



Corporate Social Responsibility

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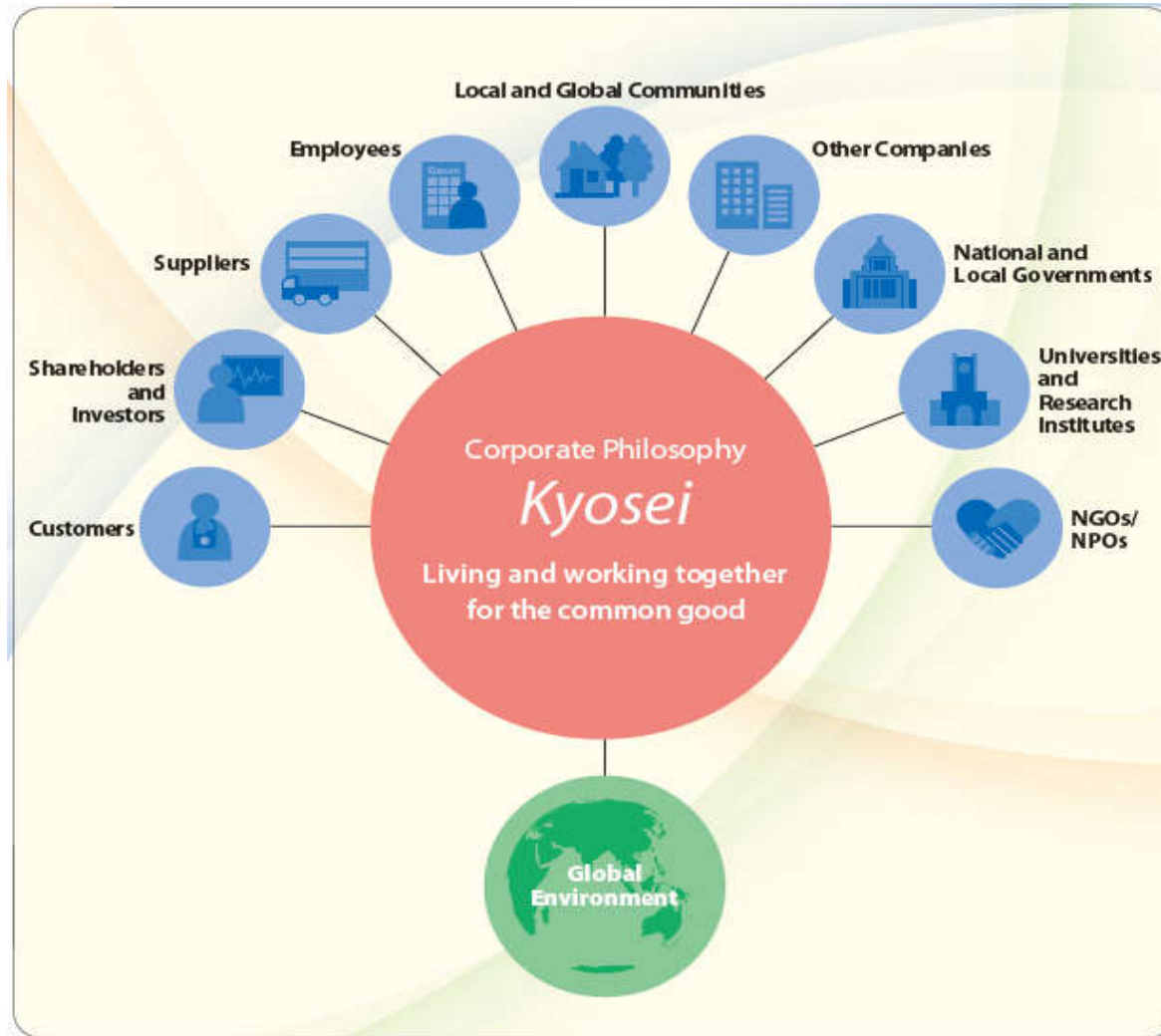








Agenda

- **Corporate Philosophy**
- **Current Efforts**
- **Improving Visibility**
- **Recommendations**

Corporate Philosophy



CSR Initiatives

Environment	Society	Business
 <p data-bbox="331 781 793 922">NATIONAL GEOGRAPHIC™</p>   <p data-bbox="516 1122 772 1182">Europe, Middle East & Africa Conservation Partner</p>	 <p data-bbox="932 954 1232 1057">ICRC</p>	<p data-bbox="1486 695 1717 764">Kyosei</p> <p data-bbox="1402 816 1791 995">共生</p>



Newsweek Green Rankings

Rank	Company	Green Score	Environmental Impact	Environmental Management	Disclosure
75	Sony	69	63	76	60
88	Panasonic	67	57	76	77
121	Canon	65	59	74	51

World's Most Admired Companies

Social responsibility Industry Ranks

Panasonic: 3

Sony: 5

Canon: 7

Canon

Digital Media Efforts



Social Media Efforts



Canon

Donate Smile Campaign

Canon
Delighting You Always

Let's Make the Earth Smile

Donate a smile
多嚟一個笑

Home | 咁樣做? | 點解做? | 邊度玩? | Smile Gallery | 捐款及查詢

Facebook



Word of Mouth

Mixed Reality



Canon

We recreate unique experiences



Canon

Example



Canon

Example (cont'd)





Example (cont'd)





Call to Action

- **Consumers 67% more likely to buy product if aware of corporate CSR**
- **Leverage core competencies and reinforce brand identity**

Canon



Questions?