

Panasonic Group Corporate Citizenship Activities

Under the management philosophy of “contributing to the progress and development of society and the well-being of people worldwide through our business,” the Panasonic Group is also committed to solving social issues and creating new social value through corporate citizenship activities, aiming for “realizing an ideal society with affluence both in matter and mind.” 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



Panasonic NPO/NGO Support Fund for SDGs is 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, which is a major goal of the SDGs. The program consists of two parts: “Overseas Grants” and “Domestic Grants.” It includes organizational diagnostics to identify issues from an objective third-party perspective, problem-solving support and initiatives to improve organizational management and strengthen the organizational foundation.

LIGHT UP THE FUTURE



“LIGHT UP THE FUTURE” 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



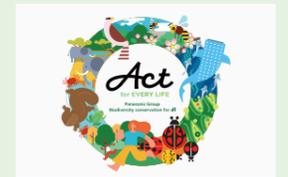
Panasonic ECO RELAY for Sustainable Earth



The Panasonic Group began local environmental activities in 1988. These activities have evolved into the ECO RELAY activities, where employees around the world plan and implement their own eco-friendly initiatives. Through activities involving local communities, children and employees’ families, we aim to contribute to the creation of sustainable global environment and society as global citizens. Additionally, we have launched the Panasonic ECO RELAY World Action where employees worldwide plan to make environmental conservation actions a habitual part of their daily lives.

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.



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 to a website 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. It offers content effective for ICT education and is recommended for use in school lessons.

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.

