
OUR PHILOSOPHY

LIVING AND WORKING TOGETHER FOR THE COMMON GOOD

Canon's corporate philosophy is founded on a responsible approach to working. In 1988, we encapsulated this approach in the word *kyosei*, which we translate as 'living and working together for the common good'. Our sense of responsibility for the way we operate our business and the effect we have on our world has grown with Canon's business over the past 70 years. Through our *kyosei* philosophy we aim to make the world a better place by attempting to correct the imbalances brought about by trade, income and our impact on the environment.

We believe that each step we take in trying to work for the common good – as individuals and as an organisation – does make a real difference. Of course, actions speak louder than words. We aim to act morally, in accordance with our own code of conduct and our worldwide ethical compliance framework; but more than this, we aim to make a positive difference to all we come into contact with and, through our behaviour, contribute to positive change.

This report details some of our local achievements and future aspirations in working for the common good.

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