

Community Relations

Basic Policy

Management System of Corporate Citizenship Activities

Policy of Corporate Citizenship Activities

Responsible Executive and Framework System

Employee Participation and Supporting Systems

Performance Evaluation of Corporate Citizenship Activities

Awards Won

Spending on Corporate Citizenship Activities



Basic Policy

At Panasonic we believe that all the resources we need to do business have been entrusted to us by society at large, which is why we act as a public entity, having dialogues with local communities as we undertake our business activities.

Panasonic works to contribute positively to local communities through dialogues with local governments and residents, especially when entering or leaving a market. We evaluate our effects on the environment and other areas and seek to minimize any potentially negative impacts.

We are also actively developing our corporate citizenship activities with a focus on regions where we have business locations.

The Panasonic Code of Conduct outlines our policies on corporate citizenship activities and engagement with local communities.

Panasonic Code of Conduct (Excerpt)

Chapter 2: Implementing the Code in Business Operations; II-6. Corporate Citizenship Activities

(1) Corporate Citizenship Activities

We recognize that our Company is a member of society. As such, we will carry out corporate citizenship activities that aim to improve society, such as in coexistence with the environment, personal development and education, art and cultural promotion, social welfare, and support for and partnerships with nonprofit and nongovernmental organizations. Through these activities we seek to help create a healthier, more prosperous society.

(2) Coexistence with Local Communities

We recognize that our Company is a member of local communities, and so we will endeavor to work and prosper in tandem with them.

We will actively cooperate with our local communities and participate in their activities. In particular, we will carry out corporate citizenship activities that benefit communities in such areas as art, culture, and sports, as well as the environment. We will also work to meet local community needs by making company facilities available and holding public events when possible.

When a large-scale calamity such as a natural disaster takes place, we will cooperate with the parties concerned and swiftly take the necessary supportive action.

(3) Donations, Sponsorships, and Support for Public Service Organizations

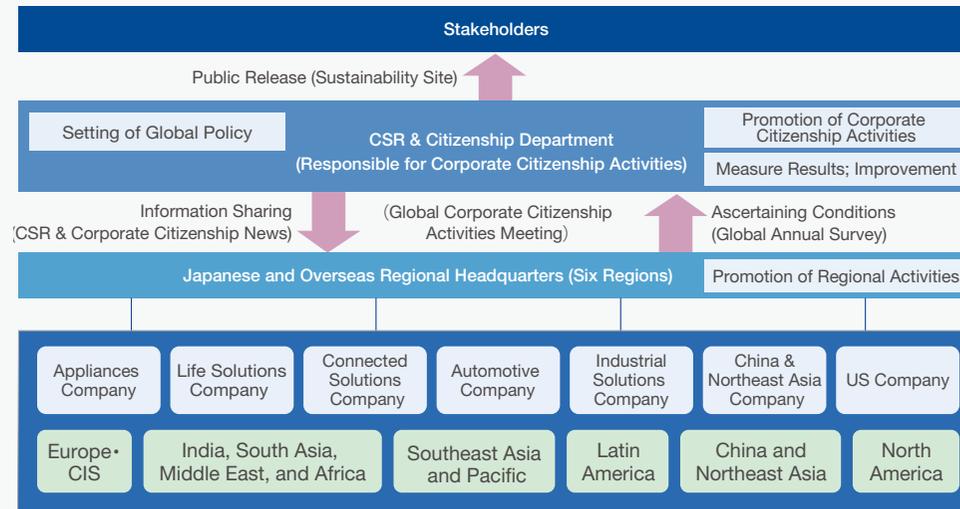
To help alleviate social problems and contribute to society, the Company will make appropriate donations and sponsor activities. The Company will also provide support for public service organizations, including the foundations and funds that it has established.

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Management System of Corporate Citizenship Activities

Panasonic is engaged in a variety of Corporate Citizenship Activities in regions around the world, each tailored to the circumstances of that area, based on the Global Policy outlined below. The Company defines key performance indicators (KPIs) for major activities and uses these to evaluate results and make improvements. We continue to think about ways we can better promote the activities we undertake by holding regular global corporate citizenship activity meetings where we share information and exchange opinions toward that goal. In addition, through CSR & Corporate Citizenship News, the relevant directors and executives—from the Panasonic president on down—share information concerning Panasonic’s regional activities with those in charge of those activities in the various locales. Panasonic also conducts global annual surveys of its corporate citizenship activities and publicly releases the findings on our Sustainability site.

(as of August 2021)



Setting Policies

Every three years, Panasonic drafts a midterm plan and also establishes policies and areas of focus for its corporate citizenship activities. Panasonic determines its areas of focus by comprehensively taking into account company business policies, conditions in society, societal demands, expert opinions, and other considerations.

The current midterm plan (FY2020-2022) was created with consideration given to progress from the previous midterm plan (FY2017-2019), which included Panasonic’s 100th anniversary, as well as trends within the company and elsewhere.

Policy of Corporate Citizenship Activities

Panasonic aims to contribute to the resolution of societal problems, the creation of a better life and happiness around the world, and the development of society through both its business activities and its corporate citizenship activities, all under the banner of the brand slogan, “A Better Life, A Better World.”

Of all the issues in the world today, the growing poverty faced by people around the globe, whether in developed countries or in developing and emerging countries, is particularly serious. The Sustainable Development Goals (SDGs) were created by the United Nations in 2015 as a plan of action for humanity, the Earth, and prosperity. Of the 17 goals and 169 targets included in those goals, the one at the very top of the list calls for ending poverty.

Konosuke Matsushita, the founder of Panasonic, understood poverty to be an evil, and he believed the purpose of business was to end it. While standards of living have improved for many and some poverty has been eliminated, there are many nations and regions that do not share in this wealth, and the gaps in standards, even among the so-called developed nations, have become wider.

It is for this reason that we have established the eradication of poverty as one of our areas of focus in working toward creating a more equitable and tolerant world.

Panasonic wants to contribute to resolving these social issues and to building a sustainable global society through corporate citizenship activities such as human resources development, opportunity provision, and mutual understanding. The Company hopes to do so in cooperation with all its stakeholders, while putting its products and technologies, as well as its knowledge and resources cultivated through manufacturing, to good use.

[WEB Corporate Citizenship Activities](https://www.panasonic.com/global/corporate/sustainability/citizenship.html)
<https://www.panasonic.com/global/corporate/sustainability/citizenship.html>



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Policy of Corporate Citizenship Activities

Responsible Executive and Framework

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Performance Evaluation of Corporate Citizenship Activities

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Spending on Corporate Citizenship Activities

Responsible Executive and Framework

The person in charge of corporate citizenship activities is Executive Officer Shigeki Mishima. (As of August 2021)

Panasonic's CSR & Citizenship Department is charged with coming up with Group strategies and running various Corporate-wide programs and initiatives. In addition, the seven Divisional Companies (Appliances, Life Solutions, Connected Solutions, Automotive, Industrial Solutions, China & Northeast Asia, and US) and the six regional headquarters (Europe & CIS; Southeast Asia and Pacific; India, South Asia, Middle East, and Africa; Latin America; China & Northeast Asia; and North America) have established corporate citizenship activity managers who engage in activities that are based on Panasonic's global policies but are tailored to local conditions.

Employee Participation and Supporting Systems

Instilling mindfulness in employees about their roles and participation as corporate citizens is critical in promoting Panasonic's corporate citizenship activities. We provide our employees with information on volunteering so they can easily get involved, as well as occasions to change their awareness and opportunities to gain experience in addressing societal issues.

Some of the most characteristic examples of these are shown below.

Provision of Sustainable Seafood* at Corporate Cafeteria

Certified sustainable seafood is provided in 53 corporate cafeterias in Japan as of August 2021. By taking measures to increase interest in sustainability in everyday life, our aim is to change the consumption habits of our employees and their families, and to alter the awareness and behavior of consumers. We aim to expand the provision to all cafeterias

at key worksites in Japan in fiscal 2022.

* Seafood with MSC, ASC or similar certification

[WEB](#) Sustainable Seafood Project Places the Environment Front and Center

<https://www.panasonic.com/global/corporate/brand/story/sustainable-seafood.html>

Bringing Light to People

Panasonic carried out the 100 Thousand Solar Lantern Project from 2013 to 2018, which donated solar lanterns to off-grid areas in Asia and Africa, helping people study, work, and carry out emergency health care at night in their homes.

Following this project, we started Bringing Light to People, which is a donation program that collects employees' welfare points and the proceeds from selling used books, and other second-hand items that have been donated to our partner company, a secondhand book shop. The program then uses the collected funds to donate Panasonic products such as solar lanterns to areas without electricity. We developed multiple global donation platforms to enable the general public to easily participate in the donation program and to maintain the effectiveness of the Solar Lantern Project. In FY2021, 1,136 employees around the world joined this donation program.

[WEB](#) Bringing Light to People

<https://www.panasonic.com/global/corporate/sustainability/citizenship/solution/akari.html>

Panasonic NPO Support Pro Bono Program

Panasonic has been running a social contribution program since April 2011 in which employees use the skills and experiences that they have gained through their jobs to support NPOs—the Panasonic NPO Support Pro Bono Program. The participating employees have been providing NPOs with support, including by formulating midterm plans, drafting marketing materials, and rebuilding websites.

This type of program is included in HR development

programs in Japan as well as in Europe, and it provides employees with not only a better understanding of social issues but also practical experience that can be put to use in their daily work.

So far, a total of 296 Panasonic employees have participated in the Pro Bono Program in Japan, providing support for 54 organizations, by formulating midterm plans, drafting marketing materials, and rebuilding websites.

[WEB](#) Panasonic NPO Support Pro Bono Program (Japanese only)

<https://www.panasonic.com/jp/corporate/sustainability/citizenship/pnsf/probono.html>

Panasonic Eco Relay for a Sustainable Earth

Love the Earth, which Panasonic began promoting in 1998 in Japan, aimed at fostering greater environmental awareness and even change their lifestyles by encouraging employees and their families to actively engage in environmental activities at home and in their local communities. Those same activities are now being carried on under the name Panasonic Eco Relay, a global initiative for the continued development and spread among local residents, the families of employees, and others across generations.

[WEB](#) Panasonic Eco Relay for a Sustainable Earth

<https://www.panasonic.com/global/corporate/sustainability/eco/community.html>

Providing learning opportunities

In order to raise interest in and motivation to solve social issues, we hold an after-work lecture called the "Social Good Meetup (SGM)", where various outside experts on social issues give presentations. We also conduct e-learning for employees once a year to provide opportunities to learn about social issues such as the SDGs.

[WEB](#) Lectures for employees regarding social issues, Social Good Meetup(SGM) (Japanese only)

<https://www.panasonic.com/jp/corporate/sustainability/citizenship/solution/sgm.html>

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Management System of Corporate Citizenship Activities

Policy of Corporate Citizenship Activities

Responsible Executive and Framework

Employee Participation and Supporting Systems

Performance Evaluation of Corporate Citizenship Activities

Awards Won

Spending on Corporate Citizenship Activities

Human Resources System for Supporting the Promotion of Employee Participation (Examples from Japan)

■ Volunteering Vacation System

Each Panasonic employee receives five days of Volunteering Vacation time every year. When taking vacation time for the purpose of volunteering, the company takes special notice and allows employees to take consecutive days off.

■ Volunteering Sabbatical Leave System

This is a system for sabbaticals whose goal is participation in volunteering activities.

Activities covered by this system include volunteering led by the national government, local public bodies, and other public institutions, as well as those volunteer activities led or recommended by the Company or the labor union and approved by the Company. (However, political or religious activities are not allowed.)

■ Japan Overseas Cooperation Volunteers Leave of Absence System

This system offers leaves of absence to young employees to participate in the Japan Overseas Cooperation Volunteers program run by the Japan International Cooperation Agency (JICA).

■ Challenge Vacations (Life Juncture Vacations)

The Challenge Vacation system is intended to promote company employees' self-growth and refreshed minds and bodies. To enable them to engage in their work with new passion, employees may take vacation time at important junctures during their careers at Panasonic. Employees who have completed 10, 20, or 30 years of consecutive service at the Company (with the exception of executives and managers) may take 10 days of vacation time. Employees also take advantage of these days as opportunities to volunteer.

Performance Evaluation of Corporate Citizenship Activities

Panasonic measures the effectiveness of its main activities according to the specifics of each initiative.

1. The Panasonic NPO/NGO Support Fund for SDGs (formerly the Panasonic NPO Support Fund)

For activities aimed at enhancing the organizational infrastructure of NPOs / NGOs—the Panasonic NPO Support Fund for SDGs—the company conducts a follow-up survey with the organization that received assistance one year after the assistance work was completed. Third parties conduct quantitative and qualitative evaluations of how effectively an organization's infrastructure has been strengthened. In a 2020 survey, the average revenue growth for the ten NPOs that received funds in 2018 was 10.7%, with all ten reporting an expanded financial basis and, 1.2 times improvement in operation. Six organizations of the ten (60%) reported that organizational management problems that they had faced when applying for assistance had been resolved through the supportive work of Panasonic, and nine out of the ten (90%) reported that or greater outcomes for the organization's primary businesses. This demonstrates that the organizational infrastructure enhancement initiatives implemented through this assistance program are effective at improving outcomes or increasing the impacts of the major work performed by the beneficiary organizations.

In 2015, we conducted Social Return on Investment (SROI) assessments on a supported organization, the NPO Allergy Support Network, and the results showed that the social impact of the aid to enhance organizational infrastructure was 8.82 times as much as the donated funds. We submitted this report to an NGO, Social Value International, and received confirmation as the first SROI report in Japan.

[WEB](#) Panasonic NPO Support Fund Business Evaluation Report (Japanese only)

https://www.panasonic.com/jp/corporate/sustainability/citizenship/pnsf/npo_summary/2021_building.html

[WEB](#) Panasonic NPO Support Fund SROI Assessment Report (Japanese only)

https://www.panasonic.com/jp/corporate/sustainability/citizenship/pnsf/npo_summary/sroi_report2018.html

2. Kid Witness News (KWN)

We have been evaluating the results of the Kid Witness News (KWN) program which aims to raise communication, teamwork, and creativity skills through video production. In 2017, we conducted written surveys and interviews with elementary school students who had joined the KWN program. In 2018, we conducted similar surveys and interviews with volunteer junior high school students, and compared their skills before and after participation in the program. We also compared and analyzed skills gaps between students who had participated in the program and others who had not. By studying the effects of these programs, we identified the qualities and abilities in which children can grow stronger through video production and organized them into nine areas like social significance, teamwork, and role distribution.

In 2019, we conducted a survey of teachers and other educators at 47 schools to find out how this program could be leveraged as part of other educational activities. Based on the results of the survey, we found that these can be divided into four types: improving video production skills (entering contest), inquiry-based learning through video production, personal growth through teamwork, and combining teamwork with inquiry-based learning.

[WEB](#) Verifying positive impact of participation in video production in KWN program (Japanese only)

https://www.panasonic.com/jp/corporate/kwn/overview/teachersguide_eval.html

Basic Policy

Management System of Corporate Citizenship Activities

Policy of Corporate Citizenship Activities

Responsible Executive and Framework

Employee Participation and Supporting Systems

Performance Evaluation of Corporate Citizenship Activities

Awards Won

Spending on Corporate Citizenship Activities

3. Educational Activities on the theme of the Olympic and Paralympic Games

Panasonic supports Olympic and Paralympic-themed learning activities, in which students learn about various social issues and find solutions. We assess the output of these activities by quantitatively and qualitatively measuring the growth of students. In 2019, we conducted questionnaires and interviews with students and their teachers before and after the activities, and we measured how their awareness of social issues as well as social participation evolved. As a result, we observed a clear growth in the participants' understanding of social values, relationships and building skills. Additionally, we found that, when teachers adopted active learning methods, communication and thinking were particularly stimulated in the classes.

*Panasonic's "Learning Support Program," which includes KWN and Olympic and Paralympic-themed learning support activities, received the Excellent Award from METI at The Tenth Career Education Awards in the Large-Enterprise category. The program evaluation and continuous surveys of teachers and students were highly commended.

Awards Won

Panasonic received the following awards in FY 2021.

■ **2020 Youth Experience Program Promoter Award from the Ministry of Education, Culture, Sports, Science and Technology Judges' Panel Award**

"Eco Learning Program for kids" from the Appliance Company (Japanese only)

[WEB](https://panasonic.co.jp/ap/eco_study/index.html) https://panasonic.co.jp/ap/eco_study/index.html

■ **The 14th Kids Design Award**

"Eco Learning Program for kids" from the Appliance Company (Japanese only)

[WEB](https://panasonic.co.jp/ap/eco_study/index.html) https://panasonic.co.jp/ap/eco_study/index.html

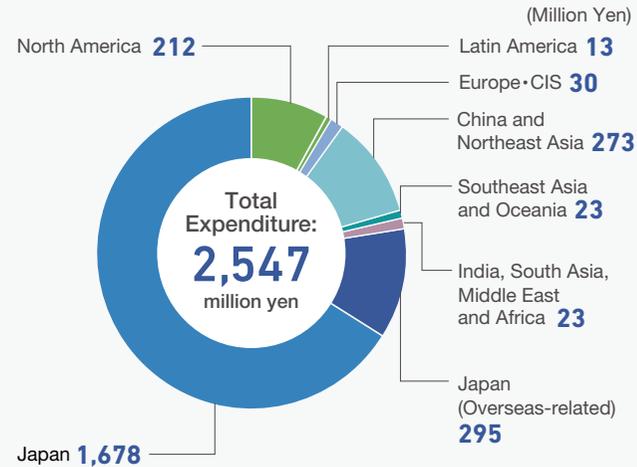
■ **Global Business Alliance (GBA) 2020 CSR Award**

Panasonic Foundation "Camp Skyhook Program (hands-on environmental learning program)"

[WEB](https://na.panasonic.com/us/trends/developing-future-stem-stars-camp-skyhook) <https://na.panasonic.com/us/trends/developing-future-stem-stars-camp-skyhook>

Spending on Corporate Citizenship Activities

Spending on Corporate Citizenship Activities by Region in FY2021 (1st Apr. 2020 – 31st Mar. 2021)

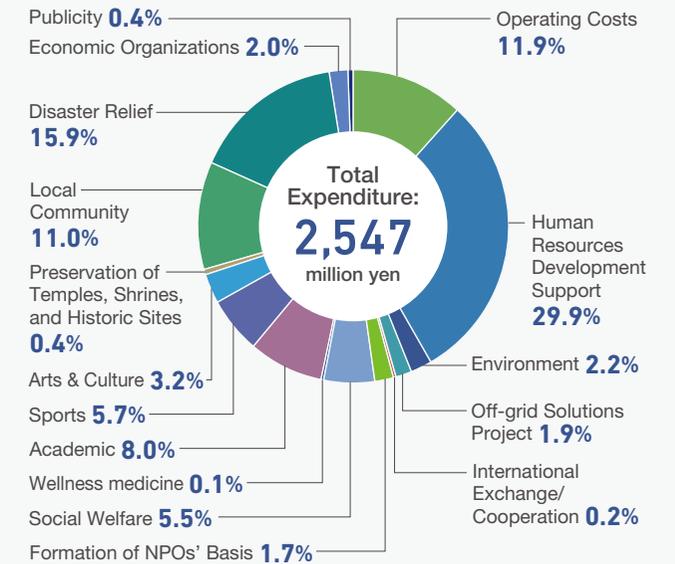


Donations

Types of Donations

Type of Donation and Amount	Amount (Million yen)	Percentage of Total Costs
Charitable Donations	1,072	42%
Community Investments	1,228	48%
Commercial Initiatives	247	10%
Total	2,547	100%

Spending on Corporate Citizenship Activities by Area of Activity in FY2021 (1st Apr. 2020 – 31st Mar. 2021)



Methods of Donation

Method of Contribution	Amount (Million yen)
Cash contributions	1,190
Time: employees volunteering during paid working hours	26
In-kind giving: product or service donations, projects / partnerships, or similar	1,028
Management overhead	303
Total	2,547