

Canon

Young People Programme



WHO IS CANON?

Canon

We are Canon



We're one of the world's most recognised brands



We're a leading technology company and an expert in imaging – for over 80 years



We're dedicated to help people reimagine and push the boundaries of what is possible through imaging



We invest 8% of sales into developing innovative products each year



We rank amongst the top five companies for patent registrations in the US continuously for the past 34 years



We're the **brand...**



Of choice for media at major global sporting events, who use our broadcast lenses and digital cameras



That helps photographers capture images in the dark without infrared



Behind a camera that allows colour distinction beyond the capability of the human eye



That developed the world's first DSLR camera with full HD video



With the technology to enable capturing a galaxy approx 13B light years from Earth



Working with Netflix as an approved camera provider for the production and post-production of Netflix Originals



Behind the industry's most advanced CMOS sensor, ready to take on the world of IoT



We bring data and documents, digital and manual processes together seamlessly to enable our customers' digital transformation journeys

Kyosei

共生

Kyosei is Canon's corporate philosophy and lies at the heart of our brand, business and sponsorship activities and the way we conduct business.

A Japanese word that means living and working together for the common good – a principle that is embraced by all Canon employees. It shapes our mission and our values, the way we treat our people and conduct our business.

Beyond our company activities, **Kyosei** influences the way we operate within the wider community and with organisations throughout the world.

「What's good for society is
also good for business」



Our **sustainability** mission

Sustainability is key to our mission of improving society and the lives of individuals

Circular Economy

- We're innovating in the Circular Economy, creating a circular future for our products, business and the world around us
- We consider each stage in the lifecycle of our products. We look to minimise energy and raw material consumption and the production of waste materials, damaging substances and CO2

Imaging for Good

- We're educating and empowering the next generation of storytellers through our Imaging for Good programmes, equipping them with skills needed to make a difference
- Our **Young People Programme** operates in 20 countries, using UN's SDGs as framework
- We **develop talent** to create livelihoods across film, photography and print
- Our **Ambassadors** deliver talks and workshops, bringing environmental and societal issues to life

CANON YOUNG PEOPLE PROGRAMME

PROJECT GUIDE 2018



Canon

UN SUSTAINABLE DEVELOPMENT GOALS

We have created an initiative called the Young People Programme, which seeks to contribute towards the achievement of the United Nations Sustainable Development Goals (SDGs)

On September 25th 2015, countries across the UN adopted a set of goals as part of a new sustainable development agenda, to:

- end poverty
- protect the planet
- ensure prosperity for all



For more information, visit <http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

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MOTIVATING YOUNG
PEOPLE AND GIVING
THEM THE TOOLS THEY
NEED TO RAISE THEIR
VOICE IS CRUCIAL
FOR THE SUSTAINABLE
DEVELOPMENT GOALS
TO BECOME A REALITY
BY 2030

”

**Xavier Longan, European
Officer-in-Charge at the
UN SDG Action Campaign**



OUR PROMISE

The Young People Programme

By using the SDGs as a framework, we will give young people the opportunity to talk about the global issues that affect their futures.

The Young People Programme helps the generation of tomorrow to harness the power of positive visual storytelling to drive change.

By providing the right tools and coaching, we're helping to bring their stories to life and are committed to making sure their voices are heard.





CANON YOUNG PEOPLE PROGRAMME

ONLINE CREATIVE CHALLENGE

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THE BRIEF

Be Creative

I want to encourage you to be as creative as you like. Use the United Nations Sustainable Development Goals (UN SDGs on next page) as your basis for self-expression and then using a combination of words, photos, video and design – eg. use poetry, narrative, documentary, imagery and layout – to focus on and speak to your community and the wider world. This is your platform to demonstrate to all of us what is important to you, in your life.

Further support

Canon have some great resources for anyone wanting to learn more about cameras and photography/video:

- Canon Companion App – find links from
 - Apple App store and the Google Playstore
 - Canon Canada DSLR emulator
 - <http://www.canonoutsideofauto.ca>





THE DETAILS

Equipment

All imagery will, ideally, be shot on a Canon camera, but if you don't have one, never mind, use whatever you do have – phone, laptop etc – we want to encourage your creativity first. Also, please submit all final still imagery, video and design at the highest resolution – JPGs, RAWs, TIFs, MP4, .MOV, PDF etc.

** Remember that, as Canon, we can only share through our Canon social channels imagery shot on a Canon camera, but there are plenty of other social channels from your schools, the Ideas Foundation and the UN.*

Rights

All copyrights will remain with you, the creators, but by participating in this Canon Young People Programme you permit the Ideas Foundation and us, Canon, to use the resulting work in our different social and marketing channels. As an example, Canon may use the final imagery on our social channels, at exhibitions, and in local publications as part of the promotion for the Canon Young People Programme across the world. We want this relationship to be beneficial to all of us, for the longer term, so please bear in mind that as Canon we make tools to enable photographers to both express themselves and potentially earn money, so we would never do anything to disrupt that core relationship between us, and you. It is simply not in our interests.

**WE LOOK
FORWARD
TO WORKING
WITH YOU**

Canon