

Corporate Citizenship Activities

Examples of Corporate Citizenship Activities

Panasonic is engaged in corporate citizenship activities globally focused on two key areas—the Next Generation and the Environment—based on its philosophy of “education and coexistence.” By working together with communities, governments, NPOs, educational institutions and other stakeholders, Panasonic is working as a corporate citizen to help solve social issues.

Next Generation

Through various activities such as our “Class Delivery Service,” educational assistance and scholarship programs, we are supporting the education of children, who are our future. Panasonic is active in all regions of the world, with the goal of strengthening society’s educational foundations.

● Class Delivery Service

Panasonic employees visit schools and deliver their knowledge and experiences gained at work. Lessons include career education, science and mathematics, and environmental education. Classes were given to approximately 20,000 children in fiscal 2009.



Panasonic has developed a social and environmental education program for elementary schools to teach children about the people involved in the manufacturing process.

● Kid Witness News (KWN)

KWN is a global educational program started in the U.S. in 1989. Presently, approximately 8,000 children at 617 schools in 25 countries and regions across the world participate in this program.



Through video production, children develop their creativity and communications skills, and learn the importance of teamwork.

Environment

Panasonic conducts a wide range of activities around the world to tackle issues such as global warming and biodiversity in order to improve the way people interact with the earth and to ensure that a rich natural environment is passed on to future generations.

● Partnership with WWF*

Arctic Programme

In October 2008, Panasonic signed an agreement with WWF to become one of the first corporate sponsors of WWF’s work in the Arctic. This project aims to maintain and restore the Arctic environment and conserve biodiversity. Panasonic will provide 450,000 euro in financial support to the project over 3 years.

Yellow Sea Ecoregion Support Project

This project was launched in September 2007 with the goal of ensuring the coexistence of people with the marine ecosystem around the Yellow Sea. After having operated their activities during 2008, the eight grant recipient organizations in China and South Korea presented their project results at an event



Environmental awareness raising activities for children and other citizens, including opportunities to observe sea creatures and migratory birds in their natural habitats, and environmental education.

held in Beijing in January 2009. Panasonic is providing total financial support of ¥170 million over 7 years.

* WWF (World Wide Fund for Nature), the world’s leading conservation organization, has a global network active in over 100 countries with almost 5 million supporters.

● Panasonic Green Volunteer Club (PGV)

PGV was established in 1993 with donations from approximately 70,000 employees, union members and retirees as well as matching donations from the Company. Every year, as many as 10,000 people participate in various activities across Japan.



PGV conducts environmental conservation activities in forests and parks, as well as clean-up campaigns along beaches, riverbanks and in local communities, and is involved in training and awareness raising activities.

Breakdown of Corporate Citizenship Expenditure

In fiscal 2009, 45% of expenditure on corporate citizenship was spent on activities outside Japan. In fiscal 2010, Panasonic aims to increase this share to more than 50% and then to 70% in fiscal 2013. The key area of “Next Generation” accounted for 40% of expenditures, while 6% was spent in the other key area of the “Environment.” Moving forward, Panasonic intends to increase investment for the “Environment,” including conducting environmental education worldwide.

For more information, please refer to the following website:

Corporate Citizenship Activities
<http://panasonic.net/citizenship/>