

# Community Relations

## Basic Policy

Management System of Corporate Citizenship Activities

Policy

Responsible Executive and Framework

Employee Participation and Supporting Systems

Performance Evaluation of Corporate Citizenship Activities

Spending on Corporate Citizenship Activities



## Basic Policy

At Panasonic Group 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.

The Group 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.

Our policies on corporate citizenship activities and engagement with local communities are as follows:

### (1) Corporate Citizenship Activities

Aiming to create an ideal society offering material and spiritual affluence, we actively engage in activities as a Corporate Citizen, while maintaining a dialogue with society. In particular, we engage in coexistence with the global environment, human development and education, art and culture promotion, and social welfare activities. We also carry out support activities to build a better society together with NPOs/NGOs and individual citizens.

### (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.

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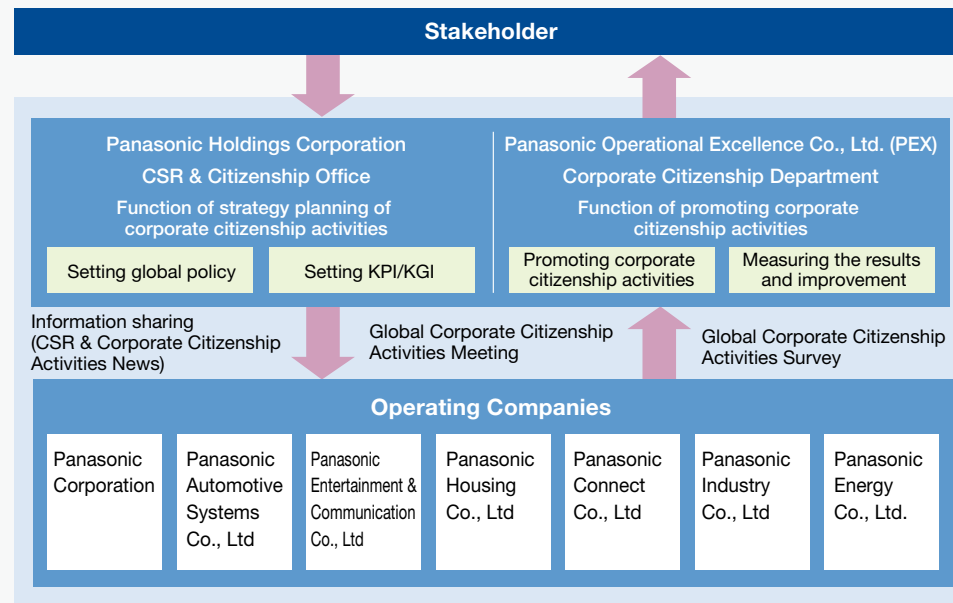
### Spending on Corporate Citizenship Activities

### (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.

### Management System of Corporate Citizenship Activities

We are engaged in a variety of Corporate Citizenship Activities in every Operating Company and every region around the world, each tailored to the circumstances of that area, based on the Group Policy outlined in the next paragraph. We define 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, those activities in the various locales are shared with the relevant directors and executives—from the Panasonic Group CEO on down—as well as with the staffs in charge of Corporate Citizenship Activities all over the world. Panasonic Group also conducts global annual surveys of its corporate citizenship activities and publicly releases the findings on our Sustainability site.



## Policy

Every three years, Panasonic Group 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.

### Midterm Policy of Corporate Citizenship Activities (FY2023-2025)

The Panasonic Group aims to create an ideal society offering material and spiritual affluence, and works to create new value by tackling social issues head-on in both our business activities and our activities as a corporate citizen.

In establishing our midterm policies, we thought about what our ideal world would look like in the year 2030 and decided it would be a “sustainable and inclusive society” where everyone can live a vibrant life more freely. As a corporate group that does business globally, we have selected issues that we should be prioritizing based on social issues and the Group’s Basic Business Philosophy.

Of all the issues the world has been facing recently, poverty of various types in both developed, newly developed and developing nations has become particularly serious. The U.N.’s Sustainable Development Goals (SDGs) include 17 goals comprising a total of 169 different targets that have been included as part of a plan of action for humanity, the earth, and prosperity. Poverty is one of the top concerns of these SDGs. Panasonic’s founder, Konosuke Matsushita, saw poverty as an evil and he made its eradication the mission of his company. Living standards have been raised for many and some poverty has been alleviated, but there are still many countries and regions that have been excluded from wealth, and even within nations considered to be “developed,” disparities in wealth are growing larger. Considering this background, we celebrated the company’s 100th anniversary in 2018 by designating the ending poverty as a critical theme, but that goal remains unachieved, we will continue our efforts toward its achievement.

We also raised the environmental activities that we have been doing to the level of a critical area of focus when we revised our Basic Business Philosophy in October of 2021, which state that “global environmental issues are a top priority for the Group to work together on,” and will expand this to our corporate citizenship activities from fiscal 2023 onward.

We are working to build upon these solutions toward solutions for poverty and environmental issues with a critical focus on human development (learning support) who will be working on these initiatives. The Group undertakes activities to foster a desire for learning among those who will go on to be the leaders of the next generation, providing them with venues to learn and gain experience in an environment that values diversity, equity and inclusion (DEI).

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We would like to solve social issues and contribute to the realization of a sustainable and inclusive society through Corporate Citizenship activities including those helping to end poverty, protect the environment, and boost human development. We encourage our employees to actively participate in Corporate Citizenship activities, and we will also make use of our products, technologies, know-how and resources cultivated through manufacturing, to work together with all stakeholders.

### [WEB](https://holdings.panasonic/global/corporate/sustainability/citizenship.html) Corporate Citizenship Activities

<https://holdings.panasonic/global/corporate/sustainability/citizenship.html>



## Responsible Executive and Framework

The executive officer in charge of corporate citizenship activities is the Executive Officer in charge of CSR and Corporate Citizenship Activities (as of August 2022).

The CSR & Citizenship Office at Panasonic Holdings Corporation (PHD) is responsible for the function of strategic planning for the entire Panasonic Group, and performs those duties in cooperation with the Corporate Citizenship Department at Panasonic Operational Excellence Co., Ltd. (PEX) and the Group's Operating Companies. We have people in charge of corporate citizenship activities at each Operating Company, and those individuals execute their activities based on both the Group's policies and actual conditions in their areas.

## Employee Participation and Supporting Systems

Enhancing employee interest in social issues and their desire to solve them is extremely important both in terms of promoting Corporate Citizenship activities and in carrying out our core

business. 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.

### ■ Activities supporting employees' social involvement

#### Provision of Sustainable Seafood\* at Corporate Cafeteria (Japan)

Certified sustainable seafood is continually provided in 56 corporate cafeterias in Japan as of August 2022. 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.

\* Sustainable seafood with certifications such as MSC and ASC

### [WEB](https://holdings.panasonic/global/corporate/sustainability/environment/biodiversity.html#biodiversity_04) Conservation of Biodiversity through Collaboration with and Support for NGOs and NPOs

[https://holdings.panasonic/global/corporate/sustainability/environment/biodiversity.html#biodiversity\\_04](https://holdings.panasonic/global/corporate/sustainability/environment/biodiversity.html#biodiversity_04)

#### Fukushima Reconstruction Support Action (Japan)

This initiative supports post-disaster reconstruction in Fukushima Prefecture and SDG #11 (sustainable cities and communities) by eating foods in the employee cafeterias that use aquaculture products from that prefecture. This initiative was first launched in January 2022 at employee cafeterias at the Group's headquarters in Kadoma in greater Osaka and an office in Osaka Business Park (in Osaka's Chuo Ward), and there are plans within the Group to expand it to other workplaces within Japan in the future.

#### Bringing Light to People (Japan)

This is a donation program that collects employees' welfare cafeteria points and the proceeds from selling used books and other secondhand 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 in Asia and Africa. This enables study, work, and medical treatment at night. We developed this donation platform to allow the public to easily participate in the donation program and to maintain the 100 Thousand Solar Lantern Project, which was completed in January 2018. In FY2022, 1,050 Solar Lanterns were donated to areas without electricity in Cambodia through employees' welfare cafeteria points donations.

### [WEB](https://holdings.panasonic/global/corporate/sustainability/citizenship/solution/akari.html) Bringing Light to People

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

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### Pro Bono Program (Japan)

We have programs in which employees use the skills and experiences that they have gained through their jobs to support NPOs/NGOs' enhancement of business extension, who are addressing social issues. So far, a total of 330 Panasonic Group employees have participated in the Pro Bono Program in Japan, providing support for 56 organizations, by formulating midterm plans, drafting marketing materials, and rebuilding websites.

[WEB](https://holdings.panasonic.jp/corporate/sustainability/citizenship/pnsf/probono.html) Panasonic NPO Support Pro Bono Program (Japanese only)

<https://holdings.panasonic.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 for a Sustainable Earth, a global initiative for the continued development and spread among local residents, the families of employees, and others across generations.

[WEB](https://www.panasonic.com/global/corporate/sustainability/eco/community.html) Panasonic Eco Relay for a Sustainable Earth

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

### Introducing regional volunteer activities and providing opportunities

Workplaces within the Group around the world take an active role in developing and rolling out a variety of volunteer activities that are tailored to the specific features of the regions and Operating Companies they are part of. In North America, for example, the Group has an Employee Volunteer Program and annual Month of Service initiative through which employees are offered support that allows them to divert a portion of their work time toward participating in volunteer activities. In fiscal 2022, 1,173 individuals took part in this program. In China, several times each year we have China Region Group Volunteer Activities in which employees at various workplaces across China undertake volunteer activities related to the same theme at the same time. In fiscal 2022, 11,067 individuals donated 19,682 hours to these activities. In Japan, we provide a website where employees can find regularly updated information on volunteer opportunities by NPOs and other organizations all over the country, and encourage them to take part in volunteer projects outside the group as well.

### Providing learning opportunities (Japan)

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, and a "Disaster Volunteer Training Course" where employees can gain knowledge and skills that will enable them to serve as a volunteer when common disasters occur. We also

conduct e-Learning for employees once a year to provide opportunities to learn about social issues, such as the problems related to SDGs.

[WEB](https://holdings.panasonic.jp/corporate/sustainability/citizenship/solution/sgm.html) Lectures for employees regarding social issues, Social Good Meetup(SGM) (Japanese only)

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

## Human Resources System for Supporting the Promotion of Employee Participation

### Examples from Japan

#### • Time off for volunteering

We encourage Group employees to spend five of the 25 days of annual paid leave offered by the Group participating in volunteer activities, for example by considering allowing time off to be taken at a stretch if it is used for volunteering.

#### • Volunteering Sabbatical Leave System

This system is meant to allow employees to take up to one year of leave for the purpose of participating in volunteer activities. Furthermore, employees are also granted leave for the time needed to participate in the Japan Overseas Cooperation Volunteers Program run by the Japan International Cooperation Agency (JICA).

#### • Challenge Vacations (Life Juncture Vacations)

We also have a system in place that allows employees to take leave at critical junctures in their life in the Group to allow them to refresh both body and mind and work on personal growth so that they can approach their life in the Group with renewed ambition. Employees (excluding management) can take 10 days of leave upon turning 30, 40, and 50, and this leave can also be used toward volunteer activities.

### Examples from North America

Panasonic North America provides systems that allow employees to spend up to five full working days on volunteer activities so that each regional company can make its own contribution as well. We also encourage and facilitate participation in volunteer activities on the part of our employees, including by coordinating volunteer activities at individual business sites.

## Performance Evaluation of Corporate Citizenship Activities

We measure the effectiveness of its main activities according to the specifics of each initiative.

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

Regarding the Panasonic NPO/NGO Support Fund, which supports the enhancement of the organizational infrastructure of NPOs/NGOs, we conduct a follow-up survey of the

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grant recipients 18 months after the completion of the subsidy project. And a third party also quantitatively and qualitatively evaluates the effectiveness of the enhancement of the organizational infrastructure. In fiscal FY2022, in addition to the follow-up survey, and as a milestone of the 20th anniversary of the establishment of the Support Fund, 63 organizations participating in the Children and Environment category that we subsidized from 2011 to 2018 and 23 organizations participating in the AFRICA category were evaluated for the 20th anniversary of the subsidy.

The results of the survey for organizations related to children and the environment showed an average rate of expansion of 19.1% in financial terms compared to before the support, as well as an average 27.8% increase in the number of staff. The results also indicated that 87.2% of all organizations saw the number of individuals receiving benefits rise, with an average of a 3.07-fold increase and the organization with the largest increase in beneficiaries rising to 14.9 times the number prior to support, demonstrating that our efforts toward Organizational Infrastructure Enhancement through this support program have been effective in producing major social results.

In the category of support we've provided in terms of PR, messaging and education projects to NPOs and NGOs working on issues in countries across Africa, the results of the survey showed that 64% of all organizations responded that they had continued to see the effects of the PR tools created through the support for at least two years afterwards, and 29% had seen continued effects for it at least five years. In a qualitative survey, we also found cases in which the support led to improvements in training for the volunteers who would be in charge of getting the message out and a greater capacity to procure funding, among other benefits.

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 Report on our assessment looking back over 20 years of Organizational Infrastructure Enhancement growth (Japanese only)**

[https://holdings.panasonic.jp/corporate/sustainability/citizenship/pnsf/npo\\_summary/report\\_20th.html](https://holdings.panasonic.jp/corporate/sustainability/citizenship/pnsf/npo_summary/report_20th.html)

**WEB Panasonic NPO Support Fund SROI Assessment Report (Japanese only)**

[https://holdings.panasonic.jp/corporate/sustainability/citizenship/pnsf/npo\\_summary/sroi\\_report2018.html](https://holdings.panasonic.jp/corporate/sustainability/citizenship/pnsf/npo_summary/sroi_report2018.html)

### Kid Witness News (KWN)

We have had the effectiveness of our Kid Witness News (KWN) educational program, designed with the goal of teaching both cooperation and creativity and improving communication skills through video production has been evaluated by a third party over the last five years, beginning in 2017.

The evaluation, which was conducted based on the qualitative and quantitative results of surveys and interviews given to children, students, and instructors at participating schools considered the effect that the program had on children, students and their educational activities with respect to the five items below.

1. The qualities and skills of children who showed potential for growth through the video production included in the program were organized into 9 competencies: social ideology, teamwork, communication, building human relationship, ability of designing own future, information utilization, meeting decisions, interest and understanding of local community, and international understanding.
2. Comparing children and students who participated in the program with those who did not, children who participated were found to have exhibited growth in qualities and skills the 9 competencies.
3. Based on the results of surveys given to teachers and instructors, it was confirmed that they were able to use the program in four types of educational activities: strengthening video production skills, deep learning using video production, personal/social growth through teamwork, teamwork combined with deep learning.
4. By dividing the survey results by school type (elementary, middle, and high schools), it was found that children grew through video production they did on this program regardless of their developmental stage. In addition, the qualities and skills of children and students at schools that were continuing the program grew much more than those of children at schools participating in the program for the first time.
5. Surveys of the program at special-needs schools demonstrated the effectiveness of the program as one with the potential to help develop the qualities and skills of children regardless of their disability status.

**WEB Verifying positive impact of participation in video production in KWN program (Japanese only)**

[https://holdings.panasonic.jp/corporate/sustainability/citizenship/kwn/overview/teachersguide\\_eval.html](https://holdings.panasonic.jp/corporate/sustainability/citizenship/kwn/overview/teachersguide_eval.html)

### Educational Activities on the theme of the Olympic and Paralympic Games

The Educational Program on the Olympics and Paralympics is a program that allows students to think about a variety of social issues and how to solve them. The Group has been providing educational materials since 2015, and as of the end of fiscal 2022, we have had more than 460,000 middle and high school students from 2,309 schools across Japan participate in this program.

We have worked to verify the effectiveness of this program by measuring the growth of these students both qualitatively and quantitatively in fiscal 2020 prior to and following the implementation of this program. 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

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teachers adopted active learning methods, communication and thinking were particularly stimulated in the classes.

\* Panasonic Group's Career Education Learning Support Program, which includes KWN and Olympic and Paralympic-themed learning support activities, received the Excellent Award in the Large-Enterprise category from METI (Ministry of Economy, Trade and Industry) at the Tenth Career Education Awards in fiscal year 2020. "Educational effect" was a judging criteria in which these programs scored particularly high, along with the fact that we evaluate the effectiveness of the programs and survey the students and teachers on an ongoing basis.

### External Recognition and Awards Won

Panasonic Group received the following awards in FY 2022.

#### The 12th "Japan's Most Valuable Company" Grand Prize "Executive Committee Special Award"

Panasonic Kibi Co., Ltd. (\*)

\* Japan's first business establishment employing a large number of people with severe disabilities through a third-sector system, jointly funded by Okayama Prefecture, Kibi Town, and Panasonic. Started operations as a special subsidiary of the Panasonic Group in the International Year of the Disabled (1981).

#### The 15th Kids Design Award Designs that develop children's creativity and shape their future

A museum where Eureka turns into reality. Panasonic Creative Museum AkeruE

[WEB https://holdings.panasonic/global/corporate/center-tokyo/akerue.html](https://holdings.panasonic/global/corporate/center-tokyo/akerue.html)

#### Fifth CSR China Education Ranking "CSR China Volunteer of the Year"

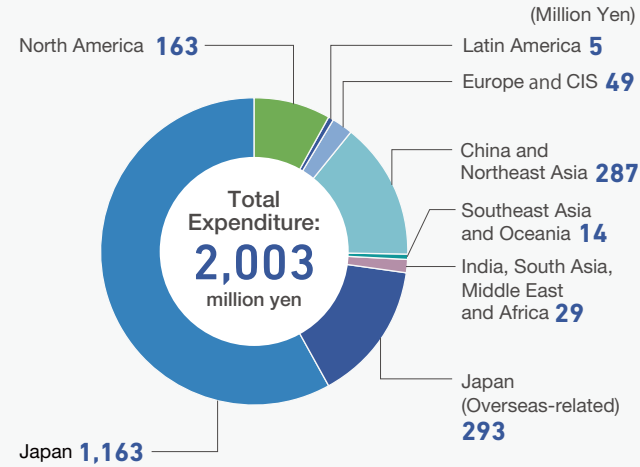
Panasonic Olympic Education Project (China)

#### The Ministry of the Environment's 9th Good Life Award "Sustainable Design Award"

Biwako "eco ideas" Club (Panasonic Group employee's voluntary association)

## Spending on Corporate Citizenship Activities

Spending on Corporate Citizenship Activities by Region in FY2022 (1st Apr. 2021 – 31st Mar. 2022)

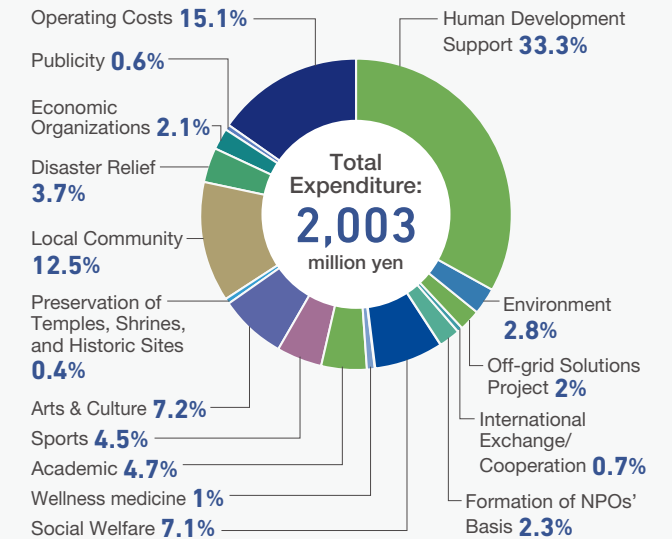


## Donations

### Types of Donations

Type of Donation and Amount	Amount (Million yen)	Percentage of Total Costs
Charitable Donations	507	25%
Community Contribution	1,248	62%
Sponsorship	248	13%
Total	2,003	100%

Spending on Corporate Citizenship Activities by Area of Activity in FY2022 (1st Apr. 2021 – 31st Mar. 2022)



### Methods of Donation

Method of Contribution	Amount (Million yen)
Cash donation	918
Expense Related to Employees Volunteering	22
Product or service donation, program sponsorship	761
Operating cost	302
Total	2,003