Stakeholder Engagement

Basic Approach

Canon thinks it is important to have ongoing dialogue with its diverse stakeholders to communicate the company's thinking to them and to listen carefully to their feedback with the aim of deepening mutual understanding. We consequently strive to maintain close communication with stakeholders using departments in charge at Group companies worldwide as points of contact. Responding to the issues identified based on the opinions we receive, we deal appropriately with the needs of each region, and at the same time, we share important issues related to global management throughout the Group and work to resolve them.

Below, we introduce our methods of communicating with stakeholders and present specific initiatives, covering all stakeholder groups that Canon believes to be of high importance for its business activities.

When preparing this report, starting from the planning stage, we conduct several rounds of direct discussion with third parties regarding the content of the report (→P131-133). We also try to ensure that report disclosures meet the expectations of all stakeholders by canvassing the views of various experts and institutional shareholders.

Stakeholder	Topics of Interest	Main Communication Methods	Main Initiatives in 2019*
Educational/ Research Institutions	• Optical technology • Cutting-edge technology • Joint research • Environmental education related to recycling	• Joint research • Presentations at international conferences and technical working group meetings • Business introductions • Participation in surveys and studies • Outreach classes and instructor dispatch • Onsite briefings at schools, school visits (university/ technical college level) • Internship programs to support the career development of students	• Instructors dispatched to Utsunomiya University (Japan), Center for Optical Research and Education (29 times) • Environmental classes held at elementary schools (55 times) • Held meetings at such Canon Foundation grant recipients as universities and research institutions (29 occasions) • Visits to promote joint research initiatives between industry and academia (15 times) • Onsite briefings held at universities to introduce Canon and its business operations (approx. 100 times) • Regular communications with educational and research institutions such as collaborative R&D conducted with university hospitals in Japan • Onsite briefings at schools and school visits (university/ technical college level) • Internships for students on administrative, technical or specialist tracks (36 times, approx. 2,000 students) • Internships for special support school students (14 students from 5 schools)
Employees	• Improvement in workplace environments • Understanding of management policies • Maintenance of employee welfare system • Support for career development • Maintenance of personnel evaluation system • Maintenance of workplace safety system • Cultivation of high company morale	• Labor-management meetings • Information sharing from top management (intranet, in-house magazine, executive meetings, site visits) • Training programs • Employee surveys • Human resource hotline • Whistleblower system • Safety and Health Committee • Internal award system • Company events	• Canon Group labor-management meetings (once) • Central labor-management meetings (8 times) • Labor-management committees on wages, welfare, workplace reforms, etc. (8 times) • Initiatives to help make individual workplaces more rewarding • Career matching system (163 employees) • Information security seminars (12 times) • Compliance meetings (2 times) • Environmental training • Barrier-free Mindsets training (online learning) • Central Safety and Health Committee meetings (2 times) • Regional Safety and Health Committee meetings (at least monthly at each operational site) • Summer festivals (once at each operational site)
NGOs/ NPOs	• Issues affecting global society such as refugee issues and poverty • Disaster relief support • Ecosystem protection/ conservation • Supply chain risks	• Collaborative projects, including volunteer activities • Share information/hold discussions	• Support for UNHCR WILL2LIVE Cinema 2019 organized by Japan for UNHCR[1] with cooperation and supervision by UNHCR Representation in Japan • Partnership-based biodiversity conservation initiatives "*Furusato* Project" • Canon Bird Branch Project in collaboration with the Wild Bird Society of Japan • Humanitarian and disaster-relief activities in disaster-affected areas • Collaborative biodiversity conservation initiatives in areas around the world • Collaboration to achieve a green supply chain *1 The national partner of UNHCR in Japan

* Numbers in parentheses represent the number of activities in 2019

Stakeholder	Topics of Interest	Main Communication Methods	Main Initiatives in 2019*
Foreign Governments/ Embassies	• Support for evaluating and addressing social issues at the bilateral and international levels • Building, maintaining and promoting friendly relations with other countries	• Meeting/exchanging views with important people from overseas • Participation in various types of events • Responding to various types of inquiries • Completing various surveys and studies	• Courtesy calls and participation in hearings or other meetings in response to requests from foreign governments and embassies (over 50 times) • Participation in international discussions and events designed to improve bilateral relations • Completing various surveys and studies
Local Communities	• Protection/conservation of local community ecosystems • Contributions to local communities through business operations • Understanding local communities • Fulfilling responsibilities as corporate citizen to participate in local community activities	• Emergency disaster-relief assistance • Disaster-preparedness and crime-prevention drills • Involvement in local groups/organizations • Local events and volunteer activities • Environmental education and awareness activities • Community cleanups	• Community-based social contribution activities including educational, sports and cultural programs • Activities to protect and conserve local ecosystems, such as tree-planting programs • Cleanup activities
Shareholders/ Investors	• Medium- to long-term management strategy aimed at achieving continued growth • Status of business portfolio transformation • Business activity trends and results • Financial condition • ESG activities	• General meeting of shareholders • Conferences for institutional investors • Individual meetings with institutional investors • Conferences for individual investors • Website for investors • Corporate reports/ brochures for investors	• Financial results conferences, corporate strategy conference (5 times) • Release of corporate governance report • Improved disclosure of financial results and related information • Quick release of documents relating to general meeting of shareholders, enrichment of voluntary disclosure • Publication of Canon Annual Report and Sustainability Report • Inclusion of financial information in Sustainability Report • Discussions aimed at improving content of Sustainability Report
Suppliers	• Understanding of various Canon Group procurement standards • Implementation of procurement standards • Product/technology trends • General business activity trends • Improved efficiency of the chemical substance information transmission scheme	• Online supplier surveys • Procurement annual meeting • Briefings on business trends • Technology exhibitions by suppliers • Promotion of green procurement	• Survey covering finance, corporate data, business ethics, conflict minerals, and environmental conservation (yearly) • Procurement strategy meeting, parts exhibition (each once a year) • Briefings on business trends (13 times) • Product/technology exhibitions by suppliers (twice) • Collection and management of product information for products containing chemical substances through chemSHERPA
Central/Local Governments	• Active support for initiatives addressing societal issues • Strengthening ties with companies • Promotion of community revitalization	• Opinion exchange with government agencies • Participation in economic organizations and industry groups • Opinion exchange with municipalities • Cooperation in surveys and questionnaires	• Policy recommendations via discussions with government agencies • Policy recommendations via activities of economic organizations and industry groups • Promoting/supporting personnel exchanges • Holding discussions with municipalities • Participation in, and organization of, various types of events such as local government fairs • Creation of PR videos for tourism • Introduction/provision of new technologies and solutions • Cooperation in surveys/questionnaires for government statistics, industry groups and economic organizations (73 items)
Other Companies	• Industry trends • Addressing social issues that affect multiple industry sectors • Product/technology trends	• Collaborative projects	• Joint research with other companies and undertaking of development work

* Numbers in parentheses represent the number of activities in 2019