



# IMAGING FOR GOOD

To pursue our corporate philosophy of Kyosei, Canon HK has for many years taken proactive measures to fulfill its diverse social responsibilities in its corporate activities.

Canon's leading imaging technology has made the CSR programmes much more enjoyable, we demonstrate our passion to "GOOD" by passing on our expertise in imaging.

## IMAGING FOR GOOD 影像公益

### The multivariate competition creates a unique shooting experience

Since 2009, Canon PhotoMarathon (CPM) Hong Kong is a competition in which contestants compete to create their photographic masterpieces in line with the assigned themes under time pressure. It is an exhilarating annual event for all photography enthusiasts and the flagship event that combines 'Photography, Charity and Environmental conservation' to promote photography culture.

The number of contestants has been increasing from 300 in the first year to 3,000 in 2017. Since 2010, the event has been recognized as carbon-neutral after "measure, reduce and offset" to carbon footprints.





## Bridging our kids in Asia with photography

2009, Canon China launched a cross-cultural communication campaign that connects the students from different countries in the Asia by image, regardless of culture and language among different region, building the harmoniously living society. In the campaign, students from different countries will be invited to share their culture and traditions through photographs. After photos taking and printing, students will share their comments on the tailor made photo frame, it will be sent for exchange with students in other Asian countries to build a 'bridge' among them.

The campaign continues to develop and there are 10 counties or regions have joined the campaign, including Japan, China, Singapore, Malaysia, India, Thailand, Vietnam, Hong Kong, Taiwan and the Philippines.

## Utilize our strengths for good

Being part of the community, Canon HK works to bring a better life to the world by its imaging technologies. In aid of building an even better community, we offer professional imaging technology to support charitable organizations such as provide free product loan and photography activities.

Since 2013, Canon HK supported in consecutive 4 years to the Wai Yin Association organised annual study aboard trip "Travel, Experience, Share project" by providing photography training to participating student from low-income family, in order to ensure they are well-prepared to the experience trip with basic photo taking skills.

From 2014, we partnered with Hong Kong Council of Social Service to offer Instant Photo Shoot and Print service at the "Caring Company" Community partnership EXPO, for awarded enterprises to capture memorable moments with their nominated NGOs. With charge of \$10 per print, all fund raised every year are donated to selected NGOs without any cost deduction. In 2019, Canon HK attained the 15+ Caring Company logo in recognition of our promising efforts on performing CSR in the areas of "Caring for the Community", "Caring for the Employees" and "Caring for the Environment".

Over the years, with the mission of Imaging for Good, we strive tireless effort to organize interactive activities together with our imaging expertise to bring joy and positive energy to every needy in the Hong Kong community.



## *Reciprocating the society by volunteering*

Driven by the corporate philosophy of Kyosei, Canon HK is even more eager to empower the society by getting in real touch with the needy and put love and care into actions, therefore we established the corporate volunteer team in 2015. Our enthusiastic employees who voluntarily devoted their leisure time to different audiences in the society through various social services. By the end of June 2019, a total of 168 corporate volunteers participated in 34 programmes, contributed over 6,700 hours of service with beneficiaries including special education needs children, low-income families, elderly as well as environmental protection. Our team is delighted to contribute to a better community through the services by practicing the act of giving.

### **Turning leftovers into love**

Acts of generosity interaction have been proven to increase the positive energy of our community. Therefore, Canon HK developed a regular service with People Service Centre since mid 2016, to collect surplus market food. Our volunteers help to collect surplus food from the wet market, including vegetables, fruits, bread, and even fresh meat and seafood. The collected food will then be re-distributed to the needy in Kowloon City district.

As of June 2019, our team collected a total of 81,899kg surplus food for 37-month service, equally average 185kg of surplus food daily. We further extended our service by a home visit to the recipients, such as the elderly, singleton and subdivided room families to make the recipient feel closer to us. To reciprocate the gratitude to the donors' continuous support on food donation, our volunteers prepared lunch boxes together with the recipients and send back to the wet market. This cycle connects the one giving out while at the same time touching the recipient's heart.



## Protect the environment with action

Canon HK has been taking solid actions to conserve the environment for a greener and better planet. Our employees actively participated in the environmental protection activities, such as "Green Power Hike" and "Walk for the Green Earth", in order to enhancing the environmental awareness while enjoying the scenery of our beautiful nature.

In addition, we have partnered with The Green Earth since 2017 to organize annual beach cleaning volunteer service. Every year, nearly 100 volunteers and their relatives or friends visited rubbish blackspots for the meaningful activity, included Tung Lung Island and Junk Bay at Cape D'Aguiar.

Through the cleanup service, volunteers accomplished with over 70 bags of garbage collection to restore the beauty of shorelines as well as learning environmental issue in recent years, including the camping boom caused problems in the suburbs, sea-floating garbage, foam plastic and plastic bottles which caused damage to the coastal environment and even broke up the ocean food chain.



## Support community and sports development

Since 1999, Canon HK has supported numerous charity activities organized by the Hong Kong Community Chest to help the disadvantaged community, such as 'Love Teeth Day' and 'Skip Lunch Day'. We also donated to "Orbis World Sight Day" for 14 consecutive years and total raised more than HK\$540,000 to giving a life-transforming chance to the needlessly blind people and family. To support the patients and operation of Thalassaemia Resources Center, Canon HK has joined "Dress Red for Thalassaemia" organized by Children's Thalassaemia Foundation for 4 consecutive years already.

Besides fund raising, we also invited Hong Kong Red Cross Blood Transfusion Service to host Blood Donation Day at our head office twice a year, so that our employees can donate blood during working hours. We also motivate our Canon group companies for this event, by inviting Canon Electronic Business Machines (H.K.) Company Limited and Canon Engineering Hong Kong Company Limited to join the blood donation activity.

Canon HK has been actively contribute to sports sector. We have been the sponsor of Kitchee, a Hong Kong Premier League soccer team for 15 years since 2004. football so that younger generations can also enjoy football. Through years of sponsorships, supporting not only for international exhibition matches, but also for local soccer trainings and establishment of Hong Kong's first soccer training centre, nurturing the sports interest among young generations.

