

SUSTAINABILITY FACT SHEET

Product design and lifecycle assessments

We focus on the development of low carbon and resource-conserving products from the concept and design stage.

- We have set targets to reduce lifecycle CO₂ emissions arising from Canon products by 3% year-on-year and to achieve a 15% reduction in our CO₂ footprint by 2020 against net sales (in comparison to 2010) from Canon EMEA operations. Please [click here](#) to view progress against our product lifecycle target and [click here](#) to view progress against our operational target.
- In addition, in 2011 we signed a Voluntary Agreement on improving the environmental performance of imaging equipment with EuroVAprint (VA). This self-regulatory initiative is driven by imaging equipment manufacturers and was endorsed by the European Commission in January 2013 as equivalent to binding regulation. The measure sets targets for reducing the carbon footprint of printing and copying in the EU. The VA addresses use aspects of ink, toner and paper, as well as recycling. Please [click here](#) to find out more about EuroVAprint.
- To ensure we achieve these targets, we leverage Lifecycle Assessment (LCA) methodologies to ascertain and assess the environmental impacts a product makes throughout its lifecycle. Our product operations teams use the outcomes of these LCA's during product development to analyse factors that lead to CO₂ emissions and make changes to reduce these impacts. For example, by including recycled and bio-based plastics or by remanufacturing products such as our [EQ80](#) product ranges or making the products smaller and lighter. We disclose the lifecycle CO₂ emissions, or carbon footprint, for our products on the [Carbon Footprint of Products site](#), so that more customers can select environmentally conscious products and make informed decisions about the products they purchase.