

# Canon



## Environmental Conservation & Community Programs

Canon U.S.A., Inc.



THEIR FUTURES  
DEPEND ON US

Canon 4 Kids  
1-800 THE LOST



## Canon's Corporate Philosophy

### *Kyosei*

At Canon, we believe in *Kyosei*, the idea that “all people, regardless of race, religion or culture, harmoniously living and working together into the future”. Everything we do honors this belief.

*Kyosei* mandates that each of us strive to do our absolute best, but with an awareness of, and responsibility for, our actions and the implications they have for other individuals, groups and the planet as a whole.

In keeping with *Kyosei*, how we create is as important as what we create. We stress communication, fairness, mutual respect and integrity. We behave this way not because it is good PR, good marketing, or more economical, but because it is the right way to live and work.

At Canon U.S.A., our business is tied tightly to fostering a sustainable environment, helping solve urgent social issues, and creating educational opportunities for teachers, students and professional scientists.

As you read the following pages, you will see Canon's concern for the environment reflected in innovative, energy-efficient technologies, a caring and responsible corporate culture, and a commitment to fostering conservation, education, and science.

For more information about environmental conservation and community programs or to view this brochure online, please visit [www.usa.canon.com/environment](http://www.usa.canon.com/environment).

# CONSERVATION OF THE ENVIRONMENT

The Clean Earth Campaign, introduced by Canon in 1990, oversees Canon U.S.A.'s environmental conservation programs. Since its inception, this program has grown into one of the foremost environmental initiatives in the United States.

## ENVIRONMENTAL CONSERVATION PROGRAMS

- *Eyes on Yellowstone*
- NATURE Series on PBS
- Canon Envirothon
- National Environmental Education Week (EE Week)
- The Canon Clean Earth Crew



## EYES ON YELLOWSTONE

An educational and research program, *Eyes on Yellowstone* extends Canon U.S.A.'s partnership with Yellowstone Park Foundation, which began in 1995 ([www.ypf.org](http://www.ypf.org)).



\*"Old Faithful Geyser"



\*"Grizzlies in Yellowstone"

Funding for The Yellowstone Park Foundation assists with important scientific research and breaks new ground in conservation, endangered species protection, and the application of cutting-edge science and technology that is essential to managing park wildlife and ecosystems.

The Yellowstone Wolf Project uses Canon cameras, in its aerial radio-tracking flights within the national park, as a method to enhance its data collection. The equipment has helped document wolf-prey interactions, kill identification and landscape use by wolves. Also within the park, Canon sponsored an Interactive Kiosk in the new Canyon Visitor Education Center that interprets decades of data to show visitors how Yellowstone's unique landforms affect the animals that inhabit them.



\*"Wolves in Yellowstone"



Canon technology used for education increases access to the wonder and magic of one of the most recognizable and popular parks in the world and raises awareness about the importance of environmental protection and conservation.

Canon contributed to the creation of Yellowstone's award-winning electronic field trips, designed for students in grades 5 - 8, that enable them to share the resources and treasures of the world's first national park ([www.windowstowonderland.org](http://www.windowstowonderland.org)).

Another initiative involves the development of the Greater Yellowstone Science Learning Center ([www.greateryellowstonescience.org](http://www.greateryellowstonescience.org)), a website where science and education come together to preserve and protect this area of national significance. The Center seeks to provide information and outreach materials (i.e., the digital Yellowstone Atlas and the Resource Almanac) to many audiences including university scientists and students, educators and guides, federal agency managers, biologists and resource specialists, and the media.

## NATURE SERIES ON PBS

Canon U.S.A., Inc. has provided corporate support for NATURE since 1990. Produced for PBS by Thirteen/WNET New York, NATURE has won more than 400 awards for its programs about wildlife and natural history.



NATURE is public television's leading showcase for natural history and wildlife films and can be seen on PBS Sunday nights (at 8pm ET).



"The Desert Lions." Young lioness in the Namib Desert.  
Photo: Dr. Flip Stander/©BBC 2006



"Parrots in the Land of Oz." Rainbow Lorikeet.  
Photo: © D. Parer & E. Parer-Cook 2007

Now in its 26<sup>th</sup> consecutive season on the air, this Peabody and Emmy award-winning series has raised the environmental consciousness of millions of Americans by celebrating the beauty, diversity and value of the Earth's species and habitats. In 2007, Canon extended its sponsorship of the series to the V-me network, bringing NATURALEZA for the first time in Spanish to U.S. Latin Americans.

Canon U.S.A.'s support helps NATURE provide a teacher's guide, and poster to every public elementary and junior high school in the country.

For more information: [www.pbs.org/wnet/nature](http://www.pbs.org/wnet/nature)



"Unforgettable Elephants." Elephants in Kenya's Amboseli National Park.

Photo: © AERP 2004

On the Cover:



NATURE "Sharkland"  
(©Michael Pitts/ naturepl.com 2004)



NATURE "In the Valley of the Wolves"  
(©Joel Sartore/ NGS Image Collection)

## CANON ENVIROTHON

A yearlong program that combines classroom study and field experiences, the Canon Envirothon is the culmination of one of North America's largest high school environmental education competitions.



The competition, which draws more than 500,000 students from the United States and Canada—and ultimately awards more than \$100,000 in scholarships and prizes annually—starts locally before moving to state and province levels. In the weeklong Canon Envirothon, finalist teams are tested on their knowledge of soils and land use, aquatic ecology, forestry and wildlife. They are introduced to the local environment in training sessions



2007 Envirothon Winners

guided by natural resource experts. The actual competition site is revealed on the testing day when teams are scored at the outdoor stations. Students then concentrate on the topical issue of that year, develop their solution, and prepare their oral presentation for judging. Teamwork, problem solving and presentation skills are evaluated as each team offers a panel of judges an oral presentation containing recommendations for solving the specific challenge that is presented during the competition. The National Association of Conservation Districts in the U.S., the United States Department of Agriculture (U.S.D.A.) Forest Service and the U.S.D.A. Natural Resource Conservation Service, are Canon Envirothon sponsors, along with provincial Forestry Associations in Canada.



For more information: [www.envirothon.org](http://www.envirothon.org)

## NATIONAL ENVIRONMENTAL EDUCATION WEEK (EE WEEK)

Canon U.S.A. is a title sponsor of National Environmental Education Week (EE Week). For the past three years, EE Week—a program of the National Environmental Education Foundation—has worked to educate a new generation of environmental stewards in an inspiring week of classroom and community activities as a prelude to Earth Day in April.



National Environmental  
Education Week

EE Week's focus is to increase the amount of environmental education taking place in America's classrooms while drawing educator attention to the value of environmental education for their students and for the protection of the natural environment.



With its network of more than 1,400 local, state and national partners and the involvement of 3.5 million students, EE Week continues to be the largest environmental education event in the U.S.

For more information:  
[www.EEWeek.org](http://www.EEWeek.org) or [www.neefusa.org](http://www.neefusa.org)



National Environmental  
Education Foundation

Knowledge to live by

## THE CANON CLEAN EARTH CREW

Every year, Canon employees volunteer their time to protect and improve the natural environment in communities near Canon offices. As members of Canon Clean Earth Crews, they plant trees, restore trails, and clean up beaches and streams, among other tasks.



2007 Canon Clean Earth Crew Event. President Joe Adachi participated along with 100 Canon U.S.A. employees.

### EARTH DAY CELEBRATION

In April hundreds of Canon employees celebrate Earth Day at our Corporate Headquarters in New York. Programs represented in the celebration include: Yellowstone Park Foundation, National Environmental Education Foundation, ENERGY STAR®, WasteWise, and SmartWay Transport



Partnership. Special presentations have included a behind-the-scenes look at “The Making of a NATURE Show” by Fred Kaufman, Thirteen/WNET New York’s executive producer for the award-winning PBS series.

Canon’s environmental conservation programs and its recycling and waste reduction programs have been developed in the spirit of the company’s philosophy of *kyosei*.





# CONSERVATION IN THE WORKPLACE

## PRODUCT DESIGN, MANUFACTURING, COLLECTION AND RETURN

In its R&D, design and manufacturing decisions, Canon aims to minimize the impact our products will have on the environment. We follow energy-efficient manufacturing processes, use recycled materials, eliminate hazardous substances, and work to maximize the energy-efficiency of our products. We have also created an industry-leading copier toner cartridge collection and return program.

More information about these initiatives, and Canon's other technologies promoting conservation, can be found in the annual Canon Sustainability Report, which can be accessed on the Canon U.S.A. Web site ([www.usa.canon.com](http://www.usa.canon.com)). The following are examples of Canon U.S.A.'s conservation programs.

- Copier Toner Cartridge Collection and Return Program
- Canon Consumer Products Recycling Program
- Business Copier Remanufacturing Program

## 3RD PARTY CERTIFICATION

- ISO 14001 Certification

## PARTNERSHIPS WITH U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA)

- ENERGY STAR®
- WasteWise
- SmartWay Transport Partnership



## COPIER TONER CARTRIDGE COLLECTION AND RETURN PROGRAM

### World's largest toner cartridge-return operation

Since 1990, Canon has collected used copier toner cartridges with the cooperation of our customers. To date, Canon has collected more than 100 million cartridges—150,000 tons—around the world. Returned cartridges are sorted and put through a recycling and energy recovery process, producing plastics, metals and reconditioned parts that can be used in the manufacture of new cartridges and other products.



For more information:

[www.usa.canon.com/environment](http://www.usa.canon.com/environment)

## CANON CONSUMER PRODUCTS RECYCLING PROGRAM

Canon is committed to ensuring that its products are recycled appropriately to help improve the environment and our local communities. Many Canon consumer products, including cameras, camcorders, printers, scanners, multifunction printers, fax machines, projectors and binoculars, can be recycled through the Canon Consumer Products Recycling Program.

For more information: [www.usa.canon.com/environment](http://www.usa.canon.com/environment)

## BUSINESS COPIER REMANUFACTURING PROGRAM

Since 1992, Canon has extended the lives of thousands of copiers through our Business Copier Remanufacturing Program. This program is an extension of Canon's corporate initiatives to conserve the environment and reduce waste by increasing the life cycle and value proposition offered by its products. Canon selects the most popular models and targets them for remanufacturing at our US-manufacturing facility, Canon Virginia, Inc., located in Newport News, Virginia. Used copiers are disassembled, cleaned, and the parts are recovered and replaced with new, used, and/or reconditioned parts. The equipment is then subjected to rigorous testing according to Canon's standard before shipping, to ensure that performance and reliability is identical to products manufactured from all-new parts.

## 3RD PARTY CERTIFICATION

### ISO 14001 CERTIFICATION

ISO 14000 is a series of international standards that addresses various aspects of environmental management and offers guidelines for developing an effective Environmental Management System (EMS). The ISO 14001 standard provides basic guidelines for an organization to identify areas of environmental impact, improve environmental performance, and create objectives and targets in a systematic manner. An organization may have a certified accreditation body audit their EMS to verify conformance with this standard. Canon's production sites worldwide have all achieved certification to the ISO 14001 standard. Canon sales & service companies in Europe began the process towards certification in 2005, followed by Asia, Oceania, and Canon Americas in 2006.



In July of 2007, Canon U.S.A. and Canon Canada headquarters achieved ISO 14001 certification and have been added to the Canon global ISO 14001 certificate. The global certificate includes over 700 Canon sites and is one of the largest environmental consolidated certificates in the world. This certificate reinforces Canon's commitment to the environment and strengthens Canon's efforts to incorporate environmentally conscious practices into all business operations.

## PARTNERSHIPS WITH U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA)

### ENERGY STAR®

Canon was among the first office equipment manufacturer to partner with the EPA in the ENERGY STAR program. For more than 10 years, we have designed products that prevent greenhouse gas emissions by meeting the strict energy efficiency guidelines set by the federal government. Established in 1992 for energy-efficient computers, the ENERGY STAR label has expanded to more than 40 product categories. Canon is a leading manufacturer of energy-efficient office equipment, and continues to be innovative in products designed to conserve resources. Canon has received ten ENERGY STAR awards since 1996.



For more information: [www.energystar.gov](http://www.energystar.gov)

### WASTEWISE

WasteWise is a voluntary partnership launched by the EPA in 1994. WasteWise helps organizations find practical methods to reduce municipal solid waste while decreasing impacts on global climate change. Canon U.S.A. has received four Program Champion Awards for implementing a comprehensive waste reduction program, purchasing of recycled content products, and establishing its toner cartridge return program for customers.



For more information: [www.epa.gov/wastewise](http://www.epa.gov/wastewise)

### SMARTWAY<sup>SM</sup> TRANSPORT PARTNERSHIP

Canon U.S.A. is a Charter Partner of SmartWay Transport. Launched in 2003, this voluntary program is an innovative collaboration between the EPA and the transportation industry that establishes incentives for improvements in fuel efficiency and reductions in greenhouse gas emissions. By 2012, this initiative aims to reduce 33 to 66 million metric tons of carbon dioxide emissions and up to 200,000 tons of nitrogen oxide emissions per year. At the same time, the initiative will result in fuel savings of up to 150 million barrels of oil annually.



For more information: [www.epa.gov/smartway](http://www.epa.gov/smartway)

# THE COMMUNITY

One of Canon U.S.A.'s strongest beliefs is that we have a responsibility to contribute to the welfare of the communities that we serve. Whether originating from corporate headquarters, our regional locations, or our subsidiaries, Canon U.S.A. connects with and supports the community in many ways. One of Canon U.S.A.'s most prominent programs, *Canon4Kids*, applies Canon product expertise to help locate missing children.

The following are some of the community programs supported through Canon U.S.A.

- *Canon4Kids* and the National Center for Missing & Exploited Children (NCMEC)
- Canon Leadership Scholars Program
- Japan Center-Canon Essay Competition
- American Cancer Society
- Boomer Esiason Foundation
- Eisenhower Park - Summer Concert Series
- Radiological Society of North America
- Community Programs Across the United States
- Arts and Cultural Institutions



Canon 4 Kids

MoMA



AMERICAN MUSEUM OF NATURAL HISTORY



**CANON4KIDS AND THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN**

Together, the National Center for Missing & Exploited Children (NCMEC) and Canon U.S.A. celebrate a decade of partnership focused on finding missing children and delivering messages of safety and prevention. The *Canon4Kids* program has allowed thousands to see the pictures of missing children in venues around the country.

# Canon 4 Kids



Canon U.S.A. understands the power in images and has worked to ensure, not only that people see these images, but that law enforcement agencies have access to them in the first place. By encouraging parents and guardians to keep recent photos of their children and by donating the necessary photographic and printing products to law enforcement agencies, Canon U.S.A. further aids in the search for missing children.

For more information: [www.missingkids.com](http://www.missingkids.com) or [www.usa.canon.com/Canon4Kids](http://www.usa.canon.com/Canon4Kids)

**CANON LEADERSHIP SCHOLARS PROGRAM**

Established by Canon U.S.A., Canon Virginia and Christopher Newport University, the Canon Leadership Scholars Program rewards superior students and nurtures an appreciation for the art of leadership and the importance of citizenship.

Through a rigorous academic curriculum, community service, study abroad and internships, these students will become empowered to become caring, knowledgeable and effective leaders in America and the world.

**JAPAN CENTER-CANON ESSAY COMPETITION**

The first Japan Center-Canon Essay Competition, run by Stony Brook University in New York, was held during the 2005-2006 school year. The aim of the competition is to promote awareness and understanding of Japan in the United States and help young Americans broaden their international horizons. An essay theme is selected each year. For the 2007-2008 competition, the theme was "Japan and Me."

The competition is open to all students attending high school or college on Long Island and New York City boroughs. Winners receive cash prizes and Canon products during an awards ceremony at the Charles B. Wang Center on the Stony Brook University campus.

## AMERICAN CANCER SOCIETY

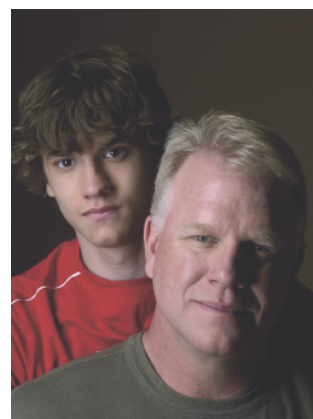
The mission of the American Cancer Society (ACS) is to eliminate cancer as a major health concern through extensive research, education, advocacy, and services for patients and their families. Across the United States, Canon U.S.A. and its employees have supported the ACS to help the organization continue its research and services. Since 1998, Canon U.S.A. has donated funds and products to the ACS's Making Strides Against Breast Cancer Walk. Canon U.S.A. employees also participate in local ACS charity events in New York, where Canon is headquartered and breast cancer is prevalent.

For more information: [www.cancer.org](http://www.cancer.org)



## BOOMER ESIASON FOUNDATION

Canon U.S.A. is a major supporter of the Boomer Esiason Foundation, an organization founded by former National Football League quarterback Boomer Esiason. The foundation provides financial support to research aimed at finding a cure for cystic fibrosis, a fatal genetic disease afflicting Boomer's son. With an accelerated pace of research, the average lifespan of a person with cystic fibrosis has increased from age 8 to almost 37 years. Canon U.S.A.'s sponsorship of the Outback Steakhouse Empire Challenge, along with that of other corporate sponsors, has helped the Boomer Esiason Foundation raise \$60 million to date.



Boomer Esiason and his son, Gunnar.  
© Michael O'Neill, 2007

For more information: [www.esiason.org](http://www.esiason.org)

## EISENHOWER PARK - SUMMERTIME CONCERT SERIES

Canon U.S.A. has been the title sponsor of the Eisenhower Park's International Music Night Summer Concert Series for over 20 years. The grant also supports the park's Summertime Noontime Concert Series. Canon U.S.A. is proud to be part of a celebration that is both international and local to the community where it is headquartered on Long Island, New York.

## RADIOLOGICAL SOCIETY OF NORTH AMERICA

The Radiological Society of North America (RSNA), through the RSNA Research and Education Foundation, supports the future of radiology. Its mission is to improve patient care by supporting research and education in radiology and related scientific disciplines.



Canon U.S.A. supports the foundation's Medical Students Department Program Grant, which enables hospitals in the areas of radiology, radiation oncology and nuclear medicine to award research opportunities to promising medical students. Since 1999, Canon U.S.A. has funded grants for students from Massachusetts General Hospital, Northwestern University Medical Center, University of Wisconsin - Madison Medical School, Louisiana State University Health Science Center, Washington University and Boston Medical Center through this program.

For more information: [www.rsna.org/research/foundation](http://www.rsna.org/research/foundation)

## COMMUNITY PROGRAMS ACROSS THE UNITED STATES

Canon U.S.A. supports a wide range of community projects. Here is a selection of our recent efforts:

- Each year, the American Academy of Orthopedic Surgeons (AAOS) builds a playground in the city where its annual meeting is held. On the day before the 2007 meeting in San Diego, volunteers from Canon Medical Systems Division joined more than 500 others to help AAOS build a safe, wheelchair-accessible playground for the community's children.
- More than 570 participants, which included employees, families, and friends from Canon U.S.A.'s subsidiary, Canon Financial Services (CFS), took part in the March of Dimes WalkAmerica 2007 and raised \$37,000 for the non-profit organization. CFS has participated in this event for more than 20 years.
- Each year, employees at Canon U.S.A.'s Lake Success, New York headquarters participate in a food drive for Island Harvest, a local non-profit organization whose mission is to end hunger and reduce food waste on Long Island. In 2007, employees donated more than 726 pounds of food.
- Canon U.S.A.'s Dallas regional office showed their "school spirit" by donating backpacks stuffed with school uniforms and hundreds of supplies to the Community Partners of Dallas Back-to-School program.
- More than 70 employees, friends and family from Canon U.S.A.'s subsidiary Canon Virginia (CVI) gathered at the Hidenwood Bowling Alley in Newport News, Virginia to participate in its Annual Junior Achievement Bowl-A-Thon. The event raises money to support Junior Achievement Programs in local area schools. Junior Achievement uses hands-on experiences to help young people understand the economics of life. In partnership with business and educators, Junior Achievement brings the real world to students, opening their minds to reach their potential.





## ARTS AND CULTURAL INSTITUTIONS

### METROPOLITAN MUSEUM OF ART

The Metropolitan Museum of Art was founded on April 13, 1870, “to be located in the city of New York, for the purpose of establishing and maintaining in said city a Museum and library of art, of encouraging and developing the study of fine arts, and the application of arts to manufacture and practical life, of advancing the general knowledge of kindred subjects, and, to that end, of furnishing popular instruction.” This statement of purpose has guided the Museum for 130 years.



Today, the Trustees of The Metropolitan Museum of Art reaffirm the statement of purpose and supplement it with the following mission statement: The mission of The Metropolitan Museum of Art is to collect, preserve, study, exhibit, and stimulate appreciation for and advance knowledge of works of art that collectively represent the broadest spectrum of human achievement at the highest level of quality, all in the service of the public and in accordance with the highest of professional standards. Canon U.S.A. is a longtime sponsor of this art institution.

For more information: [www.metmuseum.org](http://www.metmuseum.org)

### THE MUSEUM OF MODERN ART

Founded in 1929 as an educational institution, The Museum of Modern Art is one of the foremost museums of modern art in the world.

# MoMA

Through the leadership of its trustees and staff, The Museum of Modern Art's permanent collection of the highest order that reflects the vitality, complexity, and unfolding patterns of modern and contemporary art by presenting exhibitions and educational programs of unparalleled significance, sustaining a library, archives, and conservation laboratory that are recognized as international centers of research; and supporting scholarship and publications of preeminent intellectual merit.

Central to The Museum of Modern Art's mission is the encouragement of an ever deeper understanding and enjoyment of modern and contemporary art by the diverse local, national, and international audiences that it serves. Canon U.S.A. is a longtime sponsor of this institution.

For more information: [www.moma.org](http://www.moma.org)

### AMERICAN MUSEUM OF NATURAL HISTORY

The American Museum of Natural History, located in New York City, is one of the world's preeminent scientific, educational, and cultural institutions, housing a collection of more than 30 million

AMERICAN MUSEUM OF NATURAL HISTORY 

specimens and cultural artifacts and 45 permanent exhibition halls, including the world-renowned dinosaur halls and the Milstein Hall of Ocean Life, home to the celebrated 94-foot-long blue whale model. The spectacular Rose Center for Earth and Space includes Hayden Planetarium and striking exhibits about the nature of the universe and our planet. Canon U.S.A. has loaned digital radiography equipment to assist with the restoration of the museum's almost 70-year-old elephant exhibit and has provided network video solutions for select exhibitions.


For more information: [www.amnh.org](http://www.amnh.org)



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