Canon Inc.

https://global.canon/en/environment/biodiversity.html

Policy for the future:

Canon recognizes biodiversity as essential for a sustainable society. We carry out various activities around the world under our Biodiversity Policy, which applies to the entire Canon Group.

Toward 2030, we will continue to promote consideration for biodiversity centered on operational sites, utilization of Canon technologies and products, and contribution to the realization of a community.
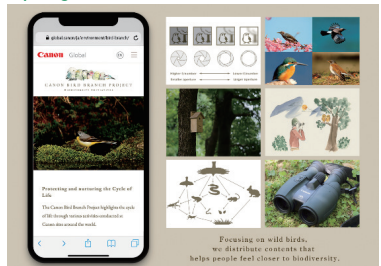
Especially, through the Bird Branch Project, focusing on birds, we develop conservation research using a new technology such as network cameras and conservation activities at each Canon Group sites in the world. Moreover, we focus on raising awareness of biodiversity globally through its website in Japanese, English, and Chinese.

Canon Bird Branch Project

A bird is a symbol of the "Cycle of Life" and occupies the top of the local ecological pyramid, which consists of other living beings like plants, insects, and small animals. At Canon, we promote this project which represents an activity based on our "Biodiversity Policy."

https://global.canon/en/environment/bird-branch/

Conservation & Enlightenment Activities

- Contents includes activities at our sites, bird life, and advice on how to photograph birds. We tell the importance of biodiversity through birds.
- Publish in Japanese, English, and Chinese.

- Conveying the importance of biodiversity at internal and external events
- Activities to protect wild birds' growing environment according to the local situation
- Developing activities cooperating with professionals of domestic and foreign

Ecosystem conservation activities cooperating with the local community

We carry out ecosystem conservation activities at each Canon Group sites in the world.

Example: Activity to restore coral reef ecosystems by Canon Hi-Tech (Thailand) Ltd.

Canon contributes to ecosystem conservation through utilizing advanced imaging technology and raising awareness about biodiversity globally.