



working together
around the world



- ① UK: Participating in a charity bicycle race
- ② Japan: Tree planting in the Tanabe-Ryujin Nagaki no Mori forest
- ③ Kenya: Lake Victoria environmental education program
- ④ Turkey: Eco Learning Program
- ⑤ USA: Participating in a campaign to prevent women's heart diseases
- ⑥ Panama: Cleaning up beaches
- ⑦ Japan: Dispatched instructors give classes about solar cells
- ⑧ China: Nationwide environmental education activities
- ⑨ Kazakhstan: Charity event at an orphanage

Panasonic Corporation

Corporate Communications Division
Corporate Citizenship Group

- Osaka: 1006 Kadoma, Kadoma City, Osaka 571-8501, Japan
Phone: +81-6-6909-6700
- Tokyo: 1-1-2 Shiba-Koen, Minato-ku, Tokyo 105-8581, Japan
Phone: +81-3-6403-3140

Date of Issue: June 2011

For the latest information, please visit our website

<http://panasonic.net/citizenship>

This booklet was printed in the PUD font. Panasonic is actively engaged in universal design, which includes research into fonts that are easily readable to a large number of people. We have already developed our own Japanese and English PUD fonts and use them in product labeling.

Panasonic
ideas for life

Panasonic's Corporate Citizenship



eco
ideas

<http://panasonic.net/citizenship>

Helping to Build a Sustainable Society

The Panasonic Group's unwavering management philosophy, "contributing to society as a public entity," has been part of the company's DNA since our founding.

Making the 'environment' central to all of our business activities, we aim to be the No.1

Green Innovation Company in the Electronics Industry, and offer a better living which provides people around the world with peace of mind, comfort and joy, in a sustainable way.



Panasonic is working to create a more sustainable society. As part of these efforts, we conduct corporate citizenship activities around the world with the theme of "education and coexistence."

We are focusing in two key areas: the environment and the next generation. In addition to our efforts as a corporation, we are also working with NPOs, NGOs and governmental organizations, and supporting the volunteer activities of individual Panasonic employees.

For more information, please visit our website.
<http://panasonic.net/citizenship>



Connecting with the world, connecting with the future

Linking 39 countries and regions for environmental education

Panasonic ECO RELAY for Sustainable Earth



Under the banner of the 'Panasonic ECO RELAY for Sustainable Earth', each and every Panasonic Group employee is fulfilling his or her responsibility as a global citizen by proactively taking part in environmental activities. In order to realize a sustainable global environment and community, we connect people,

communities, activities, and present and future generations on a worldwide scale, thus bringing about greater benefits for the global community.



In Tanzania, people take a moment to think about ecology during 'Earth Lunch Hour' as they discuss how they should spend their lunch breaks, ingredients and cooking methods, and cleaning up after the meal.



Panasonic Group companies in Thailand and Sanyo (Thailand) joined hands to protect the marine environment.

Protecting the oceans and the earth

WWF Yellow Sea Ecoregion Support Project

The WWF (World Wide Fund for Nature) has identified the Yellow Sea as a high-priority conservation region. The Yellow Sea Ecoregion Support Project aims to protect both marine biodiversity and the livelihood of residents along the Yellow Sea coasts of China and the Korean peninsula. Panasonic became Asia's first Corporate Supporter of this effort. The project's second stage began in 2010 by selecting the Yalu River mouth in Liagoning, China, and coastal areas in Muan County of South Korea's South Jeolla Province as model areas. Scientific research is focusing on the relationship between coastal fishing, migrating birds, and benthic feeders, with the overall aim of achieving policies for sustainable use and conservation.



Environmental education for children at the Muan Ecological Tidal Flat Research Center in South Korea.



©1986 Panda symbol WWF-World Wide Fund For Nature (Formerly World Wildlife Fund)
 ® WWF is a WWF-World Wide Fund For Nature (Formerly World Wildlife Fund) Registered Trademark

Creating not only products, but the future itself 'eco ideas' Factory



PT. Panasonic Lighting Indonesia (PLI) offers environmental education activities based on the 'Eco Learning Program (ELP)'.

A model factory that gives concrete shape to our environmental strategies, the 'eco ideas' Factory is showing ways to reduce CO₂ emissions during the manufacture of eco-products and promote recycling. It also hosts environmental activities catering to specific local demands, including continuous environmental education opportunities for host communities.

For more information, please visit our website. <http://panasonic.net/citizenship/environment>

When kids shine, so will our future

Focusing on environmental education

Panasonic kids school



Panasonic kids school

Based on the concept, "When kids shine, so will our future," the Panasonic kids school provides programs that support the dreams and future of children the world over.

Under the belief that educating children about the environment is essential for realizing a sustainable society, in 2010 we developed the 'Eco Learning Program (ELP)' for environmental education, which was offered to approximately 212,000 children in 25 countries across Asia and Europe, including Japan and China. We are planning to expand this program to North America and Latin America in 2011.



Panasonic India has made the ELP readily available to its employees and school teachers.



Aside from the ELP, Panasonic also sponsors an 'Eco Picture Diary Contest' with a view toward fostering children's eco-consciousness. In 2010, Anyerli Alejandra Calle Jaramillo of Panama won the Grand Prize.

Environmental Education Kicked off in Europe, Following Its Introduction in China and Other Asian Countries

The year 2010 saw the commencement of the 'kids school - eco learning' Program in Europe. In addition to the ELP and Eco Picture Diary, Panasonic also provides schools with teaching materials jointly developed with the



Foundation for Environmental Education (FEE) environmental NPO. In some regions, employees have voluntarily offered environmental education to as many as 16,000 children in 2010 alone.

From Japan to the World: Classes by Dispatched Instructors

In Japan, employees began visiting schools in 2009 to organize on-demand classes to share their experience and know-how in manufacturing and provide educational resources for teachers to use at



schools. The 'Eco-Monogatari' social studies and environmental learning program is one such resource that provides the basis for the ELP, and it has met with considerable acclaim in Japan (Grand Award winner at the 'First METI Career Education Awards' held by Japan's Ministry of Economy, Trade and Industry).

schools. The 'Eco-Monogatari' social studies and environmental learning program is one such resource that provides the basis for the ELP, and it has met with considerable acclaim in Japan (Grand Award winner at the 'First METI Career Education Awards' held by Japan's Ministry of Economy, Trade and Industry).

For more information, please visit our website. <http://panasonic.net/citizenship/education>

Resolving Issues in Developing and Emerging Countries

The Panasonic Group is accelerating its drive to address issues facing developing and emerging countries as a responsible global entity by contributing to the achievement of the international commitment known as the 'United Nations Millennium Development Goals (MDGs).'

Solar Lanterns for a Better Living Environment

We donated 1,000 solar lanterns to people living without access to electricity in Mbola Millennium Village, which is managed by the United Nations Development Programme (UNDP) and other organizations. With no CO₂ emissions accompanying their use, solar lanterns are not only eco-friendly, durable, and high-quality, but they also reduce the risks of respiratory diseases and fires caused by the use of kerosene lamps. Allowing children to study at night and adults to increase their income by working a second job in the evening hours, these lanterns are expected to enhance the quality of life for the villagers.



Solar lantern donation ceremony in Tanzania.

Panasonic NPO Support Fund for Africa



Supporting people in Africa through 'Community Road Empowerment (CORE),' a fund recipient NPO.

Panasonic is administering a program designed to strengthen the foundations of NPOs and NGOs operating in Africa. This program supports "public relations" by Japan-based NPOs and NGOs that offer a variety of services in Africa.

Global Citizenship Activities Help Foster Awareness among UK Employees of the Need to Develop the Younger Generation

Receiving financial support from the 'Panasonic Global Citizen Activities Support Program,' employee volunteers in the UK are involved in host community youth development activities. Mr D-J Pratt offers assistance with training at camp sites with the mission of helping young people to develop as individuals and integral members of their local communities.



1st Emmbrook Scout Group training camp (UK)