

Canon Marketing Japan Inc.



<https://cweb.canon.jp/csr/furusato/index.html> (available in Japanese only)

Policy for the future:

Recognizing that biodiversity conservation is essential for a sustainable society, our company carries out a variety of activities under the Canon Group's Biodiversity Policy. We will continue to engage proactively in activities that lower the impact of our business activities on biodiversity and that conserve biodiversity in collaboration with local communities, leading up to 2030, the target year of the SDGs. For example, one of our cornerstone social outreach activities is the *Furusato* Fund — Linking Our Dream to the Future, to further the *Furusato* Project — Linking Our Dream to the Future, which aims to both conserve biodiversity and raise awareness. Working in partnership with NPOs and other organizations around Japan selected through public appeals, we carry out activities rooted in local communities, publish online activity reports, and work to raise awareness of biodiversity conservation.



Furusato Project – Linking Our Dream to the Future

Objective: Preserve beautiful local areas rich in greenery, where a great diversity of living creatures is raised, for our children's future

Activities: Conserve biodiversity and raise awareness in partnership with NPOs and other organizations around Japan

Funding: We support the Project through business operations, such as donations based on the number of used toner and ink cartridges collected and the number of environmental-friendly PPC sheets sold

Outcomes: Activity achievements (2010 through 2019)
Over 400 individual programs have been held, with over 9,200 participants in total

A partnership-based framework



We also publish content in the virtual space **Animalium** that lets kids learn about the environment and biodiversity while having fun

The aim is to boost participant numbers, including Group employees, and obtain ripple effects through greater recognition and understanding of biodiversity