公告等，号召全体员工多加注意日常工作生活中的“节电盲点”，如午休时注意关闭电脑显示器、照明灯，离开会议室关闭照明灯、空调或其它电器电源等。同时，佳能（中国）还在公司内部张贴节约用电宣传海报，以此宣传节电对于环境保护的意义并提醒员工们养成节电的好习惯。

On September 6th, Canon (China) launched its "Power Saving" environmental awareness in the workplace activity within the company using internal network to make announcements, calling on all staff to pay more attention to their work styles and weed out energy wasting habits that can occur in our "energy-saving blind spots", such as turning off the computer monitor when leaving for lunch breaks, or remembering to switch off the lights, air conditioner or other power supplies when leaving a conference room. Also part of the promotion has seen Canon staff posting electricity conservation posters to publicize the significance of energy-saving environmental protection attitudes while encouraging staff to form better habits in order to save energy and resources.



佳能“影像金融”全面助力银行业服务提升

Canon's "Finance through Imaging" Helps to Improve Banking Services

9月5日，佳能（中国）在中国国际金融（银行）技术暨设备展览会上向人们展示了“影像金融”在提升金融服务效率、安全保障、细节品质方面的力量。在当今金融信息化大潮中，如何用信息化提升金融业服务水平，已经成为新的课题和关注点。而在优化金融服务体验方面，影像信息日益显露其作用和价值。佳能（中国）首次以全系列、多类别产品和解决方案的阵容参加金融展，引领了金融行业以影像提升服务的新趋势。

On September 5th, Canon (China) showcased its "Finance through Imaging" at the China International Exhibition on Financial (Banking) Technology & Equipment, which can enhance the efficiency of financial service, security and the quality. In the wave of financial information coming at us all today, the use of imaging technology to enhance the standards of the financial services has brought about new issues and concerns. In the optimization of the financial services experience, imaged information is increasingly revealing its valuable role. Canon (China) is, for the first time, promoting multi-class products and solutions for financial development, leading the trend of using the images to provide financial services.





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“佳能影像之桥”项目 携手外国留学生为希望小学带去“亚洲文化之旅”

"Canon Image Bridge" Project Creates "Asian Culture Trip" for Hope Primary Schools together with Foreign Students

继在河北兴隆县半壁山佳能希望小学、重庆合川区双槐镇佳能希望小学、广州燕岭希望小学、大连普兰店大谭镇佳能希望小学及杭州滨虹学校等五所希望小学开展的公益活动之后，2013年9月，“佳能影像之桥”员工志愿者队伍与来自俄罗斯、泰国、缅甸的留学生志愿者一起走进天津静海县梁头镇佳能希望小学与青岛世原希望小学，开始了新一次用影像拓展孩子们“视界”的旅程。

佳能（中国）的员工志愿者协同当地经销商志愿者和5名外国留学生志愿者乘车来到希望小学开展“佳能影像之桥”亚洲青少年文化交流活动，来自亚洲各国同龄人拍摄的照片成为了他们与中国小朋友交流的桥梁，一张张记录着本国文化及日常生活的动人照片给希望小学的孩子们带去了一个令人惊奇的美丽新世界。

希望小学的校长对“佳能影像之桥”公益项目志愿者们的到来表达了自己深深的感激之情，同时也对今年参与文化交流的外国留学生志愿者们表达了自己的期待。佳能（中国）企业品牌沟通部总经理鲁杰女士也表示：“今年的‘佳能影像之桥’公益项目首次携手外国留学生志愿者共同参与，不仅通过影像传递感动和爱，更通过影像丰富孩子们的知识面，开阔他们的眼界，提高他们的社交能力，特别是对亚洲各国的文化有更具像的认识。同时，我们也希望通过这些孩子们的观察与发现为国外的同龄人带去来自中国的问候，促进各国青少年之间的友谊与和平。”

活动开始后，来自俄罗斯的杨爱萨、来自泰国的彭文彬、李炎兴、曾永乐和来自缅甸的杨莲蒂很快便于孩子们打成了一片，面对这些



既陌生又相似的面孔，孩子们既好奇又兴奋。留学生志愿者们首先通过自己精心制作的PPT为孩子们讲解了各自家乡文化、习俗及风土人情，整个讲解过程互动热烈，欢笑不断。

之后，包括留学生在内的所有志愿者分组和孩子们分享来自国外同龄小学生拍摄的照片，以及他们为照片写下的故事和感想，孩子们认真地倾听、不时地提问，并且在交流卡上写下了自己感受。

在佳能志愿者们的指导下，孩子们学会了使用佳能数码相机，学会了如何观察校园生活、发现美，并用手中的相机拍下了自己的学习、生活环境，以及与小伙伴们嬉戏的场景。最后，孩子们在佳能志愿者的引导下通过佳能打印机把这些动人的景象变成了一张张鲜活的照片。

孩子们把这些照片仔细地贴在交流卡上，一笔一划地写下自己的故事。这些交流卡将漂洋过海，为亚洲各国的孩子们带去中国同龄人的家乡风情画。

玩耍是孩子们的天性，欢乐的时光总是短暂，美妙的一天在外国大哥哥大姐姐与小小朋友们的嬉戏中划上了圆满的句号。不过，“佳能影像之桥”的公益活动还远没有结束，它将继续为更多的中国孩子和亚洲各国的同龄人架设起文化交流的影像桥梁。

一位小朋友曾告诉志愿者：“谢谢大哥哥，大姐姐，但是你们要能天天来就好了，我还有好多问题想问呢，那么多的水果和节日我以前都没有听说过，那么多漂亮的地方我以前都没有见过，好想去你们的国家看看呀，我一定要



精彩聚焦

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努力学习，长大了要去环游世界！”

这些话语无疑让忙碌了一天的志愿者们欣慰不已，同时，他们也深感自己所做的事情意义重大。来自泰国的曾永乐表示：“‘佳能影像之桥’公益活动让我看到了一个不一样的、动人的中国和这些可爱的孩子们。它也让我亲历了一次影像传递感动的过程。未来，我会尽力去争取更多的机会，多参加公益活动，争取为中国的孩子们多做一些事情。”

Following the five activities held at Hope Primary School in Hebei, Chongqing, Guangzhou, Dalian, Hangzhou, staff volunteers of "Canon Image Bridge" charity project together with students from Russia, Thailand and Myanmar, traveled to the Tianjin Canon Hope Primary School as well as the Qingdao Shiyuan Hope Primary School in September, 2013, to start lighting a new horizon with fantastic images and foreign cultures for the kids.

The principals at the Hope Primary Schools expressed their deep gratitude to the "Canon Image Bridge" volunteers and great expectations to the foreign students joining the cultural exchange this year. Director of Brand Communications of Canon (China) Ms. Lu Jie stated that, "This year's 'Canon Image Bridge' project brings together the foreign students to participate for the first time, not only to pass on love through images, but also the knowledge that can broaden kids' horizons and improve their social skills, and help them have a better understanding for Asian countries' cultures. Also we hope that these children could bring greetings to their peers abroad through their observations and findings, thus we may foster friendship and peace among nations."

As the "Canon Image Bridge" charity campaign officially began, foreign student volunteers shared with the kids their own cultural backgrounds, and photos from their peers of various different Asian countries. The kids wrote comments for these photos and shoot their own photos about their campus and school life for showing to their peers abroad.

During the activities one child, moved all of the volunteers deeply by saying, "Thank you big brothers and big sisters! I'd like you to be able to come every day, because I have a lot of questions to ask. There are so many fruits and festivals I've never heard of, and so many beautiful places I'd never seen before. I'd like to go to your countries and see them. I must study hard and grow up so I can go around the world!" Yongle, from Thailand, also said, "Canon Image Bridge' activities have allowed me to see a different, moving, China, as well as these lovely children. It also let me witness the process of passing on love through images and I will try to garner more opportunity to take part in these public activities while striving for the kids to do more."





业内来声

Voice from Guests

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用影像带给孩子们希望

Bring Hope to Children by Images

“佳能影像之桥”活动让我见证了佳能为了公益事业所付出的努力与他们坚定的公益之心。这个活动令我与很多中国小学生成为了朋友。在他们身上我看到了天真无邪与对未知世界的求知欲，望着课堂上他们充满惊奇的眼神，我突然明白了这项活动的意义——帮助孩子们搭建起一座与其他国家文化接触，与国外同龄人沟通的桥梁。我非常荣幸能够为这座“佳能影像之桥”的搭建献出自己微薄之力。

——北京语言大学俄罗斯籍大二学生 Dasha（中文名杨爱萨）

怀着非常期待和喜悦的心情，我和同事们来到了佳能希望小学进行支教活动。和孩子们的接触，让我觉得温暖，因为在我们带给他们快乐的同时，我自己也深深地感受到了快乐！在活动的实拍环节，孩子们都尽力发挥自己的想象力捕捉校园里的一草一木，他们那种专注的神情让我至今印象深刻。在短短一天的活动中，我们成了彼此信任的朋友，我愿意把所有的爱释放给他们。以后，我还会参加此类公益活动，因为我是那样热爱公益事业和可爱的孩子们！

——佳能（中国）北京分公司员工 何依侨

首先非常感谢佳能公司给予我们经销商这次机会，让我们参加这样有意义的活动，从中真正体会到和孩子们在一起的快乐。那些天真活泼的孩子们给我们留下了深刻的印象。希望今后佳能公司多组织些这样有意义的活动。再次表示感谢！

——佳能经销商天津天佳立得数码科技有限公司 卜建忠 张爱苓





特别企划

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佳能“影像公益”深入社区送健康

Canon's "community,i-care" Works to Make Communities Healthy

9月7日，佳能（中国）有限公司南京分公司的员工志愿者与著名摄影培训老师及眼科专家一行20多人来到南京市仁恒翠竹园小区活动室，为社区居民举办了以健康为主题的“影像公益社区行”活动，不仅为社区居民做了免散瞳眼底拍照及咨询活动，还邀请专业摄影师举办摄影知识讲座、免费的照片打印体验以及相机清洁服务等活动。

“实现从身体到心理的健康”是本次活动的主旨，佳能（中国）为此设计了十分丰富的活动内容。当天，医护人员用佳能免散瞳数字眼底照相机为五十多名社区的老年居民拍摄了眼底照片，并由当地医院的眼科专家根据眼底照片进行了指导和咨询。据眼科专家介绍，眼底血管是人体少数可以直接看到人体血管微循环的部位，通过一张清晰的眼底照片，可以对高血压、动脉硬化、糖尿病等众多内分泌疾病进行早期筛查，尤其是老年人，更应该定期进行眼底检查，做到对内分泌疾病、慢性病早发现，早预防，早治疗，以及时预防或者提高治愈率。

除了拍摄眼底照片外，佳能（中国）还邀请到了江苏省高校摄影协会理事崔朝亮老师举办了一场理论与实践并重的摄影知识讲座。讲座上居民们亲自体验了佳能最新数码单反相机进行拍摄。不仅如此，为了让居民们充分体验影像输入到输出的全部乐趣，佳能喷墨打印机在现场也排成了一排，在佳能志愿者的指导下，居民们体验了一把打印照片的乐趣。

佳能（中国）南京分公司总经理浅尾正敏作为志愿者全程参与到了活动当中，他表示：“佳能（中国）多年来坚持影像公益的战略，致力于自身的影像技术优势运用到一些社会亟待解决的问题中。



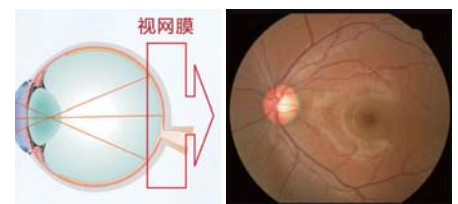
今天，大家拿着佳能的照相机迈开腿去记录身边的感动和美好，用佳能的打印机打印出来 and 身边的亲友去分享这份喜悦，而佳能的医疗设备能为大家带去切实的身体健康，佳能将不断努力，为公众带去从身体到精神的健康，倡导人们用更加健康，积极的方式去工作和生活。”

On September 7th, Canon (China)'s Nanjing Branch of employee volunteers, together with a famous photography training teachers and an ophthalmologist came to the Bamboo Park Community in Nanjing, to hold a health activity for residents there.

"Achieving both Physical and Mental Health" was the subject of the event. During the event, more than 50 elderly residents had their fundus photography taken by nursing staff using Canon non-mydiatic fundus camera, and got health counseling from the ophthalmologist based on the fundus photography. According to the ophthalmologist, eye-fundus blood vessel is one of the only parts from which we can directly observe the microcirculation status, so through a clear fundus photography, we can have early screening for hypertension, arteriosclerosis, diabetes and other endocrine diseases. Especially the elderly are suggested to have regular fundus examinations.

Beside the fundus photography, Canon (China) also invited a photography teacher Chaoliang Cui to hold a Theory and Practice of Photography lecture. Residents who attended the lecture were able to touch and try Canon's latest digital SLR camera to shoot photographs. In order to allow residents to fully experience the fun you can have with the cameras, Canon inkjet printers were also on the scene and used under the guidance of volunteers to make fun and creative prints.

Canon (China)'s Nanjing Branch Director Mr. Asao Masatoshi was committed to full participation as a volunteer to the activities and stated at the event, "Over the years, Canon (China) has insisted on the strategy of using imaging technology to help relieve social problems that we see today. We are taking strides with Canon cameras to record moving beauty, and Canon printers are printing joyful imagery that can be shared with family and friends. Canon's medical devices can bring tangible health benefits for everyone as well, and



眼底图



居民体验佳能数码单反相机

Canon will continue to advocate that people find a more healthy and positive way to work and live."



特别企划

Special Topic

Newsletter

Corporate Social Responsibility

佳能（中国）企业社会责任专刊

佳能北京分公司举办关爱老年人活动

Canon (China)'s Beijing Branch Organizes "Care for the Elderly"

9月13日，佳能（中国）北京分公司的员工志愿者们来到了北京双井恭和苑老年持续照料生活社区，为那里的老年人与工作人员举办了一场别开生面的“恭和苑佳能发现之旅”。

为了激发出老年人对摄影的热爱，利用佳能影像优势帮助老年人捕捉和实现现实生活中的“爱美感动”，活动当天，佳能（中国）邀请到了中国著名摄影师、影像视觉艺术家张海佩先生为恭和苑的老人们做了题为“您作为摄影家的第一个小时”的讲座。张海佩先生生动的讲座激发了在场老年人对于摄影的极大兴趣，一位自年轻时就接触过摄影并热爱它的老人在讲座中还认真地做了笔记。讲座结束后，这位老人拿出了自己的相机找到佳能志愿者们共同切磋摄影技艺。

此次“恭和苑佳能发现之旅”活动中，佳能（中国）北京分公司提供了十台佳能数码相机样机和佳能喷墨打印机，方便老人们亲自进行摄影体验并现场打印出照片。活动中，打印体验环节受到了老人们的热烈欢迎，大家对打印机输出的照片都赞叹不已。打印出照片之后，志愿者们将照片放在佳能环保主题相框中赠与了每一位拍摄照片的老人。

通过“恭和苑佳能发现之旅”，无论是恭和苑的老人还是工作人员，都对摄影充满了热情。一位参与活动的志愿者在活动结束后说：“希望我们的活动能够丰富这些老年人的晚年生活，帮助他们发现更多新的、健康的兴趣爱好，为他们的晚年生活增添色彩。”

On September 13th, Canon (China)'s Beijing Branch's employee volunteers came to a continuing care community in Beijing's Shuangjing area to hold a photography activity for the elderly.

In order to stimulate the passion and love of photography in the elderly, and to help older people capture real-life "Love • Beauty • Motion" using Canon imaging, Canon (China) invited famous Chinese photographer and visual artist Haipei Zhang to provide the elderly attendees a lecture entitled "Your First Hour as A Photographer." After the lecture, an old man who has been loving photography since he was young

took his cameras and shared photographic skills with Canon volunteers in good fun.

The activities and experiences were part of a warm welcome for the elderly attending, and everyone using the printers to print out the incredibly vivid and beautiful photos was amazed. Using the printers, the Canon volunteers each made an environmentally themed and framed photo frame as a gift for each of the elderly at the event.

At this event, both the elderly in attendance and the staff shared a passion for photography. One of the volunteers involved in activities said, "We hope that our activities can enrich the lives of the elderly and help them find some new, healthy hobbies."



佳能员工帮助老人体验摄影



佳能员工帮助老人体验照片打印



打印的体验环节使用的是佳能喷墨打印机 MG6380



责任佳能

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佳能（中国）企业社会责任专刊

做诚实守信的经营者

Doing Honest Business

佳能（中国）有限公司自成立以来，一直本着诚信经营的原则做事。在一切经营活动中不实施违反企业道德的行为，不通过不正当行为追求利益。公司在进行经营活动中，正确、诚实的为顾客提供信息，以免误导顾客，同时不做误导顾客的夸大广告或宣传。

为了更好的在全公司树立起诚信经营的理念，公司建立起 ZD（零不诚实 Zero Dishonesty）推进团队，肩负起宣传队和实践者的角色，为员工普及有关守法合规、诚信经营、公平竞争的要求及实用技能，并向全员征集反馈意见。

9月，佳能（中国）进行了为期2周的 ZD（Zero Dishonesty，零不诚实）宣传活动。在 ZD 宣传周内，佳能在内网上推出《故事秀之内控达人》系列，每天用一个新的故事来讲述佳能员工身边的内控，同时辅以海报和广播两种形式进行宣传，让每一位员工都能从视觉和听觉上感受到佳能对 ZD 的重视。此次 ZD 宣传周，佳能（中国）还为员工设计了在线 ZD 合规培训系统，要求

全体员工必须登录该系统进行学习。

为了提高员工诚信守法的意识，佳能每隔一段时间就会以课堂授课、分组讨论、网上培训等方式，向大家普及法律意识，并且将行为合规作为每位员工最基本的行为操守。同时，佳能（中国）积极关注国家发布的各类政策意见，及时通过简报、会议等形式向相关部门进行介绍，且一直以依法纳税为原则和荣誉。

Canon (China) has, since its inception, been operating in good faith through the principle of doing positive things. None of our business activities violate ethical corporate behavior rules, nor do our pursuits of the interests lead to misconduct. In business activities, we provide correct and honest information to customers to avoid any misleading through exaggerated advertising or falsified publicity.

In order to better establish the concept of strong business integrity in the company, Canon (China) established its ZD (Zero Dishonesty) team to take up propaganda operations and serve employees by sharing legal compliance information, as well as that regarding honest business practice, fairness in competing claims and to collect feedback from all staff members on our business integrity.

In September, Canon (China) held a campaign for ZD that lasted two weeks. During our ZD publicity week, Canon introduced over our Intranet, "The Story of Our Internal Controls" series, during which a new story was shared every day to explain our company's awareness in detail to Canon's internal staff, and was supplemented by posters. This created an environment in which both visual and auditory tools were used to promote attention to Canon's ZD campaign. Besides, a ZD online compliance training system was also designed for employees to better understand, which requires all employees to be logged into the system to perform.

In order to increase employees' awareness of laws and regulations, Canon is holding lectures, group discussions and online training programs to spread awareness of the laws to everyone and will take compliance as each employee's basic work conduct. Additionally, Canon (China) has been issuing information covering all kinds of national policy in a timely manner through presentations and meetings. These are being introduced to relevant departments. And paying taxes in accordance with the law has always been Canon (China)'s principle and honor.



面向全体员工实施在线 ZD 合规培训
ZD，即 Zero Dishonesty，零不诚实



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Basic Responsibility

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佳能（中国）企业社会责任专刊

内外审体系助力佳能不断完善自身

Internal and External Audit System Boosts Canon Self-Improvement Practices

2005年，佳能（中国）有限公司逐步建立了质量管理体系、环境管理体系、职业安全健康管理体系并通过外部认证。之后，每年佳能（中国）都邀请认证机构对这三个体系的符合性和有效性进行审核。此举除确保证书的有效性以外，还旨在通过外审这一活动不断持续有效发现公司管理体系中的问题点。同时，佳能（中国）的体系管理部门每年都会在公司内部开展有针对性的内审工作，并且为了实现外审中发现的问题点在全公司内举一反三整体改善的目标，每年都会组织非审核对象部门在确认体系基本要求符合性的基础上开展相关问题点的自主检查，以此促进公司经营管理体系的不断完善进步。2013年上半年，佳能（中国）再次顺利通过环境管理体系和质量管理体系的外部审核，保持着“零不符合”的良好成绩，并将于11月邀请认证机构对职业安全健康管理体系进行审核，通过不断完善三大体系，力争成为全球优良企业。

In 2005, Canon (China) established the quality management system, environmental management system and occupational health and safety management system and passed the external certification. Since then, every year Canon (China) invites the certification firm to review - audit their legal compliance and effectiveness. This, in addition to ensuring the validity of the certification, also aims to find where company management system could improve further. And, Canon (China)'s system administration undergoes yearly the company's internal audit to carry out targeted objective aimed at solving the problems found by the external audit while giving top priority to the overall improvement of the company's objectives. Every year, Canon (China) also organizes departments which are not the object of external audit to carry out self-check about related checkpoints in order to promote the company's management system to undergo continuous improvement and progress in compliance and other areas.



图注：2013年环境管理体系和质量管理体系外部审核



佳能全球
Global Canon

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Corporate Social Responsibility

佳能（中国）企业社会责任专刊

佳能资助台湾少数民族贫困儿童“摄影夏令营”

Canon sponsors "Photography Summer Camp" for disadvantaged minority children in Taiwan

佳能台湾资讯股份有限公司（以下简称佳能台湾）秉承“共生”的合作宗旨，多年来面向台湾各地持续传播爱与关怀。今年夏天，佳能台湾再次与“台湾世界展望会”联手，向该会的“儿童摄影夏令营”赞助 35 套博秀 A2600 数码相机，让每个孩子都能学习通过数码相机记录他们的故乡美景。

今年，台湾世界展望会挑选了 105 名来自偏远山区的少数民族贫困儿童加入儿童摄影团队。夏令营利用八月的三个独立周末进入南投、高雄和花莲的山区。为了帮助孩子们学会如何利用照片构图和摄影技术记录他们自己的美丽故土，活动不仅提供相机设备，而且安排了志愿者教师。他们同时传授如何向他人表达关怀，以及如何通过亲身实践和实际行动为故乡带来更多积极影响。

Beholding its corporate philosophy of "Kyosei", for years Canon Marketing(Taiwan)Co.Ltd (Canon Taiwan for short), continuously spreads its love and care to all regions of Taiwan. This summer, Canon Taiwan partners once again with "World Vision Taiwan", sponsoring 35 units of PowerShot A2600 digital cameras to "Children Photography Camp" at World Vision Taiwan, so that every child can learn to record the beauty of their native land through digital camera.

This year, 105 of disadvantaged minority children from remote mountain areas were selected by World Vision Taiwan as part of the Children Photography Team. The summer camp was held on 3 separate weekends during August, in the mountain areas of Nantou, Kaohsiung and Hualian. Not only providing the equipment of cameras but also the volunteer teachers were arranged, to help the children to learn how to use photo composition and photography technique to record the beauty of their own native land. They were also taught to deliver care for others, and to bring more positive influence to their native homes through actual practice and action.





佳能全球

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佳能（中国）企业社会责任专刊

生日快乐，大树！

Happy Birthday, Tree!

2013年7月21日，佳能销售菲律宾股份有限公司（以下简称佳能菲律宾）员工与来自菲律宾信息署（PIA）、PilipinasNatin! 志愿者组织、环境和自然资源部（DENR）、马尼拉 La Consolacion 学院和菲律宾军方的代表齐聚拉梅萨森林公园，正式启动“生日快乐，大树！”项目。

该项目旨在提高公众对菲律宾树木消耗的关注程度，作为倡导环境保护的一次尝试，鼓励菲律宾人在今年种下与自己年龄相当数量的树苗，并在每年生日时种下一棵树苗以示庆祝。

“生日快乐，大树！”项目获得了佳能企业社会责任（CSR）环保领域标志性项目“佳能绿色国家”的支持，致力于提升人们的环保意识。

“多年来，佳能积极鼓励员工和利益相关方参与环保。我们呼吁每个人投身这一事业，因为我们相信，关注自身生存的家园是每个人义不容辞的责任。”企业公关经理俄那罗·德·罗萨里奥如是说。

Employees of Canon Marketing(Philippines). Inc (Canon Philippines for short), together with representatives from the Philippine Information Agency (PIA), PilipinasNatin!, Department of Environment and Natural Resources (DENR), La Consolacion College-Manila, and the Armed Forces of the Philippines gathered on July 21, 2013 at La Mesa Forest Park for the kickoff of the Happy Birthday, Tree! Project.

Happy Birthday, Tree! is a group initiative to raise public awareness of tree consumption in the Philippines. An attempt to advocate for environmental conservation and preservation, this project challenges the Filipino people to plant tree seedlings respective to their ages for this year, and plant one tree every year they celebrate their birthday.

This project is in support of Canon's environmental corporate social responsibility (CSR) banner program, Canon Green Nation which aspires to promote environmental awareness as well as its conservation.

"For years, Canon has proactively encouraged its employees and stakeholders to partake in

environment conservation. We call for everyone's engagement to partake in this cause since we believe that it is everyone's obligation to take care of this place we live in,"said Manager of Canon Philippines Corporate Communications Department Ernalou del Rosario.



佳能印制千张巨幅照片，呼吁保护越南国家遗产

Canon printed 1000 large photos calling to preserve the national heritage

6月19日，佳能销售越南股份有限公司（以下简称佳能越南）市场部联合胡志明市文化遗产学会（隶属于越南文化遗产学会 VCHA）和越南文化遗产杂志，共同发起“2013年越南遗产摄影大奖赛”，藉此纪念2013年11月23日第九个越南遗产日。

这是佳能越南第二次与 VCHA 联手举办该项赛事。除了资助奖项和比赛费用之外，佳能还将负责印制 1000 张巨幅照片进行全国巡展。这些活动有望激励保护区保护工作并提升国家遗产价值。

新闻记者和政府遗产专家出席了该项活动的新闻发布会。

On 19th June Canon Marketing Vietnam (Canon Vietnam for short), in association with the Ho Chi Minh City Cultural Heritage Association (under the Vietnam Cultural Heritage Association, VCHA) and Vietnam Heritage Magazine launched a contest titled "Vietnam Heritage Photo Awards 2013" to celebrate the ninth Vietnam Heritage Day on November 23, 2013.

This is the second time Canon Vietnam has joined hands with VCHA to stage the contest. In addition to sponsoring the awards and covering the expense of the contest, Canon will be responsible for printing 1,000 large pictures for exhibition across the country. These will hopefully encourage the community preserve and promote national heritage values.

The press conference was healthily attended by journalists and heritage experts from the government.

000 large pictures for exhibition across the country. These will hopefully encourage the community preserve and promote national heritage values.

The press conference was healthily attended by journalists and heritage experts from the government.



2013年越南遗产摄影大奖赛作品



主 编：鲁杰

编 辑：承方

文 案：承方、Racemind

设 计：Racemind

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

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