

# Philosophy

## Our Approach to Sustainability Management

Our mission is contributing to advances in world culture by improving society through the products we make and sell. Panasonic Group’s Basic Management Objective articulates the purposes of our business activities and our existence.

At Panasonic Group, we hold the idea that “the corporation is a public entity of society” as foundational. All corporate management resources—including the people, money, and commodities—come from society. Since companies engage in business using the resources society has entrusted to them, they must develop in step with society, and corporate activities must be transparent, fair, and just.

The entire Panasonic Group meticulously ensures that our management and business activities are becoming of a “public entity of society.” We aim to build an ideal society with affluence both in matter and mind through our business. Moreover, the Panasonic Group’s sustainability management means that we operate by our Basic Business Philosophy, the very core we need to achieve our mission. As we stand at historical turning points in many areas today—society, the economy, and the global environment—the Panasonic Group is committed to promoting sustainability management globally and contributing to the world’s future with suggestions for tomorrow’s lifestyles.

*Basic Management Objective*

*Recognizing our responsibilities as industrialists, we will devote ourselves to the progress and development of society and the well-being of people through our business activities, thereby enhancing the quality of life throughout the world.*

### Konosuke Matsushita “Practical Management Philosophy”

Published in June 1978



“The definition of ‘corporate social responsibility’ may differ widely depending on the social situation at the time it is being defined, but there is a fundamental social responsibility that we all share, which is to contribute to the improvement of people’s lives through our business activities. It is of vital importance that all business activities are conducted with this mission statement in mind.”

Founder  
Konosuke Matsushita