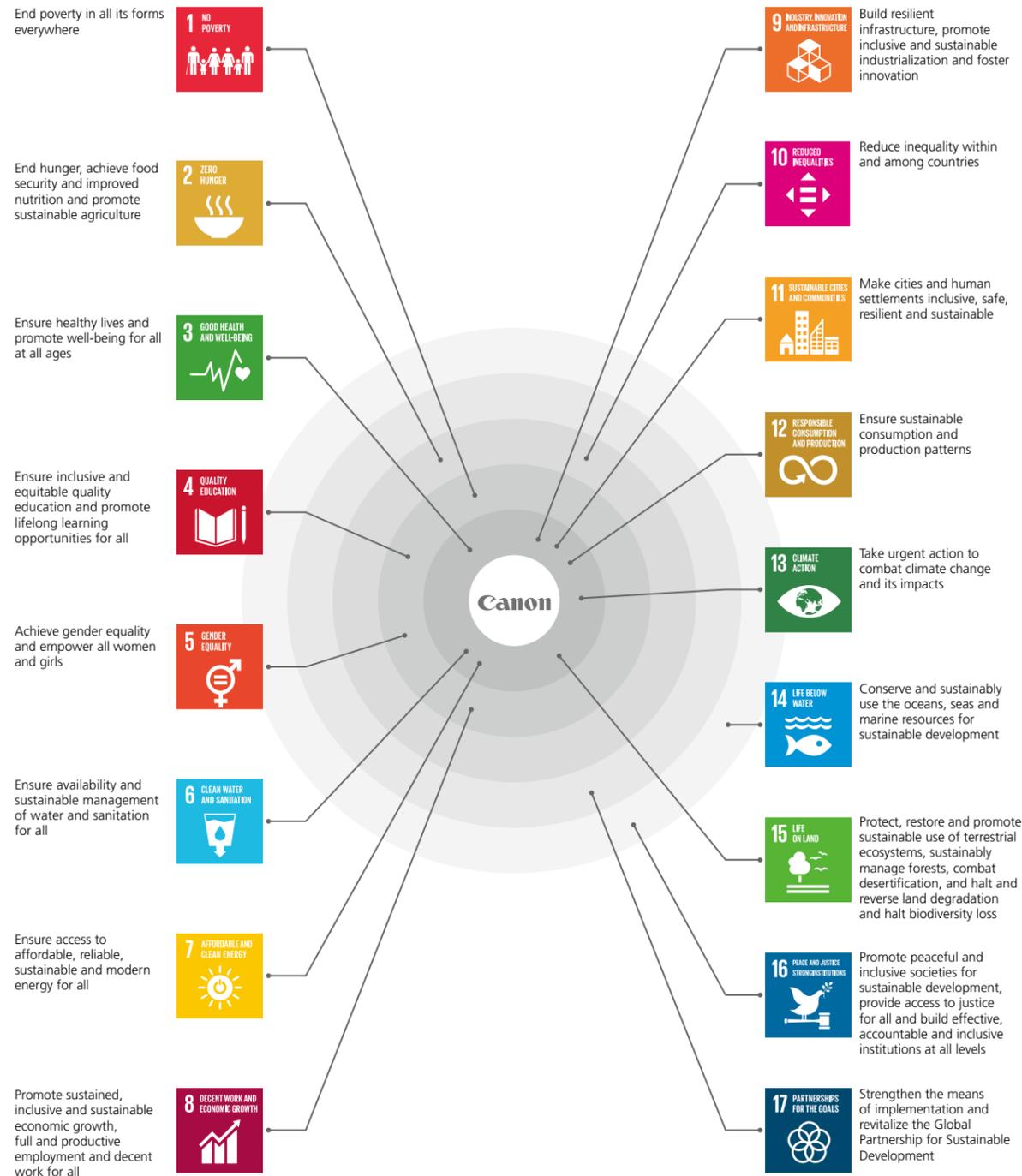


# Relationship with SDGs

## Canon's Activities Targeting a Better Society and Their Relation to SDGs

The figure below shows the relationship between the impact of Canon's activities on society and the global environment and the Sustainable Development Goals (SDGs), based on the results of the stakeholder survey as outlined on the following page.

The closer the SDG icon-linked circle is to the center (Canon), the greater is the degree of relevance to Canon's operations.



## Stakeholder Expectations

Canon conducts an annual survey to see whether CSR activities are satisfying the wishes of stakeholders. Since 2016, the survey has included questions on SDGs. In 2017, it also covered CSR-related targets for Canon, asking what kind of contribution Canon was expected to make.

For further details of this research, please refer to "Stakeholder Questionnaire Survey" (in the CSR Management section) (→P14).

### Goals to which Canon is expected to contribute



The top three SDGs (out of 17) to which stakeholders expected Canon to contribute were, in descending order, numbers 12, 13 and 9.

### Example opinions

- Sustainable consumption patterns would have a significant effect on the environment, and companies have a major part to play in this. (Asia, university/research institution)
- We would like to see Canon focus more on the health sector in the future. (Europe, customer)
- Climate change is society's most critical issue. Progressive companies such as Canon should be doing a lot in this area. (Americas, investor/analyst)
- We want to see Canon creating new value by leveraging advanced technology. (Japan, supplier)

## Examples of Main Canon Activities Contributing to SDGs

Canon has consistently pursued a strategy of creating value to help address social issues. Further steady progress was made in 2017 through a variety of activities designed to help realize SDGs.

In addition to the following, you can read more about Canon's activities for SDGs in the CSR Reporting (→P23-118).

### Materiality

#### ■ Creating new value and solving social issues



#### Creating a Safe and Secure Society

Canon is helping to safeguard society by protecting people's safety and security. In 2017, we installed a system of network cameras to facilitate urban development in the City of Yokohama, and have released software products which leverage our technological capabilities.

For details, please refer to "Activity Highlights 1" (→P15).



#### Promoting Healthcare

In a growing healthcare sector, Canon is promoting technological innovation to improve medical equipment. In 2017, in partnership with medical institutions, we completed the development of the world's first ultra-high-resolution CT system.

For details, please refer to "Activity Highlights 2" (→P17).



### Materiality

#### ■ Protecting and conserving the global environment



#### Contributing to a Circular Economy Eliminating Hazardous Substances and Preventing Pollution

Canon is working to improve sustainability through the recycling of limited resources. In 2017, we established the Canon Eco Technology Park, a state-of-the-art recycling plant designed to maximize the resource efficiency.

For details, please refer to "Activity Highlights 3" (→P19).



#### Contributing to a Low-Carbon Society

Canon is promoting lower CO<sub>2</sub> emissions over product lifecycles. In 2017, we continued to work on cutting CO<sub>2</sub> emissions by seeking to reduce emissions at every stage, from the raw material to site operations, logistics and customer use.

For details, please refer to "Activity Highlights 4" (→P21).

