



Canon Solutions America

# ECO START PROGRAM



The environmental and sustainability initiatives of Canon Solutions America and our parent company, Canon U.S.A., cover all aspects of our businesses. Beginning in the product development stage and throughout the remainder of the product's lifecycle, Canon considers the environment, utilizing energy-efficient manufacturing processes and trying to minimize hazardous substances from our products. The Eco Start Program is an extension of this commitment and is designed to help have a positive impact on the environment.

## About the Program

The Eco Start Program began in 2011 as a way to help our production print customers build their sustainability portfolios and have a positive impact on developing communities. When a new production system is purchased, Canon Solutions America engages the Trees for the Future organization to plant trees in an effort to help counter-balance that machine's average expected CO<sub>2</sub> emissions during its first year in operation.

Trees for the Future, a Charity Navigator four-star organization, has helped thousands of communities improve their livelihoods and environment by planting over 149 million trees, removing approximately two million tons of CO<sub>2</sub> from the atmosphere each year.\*

Trees for the Future plants the donated trees in their unique Forest Garden system in poverty-stricken communities in Sub-Saharan Africa. The Forest Garden Program is a sustainable agriculture practice where farmers plant a specific variety of crops and trees in phases over a four-year period. These Forest Gardens provide families with fuel, food, and a means to engage in local commerce. In addition to helping families, the trees planted help tackle environmental degradation, restore biodiversity, and remove tons of greenhouse gas from the atmosphere.\*

This program brings an environmental focus into each purchase of a new production printer and is an extension of Canon's commitment to sustainable business practices. Eco Start is also a way for us to help our customers achieve their own corporate environmental initiatives.

## How Does the Eco Start Program Work?

We started with the goal of incorporating our customer's acquisition of new production printers into our company's sustainability practice. We calculate internally the anticipated CO<sub>2</sub> emissions from each of our production print products during their first year of use based on their average expected energy consumption, annual print volumes, and paper consumption. We factor into the equation variables like anticipated standby and running power, expected output volume per month, average projected operating hours per month, and the estimated energy to cool the production system.

This calculation provides us with an average expected total carbon emissions per year for each product and allows us to calculate the anticipated number of trees needed to help offset those average emissions. (It is important to note that these calculations are based on average estimated annual usage and not actual usage.) We currently include 11 of our production print devices in this program and each helps to contribute to the donation and planting of between 230 and 2,100 trees per machine sold.\*

# IT DOESN'T TAKE A LOT TO MAKE A DIFFERENCE.

## According to Trees for the Future:\*\*

- \$10 provides essential tree seeds for one family, including fruit, timber and fast growing trees.
- \$50 provides a full Forest Garden kit (seeds, tools, materials) to a family for one year.
- \$240 sends a farmer to field school to learn to grow and manage the Forest Garden.
- \$640 empowers a family by fully supporting them to grow and manage a new Forest Garden of 4,000 trees.

When a customer purchases a new production print machine, we use our internal machine specifications to estimate the number of trees that should be planted to help offset the average emissions anticipated from the newly purchased device. We make that donation to Trees for the Future, who then plants the trees in Africa according to their organization's mission. Finally, we educate our customers on the role they play in this program and we present them with a certificate of appreciation for their part.

## Program Results

Since 2011, Canon Solutions America has worked with Trees for the Future to plant over 1.4 million trees on behalf of our customers. That is enough area to cover 1.5 times the size of Central Park in Manhattan. These trees have created 620 sustainable Forest Gardens and helped over 680 families. On average, over 100 Canon Solutions America customers participate in this program each year. The total number of trees planted under the Eco Start Program have removed 72 million pounds of carbon from the atmosphere over the history of the program.

## About Trees for the Future

Trees for the Future is improving the livelihoods of impoverished farmers by revitalizing degraded lands. Since 1989, with their experience in planting well over 149 million trees, they have demonstrated the transformative power of trees in helping smallholder farmers to break out of the poverty trap. Today, their work in East and West Africa is helping to end hunger and poverty, leaving a legacy of opportunity through sustainable practices and productive lands for future generations. For more information, please visit [www.trees.org](http://www.trees.org).

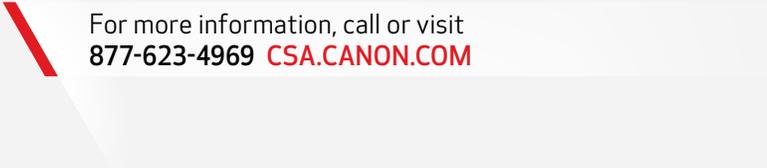
## How Can You Get Involved?

If you'd like to contribute to the program, Canon Solutions America can help you with the calculation based on the activity on your press and can put you in touch with Trees for the Future to discuss formulating your own tree planting contribution. Contact your sales representative to get started.



\* Trees for the Future 2017 Impact Report.

\*\* Prices may be subject to change and are controlled and set by Trees for the Future and not by Canon Solutions America. Please contact Trees for the Future for up-to-date pricing and other terms and conditions.



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