

Panasonic Group Corporate Citizenship Activities

As members of society, we work alongside people helping make their lives a little richer and more peaceful. In doing this, we help create a brighter future for the world in the best ways that we can. As we work toward achieving "Sustainable and inclusive society" where everyone can live a vibrant life more freely, we carry out a range of "corporate citizenship activities" as we focus on our three priority themes of "Ending Poverty," "Environmental Activities," and "Human Development (Learning Support)."

Focal themes of corporate citizenship activities

Ending Poverty 

Environmental Activities 

Human Development (Learning Support) 

Ending Poverty



Panasonic NPO/NGO Support Fund for SDGs



A publicly-offered subsidy program that supports the strengthening of the organizational foundations for NPOs/NGOs in Japan, as well as overseas areas that are working to help ending poverty.
A publicly-offered subsidy program that supports the strengthening of the organizational foundations for NPOs/NGOs in Japan, as well as overseas areas that are working to help ending poverty.

LIGHT UP THE FUTURE



"LIGHT UP THE FUTURE" PROJECT This project picks up where the project to donate 100,000 solar lanterns left off, bringing light to areas that have no electricity using Panasonic's renewable energy technology. Working with partner organizations such as NPOs, NGOs and international groups, support programs on the ground guide communities toward sustainability and eliminate poverty by providing opportunities for education, health, and increased income.

Environmental Activities



Act for EVERY LIFE



The Panasonic Group's corporate citizenship activities include conveying and introducing, both within the Group and to the public, various initiatives to help people recognize the importance of biodiversity conservation and connect it to concrete environmental conservation activities in their daily lives.

Panasonic ECO RELAY for Sustainable Earth

The Panasonic Group plans local environmental activities at business sites around the world and implements them with the employees and their families, along with adults and children from the community.



Human Development (Learning Support)



Kid Witness News (KWN)



KWN is a global hands-on video educational program for students supported by Panasonic.
Panasonic aims to contribute to the realization of our philosophy since 1989, for future generations, the program aims to stimulate Children's creativity, build communication skills and encourage teamwork through video production, based on children's point of view, "The World Through Their Eyes."

Panasonic Kids School



Panasonic Kids School is a broad name given to a package of next-generation programs that encourage children—our successors in the future—to discover possibilities with respect to their aspirations and the future. It also helps them acquire the abilities needed to live and learn independently in accordance with their own interests and concerns. Panasonic Kids School's programs are conducted around the world. They take advantage of Panasonic's strengths and resources to foster in children the qualities and abilities that will be essential for life in the 21st century and to nurture them as "global human resources."

Panasonic Scholarship Asia



The Panasonic Scholarship Program was established to honor Panasonic's 80th anniversary in 1998 with the goal of training the young people who would lead Asia in the 21st century, based on the idea that people make society sustainable. The program has supported master's degree students mainly from eight Asian countries and regions (Indonesia, India, Taiwan, Malaysia, Philippines, Vietnam, Thailand, and China) who study science and engineering in Japan. In 2014, the name of the scholarship was changed to "Panasonic Scholarship Asia," and it has continued to support students studying at local universities and vocational training schools in nine countries and regions including Cambodia as a form of community-based support for training the next generation.

