

Working Toward Achieving a "Sustainable and Inclusive Society" where Everyone can Live a Vibrant Life More Freely

The Basic Business Philosophy of the Panasonic Group is to "contribute to improving people's lifestyles and the development of society through our business activities." In our Corporate Citizenship Activities, the Group is working to address social issues and create a new social value framework. By doing so, we aim to - in concert with our businesses - realize an "ideal society offering material and spiritual affluence." The focal themes we have identified include the "ending poverty," which is both the United Nations' Sustainable Development Goal (SDGs) #1 and an issue Panasonic has worked on since establishment. Other themes we address through our wide-ranging Corporate Citizenship Activities are "environmental issues," which are an urgent concern worldwide, as well as the "human development (learning support)," which serves as the foundation for resolving social issues.

Focal themes

Ending Poverty



Environmental Activities



Human Development (Learning Support)



Ending Poverty



Panasonic NPO/NGO Support Fund for SDGs



LIGHT UP THE FUTURE: A Project Bringing Light to Off-Grid Areas



This grant program supports NPOs and NGOs working toward the ending poverty - a global social issue - to strengthen their organizational structures so that they can sustainably work to drive social change. (Since its establishment in 2001, the Fund has provided grants to 461 projects totaling 592.51 million yen)

Through this initiative, Panasonic is working with partners such as NPOs, NGOs, and international organizations to bring "lights" powered by renewable energy to regions the power grid does not reach. In addition to supporting the provision of opportunities for education, health, and increased income through the use of "lights," this initiative also harnesses renewable energy to help reduce environmental impacts.

Environmental Activities



Panasonic Eco Relay for Sustainable Earth



This initiative began in 1998 from the belief that genuine environmental mindedness is necessary to create truly environmentally-friendly products. Since 2008, the Panasonic Eco Relay has been held in many different parts of the world. Employees plan and implement environmental activities grounded in the local communities where they work. As a global citizen, we aim to contribute to the creation of a sustainable global environment and build communities through activities engaging local residents, children, and employees' families.

Eco Learning Program

Our programs open children's minds to issues about nature. These include the changing environment and how important biodiversity is. Also, children will want to make the environment better.

Human Development (Learning Support)



Kid Witness News (KWN)



This program is geared toward primary and secondary school students, aiming to foster creativity, communication skills, and teamwork through video production activities. A total of more than 180,000 children and teachers have engaged in KWN projects since its launch in the U.S.A. in 1989.

Panasonic Kids School



Panasonic Kids School is a next-generation program that encourages children to discover possibilities regarding 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. We publish original teaching materials which inspire children to take action in their societies.

Panasonic Scholarship Asia



Established in 1998 with the goal of training the young people to lead Asia in the 21st century, this program has supported master's degree students to study science and engineering in Japan. In 2014, the program shifted its focus onto community-based support for training the next generation, providing a wide range of support to students in nine countries and regions from scholarships to alumni networks after graduation.

