

Oct 6, 2010

Panasonic Launches Action Plan 'Green Plan 2018' to Step up Environmental Efforts

[Key Points of the Green Plan 2018](#)

[About Panasonic](#)

[Media Contacts](#)

The Green Plan 2018 outlines initiatives all Panasonic Group employees should carry out, with specific areas of activity and numerical targets to fulfill its goal of becoming the No.1 Green Innovation Company in the Electronics Industry by 2018.

Osaka, Japan - Panasonic Corporation today announced its Green Plan 2018, an environmental action plan that will guide the company and accelerate its efforts towards fulfilling its goals for the 100th anniversary of its foundation in 2018.

Panasonic has placed the environment at the center of all its business activities as the company strives to become the No.1 Green Innovation Company in the Electronics Industry by the centennial anniversary. Panasonic will attain this vision through two innovations: the Green Life Innovation which realizes a green lifestyle to enrich people's lives by implementing the ideas Panasonic proposes and the Green Business Innovation to minimize environmental impacts of its operations and promote its optimum green business-style to the wider community.

The Green Plan 2018 outlines initiatives that all Panasonic Group employees should carry out to achieve the industry's No.1 status in the green indexes the company set to realize the centennial vision. The plan also describes specific areas of activity and numerical targets. Through the united efforts of every Panasonic employee, the company will accelerate the integration of its environmental contributions and business growth to become the No.1 Green Innovation Company in the Electronics Industry.

Key Points of the Green Plan 2018

1. Reduction of CO₂

- Making net CO₂ emissions peak and declining thereafter (covering emissions from production activities and product usage, including offsets by creating energy) achieving a size of contribution in reducing CO₂ emissions equal to 120 million tons compared to the base level in Fiscal Year 2006 ended in March 2006

- Expanding the sales of Energy Systems Business to 3 trillion yen or more
2. **Resources recycling**
 - Achieving waste recycling ratio of 99.5% or more with the ratio of recycled resources used against total resources used at 16% or more, pursuing recycling-oriented manufacturing to make the best use of resources
 3. **Water**
 - Minimizing the amount of net water consumption
 4. **Chemical substances**
 - Minimizing environmental impact caused by chemical substances
 5. **Biodiversity**
 - Identifying impact on biodiversity and contributing to conservation
 6. **No.1 Eco-conscious Products**
 - Doubling the sales ratio of No.1 eco-conscious products sold compared to the level in FY2010 ended in March 2010, expanding it to 30% of the total
 7. **Cooperation with society**
 - Cooperating with stakeholders to enhance environmental contributions, extending environmental education to reach 2 million children and planting 10 million trees worldwide

Today's Eco Ideas Forum marks a starting point for Panasonic to further strengthen its Eco Ideas Relations (eR), a two-way approach in communication with the public, while the company implements the Green Plan 2018. Panasonic continues to step up its "eR" activities by engaging the public in a variety of programs.

Electronics Industry No.1 Indexes and Contents of the Green Plan 2018

Electronics Industry No.1 Indexes		
Green Indexes: No.1 in the Electronics Industry in total - Contribution to reducing CO ₂ emissions - Contribution to recycling resources - Size of Energy Systems Business - Percentage of sales for No.1 eco-conscious products	+	Global Excellence Indexes: to be met at all times - Sales: 10 trillion yen or more - Operating profit ratio: 10% or more - ROE: 10% or more - Multiple key products with a No.1 global market share

Outline of the Green Plan 2018

Item	Action Plan
CO ₂ Reduction	<ul style="list-style-type: none"> • Maximize a size of contribution to reducing CO₂ emissions in production activities and product use (achieve 120 million tons compared to the base level in FY2006 ended in March 2006)

- Reduce CO₂ emissions per basic units of weight in logistics by 46% or more (compared to the level in FY2006 in March 2006)
- Reduce CO₂ emissions for all Japanese non-manufacturing sites by at least 2% on yearly average
- Promote CO₂ reduction in cooperation with business partners
- Promote the business of energy conservation support service for entire factory
- Global deployment of energy management systems for entire home / building
- Acquire global top three share in solar cell industry by 2015
- Acquire global top share in fuel cell cogeneration systems
- Global deployment of stationary lithium-ion cell systems
- Drastic expansion of eco-car related businesses

Resources recycling

- Reduce total resources used and increase the recycled resources used (ratio of recycled resources used against total resources used to be 16% or more)
- Zero emissions of factory wastes at all sites (waste recycling ratio to be 99.5% or more)
- Promote resource recycling in cooperation with business partners

Water

- Develop water-saving products and water circulation enhancing products
- Reduce water consumed in production activities and increase the use of recycled water

Chemical substance

- Develop alternative technologies for environmentally hazardous substances
- Discontinue the use of substitutable environmentally hazardous substances in products
- Minimize emission of environmentally hazardous substances in production activities

Biodiversity

- Increase the number of products contributing to biodiversity
- Create green areas in and around business sites
- Encourage the sustainable use of forestry resources
- Promote activities to protect biodiversity in

cooperation with business partners

No.1 Eco-conscious Product

- Provide top-class eco-conscious products in all business fields
- Deploy locally rooted eco marketing

Cooperation with society

- Research and propose green lifestyles
- Foster human resources leading environmental innovation
- Promote the Panasonic Eco Relays for Sustainable Earth
- Deploy environmental education to 2 million children worldwide
- Plant 10 million trees worldwide with our stakeholders
- Stimulate environmental contribution collaborated with the supply chain

About Panasonic

About Panasonic Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.42 trillion yen (US\$79.4 billion) for the year ended March 31, 2010. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

Media Contacts:

Overseas Public Relations Office

Panasonic Corporation

Tel: 03-6403-3040 Fax: 03-3436-6766

Panasonic News Bureau

Tel: 03-3542-6205 Fax: 03-3542-9018

- [Return to Top](#)