Local Community: Management Approach

Partnering and collaborating with stakeholders to solve social issues around the world.

There are a wide variety of social issues related to poverty, energy, education, food, medicine and healthcare, primarily in emerging and developing countries. Even in advanced countries some of these issues may exist, as well as the problem of declining birthrates and aging populations. Moreover, environmental issues affect us all on a global scale. Many national governments, local governments, NPOs, NGOs, and international organizations have been working together to solve these social issues. Their efforts can be significantly bolstered with the effective deployment of the business resources held by corporations, such as their employees, technologies, knowledge, expertise, information and financial resources.

With this understanding, Panasonic has positioned its corporate citizenship activities (activities that contribute to society as a corporate citizen) as a social investment, based on the philosophy of education and coexistence, to help solve social issues in two key areas: the environment and energy, and nurturing the next generation.

These initiatives are based on three key strategies of “finding solutions to social problems in emerging regions and developing countries,” “the global extension of environmental education,” and “improving employees’ innovation mindset as a global citizen.”

In addition, Panasonic strives to maximize the outcomes of its corporate citizenship activities by using the PDCA cycle, which is also used for business activities, to make sure that the outcome of its initiatives has had a greater impact (changes and influence in society). It has also incorporated third-party assessment programs for some of its activities.

Panasonic aims to help realize a sustainable society by collaborating and cooperating with stakeholders to solve social issues around the world.
Local Community: Basic Stance toward Corporate Citizenship Activities

Philosophy and Policies of Corporate Citizenship Activities

Panasonic is promoting corporate citizenship activities (social contribution activities) and working to solve social issues around the world, based on the philosophy of education and coexistence while focusing on two key areas: the environment / energy and the next generation.

We carry out our corporate citizenship activities not as a distribution of profits but as an investment in society while collaborating and cooperating proactively with multiple stakeholders to help build a firm basis for civil society. Furthermore, we have set the following global policies for our global corporate citizenship activities. Based on this policy, we aim to enhance the impact of our activities under three key strategies: “finding solutions to social problems in emerging regions and developing countries,” “the global extension of environmental education,” and “improving employees’ innovation mindset as a global citizen.”

<table>
<thead>
<tr>
<th>Positioning</th>
<th>Social investment should be an integral element in business strategy, and top management must take the lead in making these investments.</th>
</tr>
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<tbody>
<tr>
<td>Activities</td>
<td>The highest priorities are the next generation and the environment/energy.</td>
</tr>
<tr>
<td>Vision</td>
<td>The Head Office will establish global strategies and oversee activities that are carried out across several regions. Regional companies will spearhead regional strategies and activities.</td>
</tr>
</tbody>
</table>

Responsible Executive and Framework in the Promotion of Corporate Citizenship Activities

From Japan, Panasonic formulates and conveys global strategies, for which Executive Officer Satoshi Takeyasu bears ultimate responsibility, and directs activities across regions. In six overseas regions - North America; Latin America; Europe and CIS; Southeast Asia and Pacific; India, South Asia, Middle East and Africa; as well as China and Northeast Asia - regional strategies and activities are directed predominantly by a responsible official based in each region.

Status of Corporate Citizenship Activities

In fiscal 2014, approximately 51 percent of our total social investment was allocated to our overseas corporate citizenship activities.

For more details of Panasonic's Corporate Citizenship Activities [http://panasonic.net/citizenship/](http://panasonic.net/citizenship/)

Corporate Citizenship Expenditure Category and Region

![Corporate Citizenship Expenditure Category and Region](image-url)
Measuring Benefits of Investment in Corporate Citizenship
Panasonic goes to great lengths to gauge the efficacy of its expenditure on corporate citizenship. As an example, we introduce a case study of the Panasonic NPO Support Fund, which helps strengthen the organizational foundations of NPOs and NGOs active in the fields of the environment and in supporting the development of the next generation (see page 197 for details). Panasonic has managed the fund since 2001 in recognition of the fact that major stakeholder NPOs/NGOs needed to strengthen their organizational foundations in order to develop their citizenship activities in a sustainable manner toward the solution of social issues. In fiscal 2014, we provided grants totaling 29.97 million yen to 20 organizations, nine in the environment field and 11 that work with children.

A follow-up survey of grant recipients is conducted one year after a grant-subsidized project has ended. A third party conducts a qualitative and quantitative assessment of the program’s efficacy in strengthening organizational foundations.

In fiscal 2014, surveys were conducted at 21 groups that received grants in fiscal 2012 to strengthen their organizational foundations. The results of these surveys are shown below. In response to the question “did the grant solve the biggest issue in organizational management?” 70% of the groups answered that organizational issues had more or less been solved, demonstrating the efficacy of the grants.

Moreover, 90.5% of the grant recipients indicated in at least one of five self-assessment questions that they had worked to improve the impact (changes in and impact on society) of their core operations as a result of strengthening their organizational foundations. The efficacy of the Panasonic NPO Support Fund in strengthening organizational foundations was affirmed by improvement in the outcomes of the major operations of the grant recipients following the strengthening and growth of their organizations.
**Successfully resolved organizational management problems and strengthened the organizational foundation**

Were you able to resolve the major organizational management problems at the time of grant application by carrying out the grant business?

Outcomes and impacts improved and enhanced

Were you able to improve an enhance outcomes and impacts of main projects by carrying out measures aimed at strengthening the organizational foundation?

<table>
<thead>
<tr>
<th>(1) Organizations that expanded the scope of beneficiaries and the number of people: 76.2%</th>
</tr>
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<tbody>
<tr>
<td>Substantially expanded</td>
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<tr>
<td>14.3%</td>
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<tr>
<th>(2) Organizations that had an effect on resolving certain social issues being tackled: 71.4%</th>
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<tbody>
<tr>
<td>Substantial effect</td>
</tr>
<tr>
<td>19.0%</td>
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<tr>
<th>(3) Organizations that brought about change in social consciousness with respect to certain social issues being tackled: 57.2%</th>
</tr>
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<tbody>
<tr>
<td>Substantially brought about change</td>
</tr>
<tr>
<td>14.3%</td>
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<tr>
<th>(4) Organizations that had an effect on policies related to the social issues being tackled: 28.0%</th>
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<tbody>
<tr>
<td>Substantial effect</td>
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<tr>
<td>4.8%</td>
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<tr>
<th>(5) Organizations that had an effect on the actions of other organizations, companies and entities engaged in resolving the same social issues: 47.7%</th>
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<tbody>
<tr>
<td>Substantial effect</td>
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<tr>
<td>4.8%</td>
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Local Community: Addressing Challenges in Emerging and Developing Countries

Emerging and developing countries around the world are now facing a wide range of challenges, including poverty, energy, education, food, medical, and health problems. We at Panasonic have the mission of contributing to the growth of local communities through our business and proactively leverage Panasonic's technologies, solutions, and expertise to resolve these problems. In doing so, we are strengthening collaboration and cooperation with a number of stakeholders, including NPOs/NGOs and international organizations.

Improving People's Lives in Off-grid Areas

Currently, there are about 1.26 billion people worldwide living without electricity, mainly in developing countries in Asia and Africa*. Many homes in these regions use kerosene lamps for lighting, but they pose the risk of fire and the smoke released is harmful to human health. Since they do not provide sufficient light, the activities of people are significantly restricted while also posing a danger at night. In resolving the wide-ranging issues arising from the lack of electricity and supporting improvement in people's lives, Panasonic leverages its energy technologies while promoting cooperation with NPOs/NGOs and international organizations.

* Source: "World Energy Outlook 2013" International Energy Agency

100 Thousand Solar Lantern Project

100 THOUSAND SOLAR LANTERN PROJECT http://panasonic.net/citizenship/lantern/

Solar lanterns are compact lighting equipment that store in a battery the electricity generated by the light of the sun during the day and use this power for lighting at night. Not harmful to health and with no risk of fire, solar lanterns do not emit CO2 when in use.

Until fiscal 2012, Panasonic ran a pilot project where it donated solar lanterns to people in Tanzania and Cambodia. Based on the experiences gained from these pilot projects, Panasonic conceived the 100 Thousand Solar Lantern Project in fiscal 2013 as a solution to various social problems in regions with poor electricity coverage, such as emerging and developing countries. The aim of the project is to contribute 100,000 solar lights by 2018. In fiscal 2013, the first year of the project, Panasonic gave away a total of 10,000 compact solar lights in Myanmar, India and Kenya.

In fiscal 2014, Panasonic surveyed how a new type of solar lantern (BG-BL03) was being used, and took steps to enhance communications by launching a new project website.

The following is a description of donations made by country.

Myanmar (November 2013)

Panasonic donated 2,000 solar lanterns to five NPOs/NGOs active in the field of education, healthcare, and occupational development in Myanmar. The solar lanterns are used for lighting in "temple" schools* and occupational training centers, as well as for emergency lighting during surgical procedures in hospitals in areas with frequent power outages. They have also been distributed to people in refugee camps in Myanmar, improving the quality of their lives.

* Temple school: a private school set up in temples and other places for children unable to go to public schools due to economic hardship.

Solar lanterns in use at a temple school
Cambodia (December 2013)
Panasonic has donated a total of 2,500 solar lanterns to nine groups, including NPOs/NGOs and international organizations involved in the fields of education, healthcare, and women’s independence in Cambodia. The lanterns are being used in various places, such as in reading classrooms for adults in the evening, by midwives during childbirth at night, and in workshops to support the independence of women.

India (March 2014)
Panasonic donated 4,000 solar lanterns to six NPOs/NGOs active in the fields of education and healthcare in India. India is a key market for Panasonic, a country with a high population of people living without electricity. India also has complex social problems, such as extreme poverty as well as insufficient education and healthcare. Solar lanterns are being used by these groups to help solve social issues like these.

Indonesia (March 2014)
Panasonic has given 1,000 solar lanterns to one NGO in Indonesia that aims to spread renewable energy sources in regions without electrical service. Of these, 111 solar lanterns came with lampshades from the Cut Out the Darkness Project* and were distributed to people residing in powerless villages on Sumba Island in eastern Indonesia. The design of the lampshades was chosen from among submissions received from around the world.

▶ Cut Out the Darkness Project http://cotd.panasonic.net/
* Cut Out the Darkness Project: A project that invites the public to create design ideas for lampshade cutouts, which are voted for on the project website. The winning design is used to make lampshades that are given away with the solar lanterns. It began in 2014.

Africa (March 2014)
Through the Japanese Red Cross Society, Panasonic has donated 3,337 solar lanterns to three countries in Africa: Kenya, Uganda and Burundi. Plans call for distributing them to clinics in rural areas, where midwives deliver babies in the night with flashlights in their mouths, and to refugee camps. Panasonic also donated 200 solar lanterns to an NGO active in Niger.

Table For Two (TFT)
Panasonic has been participating in a social action program promoted by Table For Two International (TFT), an NPO, since August 2009. This project originated in Japan with a view to eliminating the imbalance in food conditions, in which the developing world is facing hunger and malnutrition while the developed world is suffering from obesity and other lifestyle diseases.
In specific terms, when healthy dishes are served at the Company’s 16 cafeterias spread across 11 internal sites, 20 yen per meal, equivalent to the cost of one school meal in Africa, is donated to TFT. Through this and other fund-raising activities Panasonic has donated around 9.11 million yen to TFT.
Local Community: Panasonic Kids School for Developing the Next Generation

Panasonic believes developing the next generation is an important activity that should be tackled on a global scale in order to realize a sustainable society. Based on this belief, the Company has actively promoted the Panasonic Kids School, which offers a variety of educational support programs to children around the world. Panasonic leverages its strengths and resources to provide a variety of educational programs around the world to maximize opportunities of children to polish their skills and realize their dreams and future.

In fiscal 2014, the Panasonic Kids School was attended by about 530,000 children in 48 countries. Through programs including Kid Witness News (KWN), offered globally, the Eco Picture Diary Contest, and the Eco Learning Program (ELP), a program developed by Panasonic to teach about the global environment, Panasonic has offered educational opportunities about the environment, tailored to local problems in various countries and regions, while using schools, plants, showrooms and World Heritage sites as its classrooms (please see the next article).

World Heritage Eco Learning

Panasonic and the UNESCO World Heritage Centre announced a strategic partnership agreement in 2011 to promote sustainable development through World Heritage conservation and environmental education for the next generation. As a part of this strategic partnership, the Company engages in environmental education activities targeting children from all over the world. Under the World Heritage Eco Learning program, children are invited to World Heritage sites to gain an insight into the importance of World Heritage conservation and the global environment through classroom lectures, tours, and workshops.

Over the three-year period from 2011 to 2013, approximately 5,000 children have participated in the program, visiting World Heritage sites in 13 countries. Panasonic plans to continue this program in 2014, and invite children to World Heritage sites in five or six countries.

▶ The World Heritage Special http://panasonic.net/promotion/worldheritage/

Cambodia: Angkor monument

A tour of Bayon Temple offered students an opportunity to learn about ancient construction methods and modern restoration methods from experts working to restore the monument.

China: Ancient City of Ping Yao (Shanxi Province) / Old Town of Lijiang (Yunnan Province)

Students visited these ancient towns to look at buildings that were constructed 600 to 800 years ago, learning the importance of preserving the heritage of the human race while studying the history of Chinese culture from local guides.
Spain: Sagrada Familia
In addition to this World Heritage site, students learned about the global environment from a famous local weatherman, and made a declaration to help preserve the environment.

Eco Picture Diary Contest
Since fiscal 2009, the Eco Picture Diary Contest has been held as a local activity for children to help save and protect the global environment in their homes and schools. The program gets children involved by having them draw pictures in a special diary, which is then judged in a contest. In fiscal 2014, Panasonic received 300,000 unique picture diaries from children in 47 countries and regions. Winners of the contest were recognized in each country and region.

▶ Eco Picture Diary Contest http://panasonic.co.jp/ad/pks/global/ecorelay/index.html

Unique picture diaries collected from around the world

Kid Witness News (KWN)
Since 1989, the Kid Witness News program has supported education by inspiring children to make creative news videos. Panasonic initially provided equipment and production know-how to elementary and junior high schools in the U.S. when the program was launched. As of fiscal 2014, the program has spread to more than 10,000 children annually in 23 countries and regions around the world. Through video production activities based on environmental and communication themes, the children become more interested in environmental problems and other social issues. It also promotes creativity, communications skills and teamwork. A global contest has been held once a year since 2008, where the best videos made around the world are presented. The contest also provides an opportunity for the children to interact with each other.

▶ Kid Witness News (KWN) http://panasonic.net/kwn/
Eco Learning (Environmental Education)

Panasonic is promoting the Eco Learning Program (ELP) on a global basis. The Program is essentially a set of global environmental education materials that stimulate concrete action in response to a wide range of environmental issues encompassing energy, resources, and the natural environment. The program is effectively made up of a base component that serves to promote understanding in basic environmental issues, a development program that provides information on corporate environmental technologies, and a two-tiered course that participants can choose from depending on the level. At the same time, the programs can be combined and modified to allow for easy introduction.

The Eco Learning Program is offered worldwide in conjunction with Panasonic Kids School and Panasonic ECO RELAY for Sustainable Earth.

- Eco Learning Program (ELP) [http://panasonic.co.jp/ad/pks/global/ecolearning/index.html]
- Panasonic ECO RELAY for Sustainable Earth [http://panasonic.net/citizenship/environment/]

Indonesia (March 2014)
Panasonic offered environmental lessons about global warming to students in higher elementary school grades.

Hawaii, USA (May 2012)
Environmental education was offered to children about creating and storing energy, using the solar panels installed in the area as teaching aids.

Japan
In Japan, Panasonic supports educational activities that complement school curriculums under the supervision of the CSR & Citizenship Group and Divisional Companies.

Panasonic developed an innovative program about its environmental initiatives as a company that manufactures LED lighting and batteries. Educational courses about the environment were given to approximately 70,000 students in about 700 schools in fiscal 2014.

Eco-Monogatari (Eco story) Program
This educational program about the environment is designed to support the social studies curriculum for school children in the fifth grade, by asking them to think about what can be done to solve environmental problems from the viewpoint of people that support industrial production.

Started in 2008, this program was taught to roughly 25,000 students in 380 schools in fiscal 2014. On a cumulative basis since its beginning, the program has taught more than 100,000 students at 1,650 schools in Japan.

- Eco-Monogatari [http://panasonic.co.jp/citizenship/demaie/index.html#cont01]

*Japanese only
About 250 Panasonic employees from R&D, production, sales, recycling, and other fields have visited schools to give classes while showcasing their own business expertise.

In fiscal 2014, Panasonic developed with schools an ICT version of this program to more effectively engage students in the classroom by using ICT equipment in Japanese schools, such as electronic blackboards, tablets, and wireless video cameras for instructional purposes. Know-how gained through these CSR activities is also being deployed in new business solutions.

**Become a Professional in Energy Management**
This program educates students about energy and the environment from the viewpoints of professionals in the fields of energy, energy creation, energy storage, and energy conservation.

In fiscal 2014, approximately 6,000 children from 100 schools participated in this educational program, which began distributing educational materials in 2010.

*In 2014, this program won the Consumer Education Printed Materials Award.*

▶ Become a Professional in Energy Management  
http://panasonic.co.jp/citizenship/demae/index.html#cont02

*Japanese only

**Eco Lighting Classrooms**
This environmental education program uses hands-on experiments to learn about the unique qualities and differences between incandescent, fluorescent and LED light bulbs, to promote energy conservation at home.

In fiscal 2014, around 13,000 students in 200 schools took the course.

▶ Eco Lighting Classrooms  
http://panasonic.co.jp/es/company/education/teaching/index.html

*Japanese only*

**At-School Battery Classrooms**
This educational program teaches children about the batteries they use every day, their impact on the environment and how to recycle them.

In fiscal 2014, around 9,000 children participated in the classroom, which was offered about 140 times.

▶ At-School Battery Classrooms  
http://panasonic.co.jp/ec/study/

*Japanese only*

The curriculum has programs for learning about batteries and making dry cell batteries by hand. Panasonic prepares a special dry battery fabrication kit for the students, who assemble their own manganese batteries while deepening their understanding of the environment.
Career Education

Panasonic helps children who are responsible for the next generation and the future learn about careers and the mindset necessary for these careers by discussing its role in society and the various roles of people at a manufacturing company.

▶ My Future Discovery Program  http://panasonic.co.jp/citizenship/demae/index.html#cont04
*Japanese only

My Future Discovery Program
In fiscal 2014, Panasonic provided educational materials and dispatched employees to teach the program to about 12,000 students in 120 schools.

RiSuPia Hands-On Museum, Tokyo / Vietnam
Panasonic operates the RiSuPia museum facility in Tokyo and Vietnam that allows visitors to participate in hands-on activities based on the themes of science and mathematics. Hands-on exhibits at the museum, which appeal to all the five senses of children, aim to stimulate interest and curiosity while conveying to the younger generation the joys of science as well as the beauty and wonders of mathematics. RiSuPia was first opened in the Panasonic Center Tokyo in August 2006. Panasonic Risupua Vietnam was later opened in Hanoi City in September 2010 with the aim of inspiring dreams and passion in the young children who are charged with Vietnam's future.


Number of Visitors

<table>
<thead>
<tr>
<th></th>
<th>FY 2014</th>
<th>Cumulative Total</th>
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</thead>
<tbody>
<tr>
<td>Panasonic Center Tokyo RiSuPia</td>
<td>405,000</td>
<td>2,320,000</td>
</tr>
<tr>
<td>Panasonic RiSuPia Vietnam</td>
<td>40,000</td>
<td>150,000</td>
</tr>
</tbody>
</table>

RiSuPia Panasonic Center Tokyo

Entrance

Light canvas

Prime numbers hockey

Panasonic Risupia Vietnam

Entrance

Discovery base camp

Magical Performance Theater
The "Smiling for Sure 2021" Great East Japan Earthquake Support program

Panasonic operates the "Smiling for Sure 2021" video-making assistance program for children still living in evacuation after the Great East Japan Earthquake. Since its launch in September 2011 through fiscal 2014, an aggregate total of around 5,400 students from 18 elementary and junior high schools in Iwate, Miyagi, and Fukushima prefectures, have participated in the program, which includes members from a local community group and participants in regional screening events. "Smiling for Sure 2021" was created using the know-how gained through the "Kid Witness News" program, a video-making assistance program that Panasonic has promoted over many years. The program was launched with the aim of bringing back a smile to the faces of disaster-stricken children.

Under the program, children make two videos with the titles "What I Want to Say" and "Message for Us in 2021." A screening of the "What I Want to Say" videos made by the children is held at schools, attended by the students, teachers, their parents and members of the local community. The "Messages for Us in 2021" videos are saved onto an SD memory card and placed in a time capsule, which was then presented to each participating school. The idea was generated in the hope that the children would come back to the school for a reunion and watch the videos 10 years from now.

▶ "Smiling for Sure 2021" [http://panasonic.co.jp/citizenship/kwnjp/program2021/]
*Japanese only

Kid Witness News (KWN) is a global education support program initiated by the Company. The program is designed to enhance creativity and communication skills as well as promote teamwork among elementary and junior high school students through the making of videos.

▶ Kid Witness News (KWN) [http://panasonic.net/kwn/]

Making the "Smile for Sure 2021" video
Local Community: Global Citizenship Activities Promoted by Employees

For Panasonic to create innovation in its businesses across the world, it is becoming increasingly important to improve the mindset of its employees toward innovation as global citizens. To create a sustainable global environment and society as a global citizen, Panasonic is not only promoting its corporate activities as an enterprise but is also supporting the volunteer activities carried out by its employees, and their families, on a global scale.

Emerging Country NGO Pro Bono Program:

Panasonic Innovation Volunteer Team (PIVoT)

For employees applying their business skills to volunteer activities, Panasonic has operated the Panasonic NPO Support Pro Bono Program since April 2011 in Japan and the Panasonic Innovation Volunteer Team (PIVoT) program for emerging countries since 2012, where employees work together with NGOs to solve various issues faced by emerging countries.

Specifically, teams are made up of four to five Panasonic employees of varying experiences and expertise. One or two members from each team visit an NGO in an emerging country and stay for a month beforehand as dispatched members to local areas and, while liaising with remote team members in Japan and specialists from within and outside the company, work to solve local problems. Working at NPOs/NGOs and social enterprises in emerging countries in Asia and Africa, employee skills are matched with the needs of the organizations centered on the three areas (environment/energy, education, healthcare) from which they can draw on their business expertise at Panasonic. Most of the employees residing abroad take advantage of additional paid leave for volunteer work or other purposes which employees are awarded in return for 10, 20 or 30 years’ service.

These volunteer opportunities under PIVoT not only provide the local NPO/NGO partner(s) with much-needed human resources, business development, and problem-solving support, but they also provide challenging opportunities for our employees to contribute their knowledge and skills, gain new experiences, learn new cultures, and develop new relationships. Furthermore, PIVoT projects provide Panasonic with new insights and knowledge about needs and local sustainability issues that could inform our own product and service development efforts in emerging regions that are key to our future growth. Since beginning in February 2012, seven employees have volunteered to help locally and 16 employees have provided support remotely.

In fiscal 2014, four employees volunteered to help locally on a total of three occasions in Indonesia and India, with support provided by nine remote employee volunteers.

* Pro bono refers to the provision of work-related expertise, skills, and time for the benefit of society as a whole

PIVoT Structure

▶ Panasonic Innovation Volunteer Team (PIVoT) http://panasonic.co.jp/citizenship/pivot/index.html

* Japanese only
PIVoT Activities in Fiscal 2014

Indonesia: Third round of volunteers (October 2013)
Two employees dispatched to the country, three employees provided support remotely

We supported the efforts of NGOs to solve problems in areas without electricity by installing small-scale hydroelectric generators with the involvement of local residents. Panasonic employees were responsible for creating plans to effectively utilize surplus electricity from the installed hydroelectric power facilities.

India: Fourth round of volunteers (December 2013)
One employee dispatched to the country, three employees provided support remotely

Our employee volunteers worked with NGO groups that support traditional Indian artists and artisans. We helped them develop marketing and sales channels for selling their art overseas.

India: Fifth round of volunteers (December 2013)
One employee dispatched to the country, three employees provided support remotely

We offered support in formulating plans with local NGOs working to spread toilets in poverty-stricken areas of India, in order to improve sanitary conditions.

Panasonic Innovation Workshop (formerly BOP Solution-Finding Workshop)

The more than 70% of the world's population that currently live on an income of less than eight dollars a day, and who are facing a variety of poverty-related social problems, are known by the term BOP (Base Of the Pyramid). Developing its products and businesses in key emerging regions, Panasonic cannot ignore the issues surrounding BOP, who account for a majority of the population.

At the Panasonic Innovation Workshop, targeted at employees who thought they would like to contribute to finding a solution, participants have the opportunity to gain a deeper understanding of the problems in emerging and developed countries and consideration was given to the problems and needs on the frontline and to approaches through Panasonic's businesses.

The two workshops held in fiscal 2014 were attended by 26 employees from a wide range of work backgrounds within Panasonic as a whole, including engineering, development, intellectual property, and legal. They worked together to create business ideas for solving social problems in India and Indonesia.
Panasonic NPO Support Pro Bono Program

Panasonic launched the Panasonic NPO Support Pro Bono Program in Japan in April 2011. This program is a social contribution initiative where employees use their work skills and experiences to offer support to NPOs.

As of March 2014, 94 employees have registered as volunteers. These employees get involved locally to find solutions for social issues, with the aim of improving our capabilities as a global citizen to take action on finding solutions to global problems. For details about these activities, please refer to Strengthening the Organizational Foundations of NPOs.

▶ Pro Bono Program http://panasonic.net/citizenship/environment/

Panasonic ECO RELAY for Sustainable Earth

Panasonic encourages employees and their families as well as retired employees all over the world to participate in volunteer activities. Under the name Panasonic ECO RELAY for Sustainable Earth for its environmental activities, the Company has promoted efforts since fiscal 2008 that bring together people, communities and activities on a global scale.

In fiscal 2014, approximately 120,000 trees were planted on a global basis. This brings the aggregate total to around 3,150,000 trees since 2007. Looking ahead, ongoing efforts will be made to protect the natural environment in partnership with local communities, such as by planting trees.

For details of specific activities, please refer to “Environment: Contribution to Local Communities and Education for the Next Generation.”
Local Community: Strengthening the Organizational Foundations of NPOs

To realize a sustainable society, the organizational foundations of NPOs/NGOs need to be strengthened in order to sustainably continue their activities as citizens trying to solve social issues. In 2001, Panasonic launched a support program for strengthening the organizational foundations of NPOs/NGOs as a central activity of its social contributions. We have continued to offer support in this regard since then.

The Panasonic NPO Support Fund is one of six programs that the Company organically operates toward achieving this objective. In order to ensure these programs are beneficial to local NPOs, we have programs that collaborate with NPO intermediary support organizations. Panasonic holds forums for strengthening the organizational foundation, pro bono forums, and marketing forums to disseminate information throughout society about these initiatives to strengthen organizational foundations and their benefits. Through independent efforts such as these, Panasonic aims to contribute to social change for the better through sustainable citizen activities and by finding solutions to social problems.

Panasonic’s Support Program to Strengthen the Organizational Foundations of NPOs and NGOs

Panasonic NPO Support Fund

There are a fair number of NPOs, which pioneer efforts in country, and NGOs, which work in emerging and developing countries, that aim to solve social issues. The Panasonic NPO Support Fund is a program that supports the strengthening of the organizational foundations of these NPOs/NGOs by incorporating the opinions of a diverse array of objective third parties. We also offer assistance in the form of an organization health checkup that looks for problems in the overall organization and proposes solutions to them.

In 2013, a total of ¥29,970,000 was handed out in the form of grants to 20 organizations, including nine groups active in the environmental field and 11 groups involved in helping children. The forum to strengthen organizational foundations and the grants award ceremony held in January 2014 was attended by 120 people. Since the program was established in 2001, a total of ¥290 million has been given away in 239 grants. (Program collaborators: Eco Future Fund and Civil Society Initiative Fund)

*Japanese only

Panasonic NPO Support Pro Bono Program

This program is a social contribution initiative where employees use their work skills and experiences to offer support to NPOs for the benefit of society as a whole. The aim of the program is to enhance the business development capabilities of NPOs working to solve social issues and magnify the outcomes of their activities. In fiscal 2014, 38 employees offered their services on a pro bono basis to four NPOs, helping create business plans and conducting basic marketing surveys. The Panasonic Pro Bono Team was formed exclusively for the employees that helped these four groups, which included an NPO active in areas hit by the Great East Japan Earthquake. In October 2013, Panasonic held the Pro Bono Forum Tokyo 2013 as an event to explain the potential and attractiveness of pro bono work. This event was planned to coincide with the International Pro Bono Week 2013, which was held for the first time in Japan. Approximately 160 people interested in pro bono work attended, including adults, students and NPO staff.

Since it was established in 2011, 81 employees have offered to work on a pro bono basis for 13 groups. (Program collaborator: Service Grant)

*Japanese only

Panasonic NPO Support Marketing Program

Marketing is an important activity for an NPO, and an instrument for achieving its mission, for acquiring donations, supporters and volunteers, as well as producing value for the services provided.

This program provides individual support and training in marketing to NPOs with the aim of enhancing their marketing abilities, sharing this know-how across their entire organization instead of having it center on a few individuals, and solving their own organizational issues. In November 2013, Panasonic held a marketing forum as an event for participating groups to present their outcomes. 135 people participated in the event. Since it was launched in 2008, the program has helped 51 NPOs brush up their marketing skills. (Program collaborator: NPO Support Center)

*Japanese only

Workshop to Strengthen Organizational Foundations

This workshop is held annually to coincide with the application period for the Panasonic NPO Support Fund, with the objective of increasing understanding of the importance of strengthening organizational foundations. Participants take lessons about strengthening organizational foundations, using case examples of groups that have had their organizational foundations strengthened through the Panasonic NPO Support Fund, and participate in workgroups to think more carefully about the organizational issues of their own groups. In fiscal 2014, 147 representatives from 113 groups participated in workshops held in five locations around Japan. (Program collaborator: Japan NPO Center)

*Japanese only
NPO Support Enhancement Program

In order effectively strengthen the organizational foundations of NPOs/NGOs, we believe it is necessary to encourage the strengthening of organizational foundations by having national NPO intermediary support organizations offer closer support to each local NPO. For this reason, we launched in January 2014 the NPO Support Enhancement Program, and provided training to staff at NPO intermediary support organizations. (Program collaborator: Japan NPO Center)

Management Classes

Panasonic offers e-learning courses about the basics of management for NPOs and social enterprises with the aim of providing education to NPO staff and personnel that support NPOs as the main part of its efforts to strengthen organizational foundations. In fiscal 2014, management classes were held twice and taken by a total of 119 people. A total of 538 people have taken the course since it was started in 2008. (Program collaborator: Public Resources Foundation)

*Japanese only

Panasonic NPO Support Fund for Africa

The Panasonic NPO Support Fund for Africa is a part of our efforts to attain the United Nations Millennium Development Goals (MDGs), a commitment on the part of the international community. The program supports the strengthening of the public relations efforts of NPOs/NGOs active in Africa.

Countries in Africa face many social problems waiting for a solution in the fields of education and healthcare, as well as the problems of poverty and starvation. The Panasonic NPO Support Fund for Africa supports activities designed to spread a deeper understanding of the social issues in Africa and build awareness of NPOs/NGOs working to solve these problems. By describing the activities of each organization and spreading the word about conditions in African countries, the program aims to increase understanding among people, increase volunteers and supporters for the organizations, and strengthen their management foundations.

In fiscal 2014, ¥3,020,000 in aid was given to four groups. Since the program began, a total of ¥9,590,000 in aid has been donated to 12 organizations.

▶ Panasonic NPO Support Fund for Africa http://panasonic.co.jp/citizenship/pnsf/africa/npo_mina.html
*Japanese only
Local Community: Disaster Relief

Through financial resources, matching programs, employee donations, employee volunteers and other resources, Panasonic makes great efforts to aid recovery efforts in communities devastated by natural and other disasters. Details of our recent support are as follows:

- **January 2014: Labor and management provided assistance to the Philippines for typhoon #30**
  
  **[Donation]** ¥17,266,000 was donated by labor and management in Japan
  
  **[Recipients]** Japan Asian Association and Asian Friendship Society (JAFS), Save the Children Japan (SCJ), Association for Aid and Relief, Japan (AAR Japan), Japanese Organization for International Cooperation in Family Planning (JOICFP), and Japan Platform (JPF)
  
  **[Material assistance]** 300 Panasonic solar lanterns were donated to regions with insufficient electricity supply, using part of the donations collected.

- **November 2013 – January 2014: Additional support for victims of typhoon #30 in the Philippines**
  
  **[Donation]** ¥5.4 million from overseas business sites (employee donations and matching donations by their companies)
  
  **[Material assistance]** 96,720 dry batteries, 336 flashlights, 1,000 Panasonic solar lanterns

- **November 2013: Aid for victims of typhoon #30 in the Philippines**
  
  **[Donation]** ¥5 million from the Panasonic Group
  
  **Recipient:** Japan Platform

- **April 2013: Support for Earthquake Victims in Ya’an City in Sichuan Province, China**
  
  **[Donation]** 1 million yuan (approximately 16 million yen) from the Panasonic Group
  
  **Recipient:** Red Cross Society of China

- **December 2011: Support for Earthquake Victims in Turkey**
  
  **[Donation]** 10 million yen from the Panasonic Group
  
  **Recipient:** Turkish Red Crescent

- **November 2011: Support for Flood Victims in Thailand**
  
  **[Donation]** 30 million yen from the Panasonic Group
  
  **Donated to:** 15 million yen to Japan Platform and 15 million yen to Japanese Red Cross Society

- **March 2011: Support for the Victims of the Great East Japan Earthquake**
  
  **[Donation]** ¥300 million from the Panasonic Group
  
  **Recipient:** Central Community Chest of Japan
  
  The Panasonic Group made monetary donations of some 0.4 billion yen to support the areas affected by the massive earthquake that hit the northeast coast of Japan on March 11, 2011 and the resultant tsunami. Panasonic Group employees around the world also participated in a group-wide fund-raising effort and donated about 0.1 billion yen.
  
  In addition to these monetary donations, Panasonic made in-kind donations in an effort to aid victims and support organizations and groups involved in the recovery of the disaster-stricken areas. These included 580,000 dry batteries, 50,000 flashlights, 10,000 pocket-sized radios, 4,000 solar lanterns, and a Life Innovation Container, plus TVs, microwave ovens, and the rental of 754 Toughbook mobile computers to NPOs. (As of December 2011)
  
  Employee volunteers participated through KEIDANREN (Japan Business Federation)’s One-Percent Club’s Corporate Volunteer Program, RENGO (Japanese Trade Union Confederation)’s Relief Volunteer Program, and School Aid Japan’s Save Rikuzentakata Volunteer Program.

  Other activities to support the next generation included assistance for the following programs: the School Smile Support Project, Disney Blu-ray Movie Screening, Panasonic Kids School Rope Jump, and Smile for Sure 2021 Production Committee. ¥40 million in entrance fees for the 2011 Panasonic Open were also donated.

- ▶ Related blog [http://panasonic.co.jp/citizenship/blog/cat1509/](http://panasonic.co.jp/citizenship/blog/cat1509/)

  * Japanese only
- **February 2011: Support for Earthquake Victims in New Zealand**  
  [Donation] 5 million yen from the Panasonic Group  
  Donated to: International Appeal Fund

- **August 2010: Support for Landslide Victims in Gansu Province, China**  
  [Donation] RMB one million (approximately 13 million yen)  
  Donated to: Red Cross Society of China

- **August 2010: Support for Flood Victims in Northwestern Pakistan**  
  [Donation] 13 million yen from the Panasonic Group  
  Donated to: Japan Platform

- **April 2010: Support for Victims of Qinghai Earthquake in China**  
  [Donation] 14 million from the Panasonic Group  
  Donated to: Red Cross Society of China

- **March 2010: Support for Victims of Major Earthquake in Chile**  
  [Donation] 29 million pesos from the Panasonic Group (about ¥5 million)  
  Recipient: Local TV station’s emergency telethon special  
  Employee donations: ¥7.06 million  
  Material assistance: 68,544 dry batteries, 14,790 flashlights, 42 million pesos (about ¥7 million)  
  Recipient: Local TV station’s emergency telethon special

- **January 2010: Support for Victims of Haiti Earthquake**  
  [Donation] ¥10 million from Panasonic Corporate;  
  Recipient: Japanese Red Cross (¥5 million), Japan Platform (¥5 million)  
  Worldwide employee donations: ¥9.72 million  
  Recipient: UNICEF, Red Cross, etc.  
  Material assistance: 80,000 dry batteries, 20,000 flashlights (about ¥3 million) were donated to Red Cross from Panasonic Group companies in Latin America.

- **September 2009: Support for Victims of Earthquake in Sumatra, Indonesia**  
  ¥10 million in total donations (including in-kind donations) from the Panasonic Group  
  [Donation] ¥7.3 million  
  Recipient: Government in West Sumatra  
  Material assistance: 10,000 dry batteries, 1,000 radios, blankets, etc. (about ¥2.7 million)

- **September 2009: Support for Victims of Typhoon #16 in the Philippines**  
  ¥5 million in total donations (including in-kind donations) from the Panasonic Group  
  [Donation] ¥2.5 million  
  Recipient: Philippine Red Cross  
  Material assistance: 157,188 dry batteries, 892 flashlights (about ¥2.5 million)

- **September 2009: Support for Victims of Samoa Earthquake**  
  ¥2 million in total donations (including in-kind donations) from the Panasonic Group  
  [Donation] ¥1 million  
  Recipient: New Zealand Red Cross  
  Material assistance: Dry batteries, flashlights, etc. (about ¥1 million)

- **June 2008: Support for Victims of Inland Earthquake in Miyagi, Iwate**  
  [Donation] ¥5 million as Matsushita Electric Industrial  
  Recipients: Japanese Red Cross, Iwate Prefecture Branch (¥2.5 million), Japanese Red Cross Miyagi Prefecture Branch (¥2.5 million)
• May 2008: Support for Victims of Major Earthquake in Sichuan, China
  [Donation] ¥190 million in total donations (including employee donations worldwide and in-kind donations) from the Matsushita Electric Industrial Group
  Recipient: China Red Cross

• May 2008: Support for Victims of Cyclone Damage in Myanmar
  [Donation] ¥10 million as Matsushita Electric Industrial
  Recipient: Japan Platform

• December 2007: Support for Victims of Cyclone Damage in Bangladesh
  [Donation] ¥5 million as Matsushita Electric Industrial
  Recipient: Japan Platform (¥3 million), Shapla Neer (¥2 million)

• September 2007: Support for Victims of Earthquake in Peru
  [Donation] ¥5 million as Matsushita Electric Industrial
  Recipient: Peru Embassy
  Material assistance: 30,000 dry batteries (about $3,800)
  Recipient: Peru government

• July 2007: Support for Victims of Chuetsu Offshore Earthquake in Niigata Prefecture
  [Donation] ¥30 million for condolence gift as Matsushita Electric Industrial Group
  Recipient: Niigata Prefecture’s Disaster Response Headquarters
  Material assistance: 20 42-inch plasma TVs, 100 electric fans, 200 extension cords (about ¥10 million) for evacuation centers
  Recipient: Niigata Prefecture’s Disaster Response Headquarters

• April 2007: Support for Victims of Noto Peninsula Earthquake
  [Donation] ¥3 million as Matsushita Electric Industrial
  Recipients: Ishikawa Prefecture Community Chest (¥1.5 million as a condolence gift), Central Community Chest of Japan (¥1.5 million as funding for disaster volunteer activities)

• June 2006: Support for Victims of Java Earthquake in Indonesia
  [Donation] Total of ¥45.95 million from Matsushita Electric Industrial and Panasonic Asia Pacific.
  Recipients: Japan Platform (¥10 million), Japan Committee for Unicef (¥10 million), Japanese Red Cross (¥6.73 million), Red Cross in other countries (¥19.22 million)
  Material assistance: 20,000 dry batteries, 500 flashlights, 2,000 radios, 50 TVs from Matsushita Electric Industrial Group companies in Indonesia

• March 2006: Support for Victims of Landslide on Leyte Island, Philippines
  [Donation] ¥5 million (2.155 million pesos) as Matsushita Electric Industrial
  Recipient: Maasin Church, Leyte Island
  [Donation] ¥1.1 million (0.5 million pesos) as Matsushita Electric Industrial Group companies in the Philippines
  Recipient: Philippines Department of Social Welfare and Development

• October 2005: Support for Victims of Earthquake in Pakistan
  [Donation] ¥48.55 million in total donations from worldwide employees of Matsushita Electric Industrial Group and corporate matching donations
  Recipients: Japanese Red Cross. Also gave related donations via KEIDANREN (Japan Business Federation) (¥3 million), Kansai Economic Federation (¥300,000)

• August 2005: Support for Victims of Hurricane Katrina in the US
  [Donation] $1 million (¥114 million) in total donations from worldwide employees of Matsushita Electric Industrial Group and corporate matching donations
  Recipients: Bush-Clinton Fund (50%), US Red Cross (50%). Also gave related donations via KEIDANREN (Japan Business Federation) (¥2 million), Kansai Economic Federation (¥300,000)
• March 2005: Support for Victims of Fukuoka Western Offshore Earthquake
[Donation] ¥2 million as Matsushita Electric Industrial
Recipient: Fukuoka City Disaster Response Headquarters

• December 2004: Support for Victims of Indian Ocean Earthquake and Tsunami on Sumatra Island
[Donation and material assistance] ¥169.38 million in total donations as Matsushita Electric Industrial Group. ¥112.08 million in donations from worldwide employees and corporate matching donations.
Recipient: Thailand Unicef. Also gave related donations via KEIDANREN (Japan Business Federation) (¥20 million), Kansai Economic Federation (¥1 million)
Material assistance: 200,000 dry batteries, 20,000 flashlights and other emergency food assistance from group companies in Asia (about ¥36.3 million)

• November 2004: Support for Victims of Niigata Prefecture Chuetsu Earthquake
[Donation] ¥33 million as Matsushita Electric Industrial Group
Recipients: Niigata Prefecture Disaster Response Headquarters (¥30 million), Ojiya City (¥3 million)

• October 2004: Support for Victims of Typhoon #23 in Hyogo Prefecture
Material assistance, etc.: 600 blankets, 2,000 batteries, 150 shovels, 150 pairs of boots, 90 wheelbarrows, 50 hoses. 50 weekend volunteers helped with repairs for flooding damage.

• July 2004: Support for Victims of Torrential Rain Damage in Niigata Prefecture
[Donation] ¥3 million as Matsushita Electric Industrial
Recipient: Niigata Prefecture Disaster Response Headquarters

• July 2004: Support for Victims of Torrential Rain Damage in Fukui Prefecture
[Donation] ¥3 million as Matsushita Electric Industrial
Recipient: Fukui Prefecture Disaster Response Headquarters

• December 2003: Support for Victims of Iran Earthquake
Material assistance: 9,000 flashlights, 120,000 dry batteries (about $47,000 or ¥5.6 million)

• May 2003: Support for SARS Countermeasures
[Donation] ¥1 million
Recipient: Chinese Embassy (¥500,000), Chinese Consulate (¥500,000)
Material assistance: 580 fax machines, 20 electronic blackboards, etc. (about ¥68.4 million)

• September 2001: Support for Victims of Simultaneous Terrorist Attacks in the US
[Donation] $2.1 million ($252 million) as Matsushita Electric Industrial Group. Also gave related donations via KEIDANREN (Japan Business Federation) (¥3 million), Kansai Economic Federation (¥150,000)
Material assistance: 1,000 headlamps, 1,000 flashlights, 5,000 dry batteries, 15 PCs, 300 vacuum cleaners (about $100,000). Employees also donated t-shirts, towels, toothbrushes and soap

• January 2001: Support for Victims of Major Earthquake in Western India
[Donation] ¥14.82 million from employees. Also gave related donations via KEIDANREN (Japan Business Federation) (¥300,000), Kansai Economic Federation (¥100,000)

• September 2000: Support for Victims of Volcanic Eruption on Miyake Island
Material assistance: 1,500 light fixtures (4.66 million). Also donated 20 fax machines.

• March 2000: Support for Victims of Eruption of Mt. Usu in Hokkaido
Material assistance: Emergency radios (about ¥37.14 million), 180 powerful lights and one washing machine

• December 1999: Support for Victims of Torrential Rain Damage in Venezuela
[Donation] ¥6 million as relief donation
Material assistance: 9,000 powerful lights, 18,000 dry batteries (about $10,000)
• September 1999: Support for Victims of Major Earthquake in Taiwan
[Donation] ¥39.34 million in employee donations
Material assistance: 300,000 dry batteries, 10,000 flashlights, 1,500 electric pots, 3,300 sound recorders (about ¥30.03 million)

• August 1999: Support for Victims of Major Earthquake in Turkey
[Donation] ¥2.11 million via KEIDANREN (Japan Business Federation)

• August 1998: Support for Victims of Torrential Rain Damage in Tohoku
Material assistance: Fax machine, photocopier, 4,500 pages of fax paper

• August 1998: Support for Victims of Major Flooding in China
[Donation] 350,000 yuan (about ¥6.3 million)

• January 1997: Support for Russian-Flagged Nakhodka Oil Tanker Spill
[Donation] ¥1.2 million
Recipients: Fukui Prefecture, Ishikawa Prefecture
Material assistance: 150 buckets, 270 drum canisters, 30 sets of hot cushions, 3,150 towels, masks, etc. 285 volunteers.

• January 1995: Support for Victims of Great Hanshin Earthquake
[Donation] ¥300 million as Matsushita Electric Industrial
Recipient: Disaster Response Headquarters
Material assistance: 230,000 dry batteries, 50,000 flashlights, 10,000 radios, 2,000 portable heaters, 200 walkie-talkies, 200 washing machines. 3,000 volunteers

• June 1994: Support for Victims of Storm Damage in Southern China
[Donation] ¥10 million
Recipient: Chinese Embassy in Japan

• January 1994: Monetary Support and Relief Supplies for Victims of Los Angeles Earthquake
[Donation] $250,000 (about ¥30 million)

• July 1993: Support for Victims of Offshore Earthquake in Southwestern Hokkaido
Material assistance: Flashlights, dry batteries, 10 TVs, etc. (about ¥1 million)

• July 1991: Support for Victims of Mt. Pinatubo Eruption in the Philippines
[Donation] 2 million pesos (about ¥10 million)
Recipient: Philippine government

• June 1991: Support for Victims of Mt. Unzen Eruption
Material assistance: Telephones, vacuum cleaners, washing machines, dryers, refrigerators, rice cookers, air conditioners, dry batteries, flashlights, etc. (about ¥36.37 million)

• October 1989: Support for Victims of San Francisco Earthquake
[Donation] $1 million (about ¥140 million)
Recipient: Local disaster response headquarters
Material assistance: Flashlights, dry batteries ($35,000, or about ¥4.9 million)
Local Community: Foundations

In its aim to develop the next generation, Panasonic has established many foundations, scholarship programs and academic achievement awards to promote the development of a broad range of human resources.

THE JAPAN PRIZE FOUNDATION
Inaugurated in 1983, the Foundation aims to promote the development and dissemination of science and technology by awarding the prestigious Japan Prize. The Japan Prize is presented annually to scientists and researchers who have made significant contributions to the advancement of science and technology as well as to the promotion of peace and the prosperity of mankind. A cumulative total of 83 individuals had received the award worldwide by 2014.

Panasonic Education Foundation
Originally established in 1973 as the Matsushita Audiovisual Education Research Foundation, the Panasonic Education Foundation aims to promote the utilization of audiovisual and information technologies to enhance education. It provides grants and training for elementary and secondary education taught at academic institutions in support of finding solutions to local problems. Through these activities, the Foundation's philosophy is to nurture creativity and humanity for creating the future in children that will become the next generation. As of May 2014, the Foundation has provided assistance 22,731 times, mainly for elementary and secondary education.

The Konosuke Matsushita Memorial Foundation
The Matsushita International Foundation (established in January 1988) and the K. Matsushita Foundation of EXPO '90 (established in December 1988) were merged together to become the Konosuke Matsushita Memorial Foundation in August 2010 (registered as a Public Interest Incorporated Foundation in April 2012). The Foundation strives to contribute to advances in world culture and the peace and prosperity of the world by aiming to promote mutual understanding internationally and to create a society based on the concept of coexistence between nature and mankind. With these objectives, the Foundation provides assistance to young Japanese researchers studying abroad, provides research grants, invites international students to study in Japan, promotes international exchange, and recognizes initiatives to encourage coexistence between nature and mankind. As of March 2014, the Foundation has provided grants to a total of 174 foreign students to study in Japan, and a total of 185 Japanese students to study in foreign countries.

Ryozen Institution (Japan)
In October 1968, on the centennial anniversary of the Meiji Restoration, Panasonic founder Konosuke Matsushita called on the finance sector to participate in a fund with the contribution collected used to preserve and maintain historical monuments and sites located in the Ryozen hill of graves, where participants in the Meiji Restoration movement are enshrined. Konosuke Matsushita established the Ryozen Institute on this opportunity, which was later registered as a Public Interest Incorporated Foundation in June 2012. This Institute seeks to preserve the cultural spirit of Ryozen and honor the spirit and great undertakings of the pioneers that laid the foundations of modern Japan. By doing so, it aims to pass on this spirit to the young generation that will be the next leaders of Japan. In 1970, the Ryozen Museum of History was opened, and many visitors have come to learn about the Meiji Restoration and the end of the Tokugawa shogunate.
Panasonic Scholarship
The Panasonic Scholarship Program was established in 1998 in commemoration of the company’s 80th anniversary as a way for the company to express its appreciation to society. Its aim is to provide scholarship opportunities to privately financed students from Asian countries who wish to pursue a master’s course in science and technology in Japan, to offer financial assistance to foster highly educated experts who can contribute to the development of their countries in the 21st century, and to promote mutual friendship between their home countries and Japan. As of March 2014, the program has helped 320 foreign students.
Local Community: Other Initiatives for Coexistence with Society

Panasonic strives to create a society that respects diversity by cooperating with NPOs/NGOs and supporting the arts and cultural activities, for a civil society in which people can coexist with ease.

Support for the Arts and Culture

The arts and culture are a representation of the human race, its spirit, history and countries. The arts are an important aspect of an open-minded society where people are able to live with joy and fresh vitality. Fostering young artists and passing on tradition, we sponsor events that recognize outstanding artistic achievements. From the perspectives of developing the next generation, education and global vision, we contribute to local communities through the arts and cultural activities, as well as employee involvement, while supporting and collaborating with NPOs.

Panasonic Shiodome Museum

This museum was opened in April 2003 on the fourth floor of the Tokyo head office building of the former Panasonic Electric Works Co., Ltd. [PEW] (currently the Panasonic Tokyo Shiodome Building) to offer as many people as possible opportunities to view oil paintings and prints by the famous artist Georges Rouault (1871-1958) that represents 20th century France. These works of art have been collected and preserved since the 1990s as a part of PEW’s contribution to society. The collection of about 230 works represents the full spectrum of Rouault’s accomplishments from his early years to his final years, in oil paintings and traditional prints. These works of art are always on display in the Rouault Gallery in the museum. Other exhibitions related to Rouault are also periodically put on display.

Exhibitions are held based on themes that are strongly related to Panasonic’s operations, such as construction, homes, the arts and design, exploring new avenues and offering ideas about the relationship between people and space, as well as people and goods that make our lives plentiful.

As an urban oasis that inspires visitors while providing them with a respite with various cultural activities, the Panasonic Shiodome Museum creates a cultural atmosphere well suited to its location in Shiodome, a modern urban environment for the 21st century.

Activities

• Preservation, research and public viewings of art by Georges Rouault
• Rotating exhibitions based on themes of beauty by Rouault, construction, homes, and lifestyle culture
• Holding of cultural events based on themes of exhibitions


Panasonic Community Concerts

The New York Symphonic Ensemble and Panasonic’s business sites in Fukuoka and Shiga have formed a tie-up to present a series of classical performances called the Panasonic Community Concerts. In Fukuoka, performances were held in conjunction with the Asia Pacific Children’s Convention in Fukuoka, and the UN-Habitat Regional Office in Fukuoka. In Shiga, a performance was held with the local wind instrument orchestra. The New York Symphonic Ensemble is composed of first-rate musicians mainly from New York, and focuses on the development of young musicians. In 2013, the New York Symphonic Ensemble performed at the Fukuoka Symphony Hall on July 10 and at the Lake Biwa Hall in Shiga on July 20.

Promoting Traditional Japanese Art and Crafts

Founder Konosuke Matsushita had an intense interest in traditional Japanese arts and crafts, as a form of the basic art of manufacturing. To pass this interest along and develop it further, Panasonic has supported the activities of the Japan Kogei Association, which since 1960, has been composed primarily of traditional artists and artisans, the so-called living national treasures of Japan. Passing along the will of our founder, we have offered the Panasonic Award since 1992 to the winners of the Japan Traditional Art Crafts Exhibition sponsored by the Japan Kogei Association, as well as to the first time winners among them residing in the Kinki area.
Supporting and Cooperating with the Activities of NPOs and NGOs

Resolving social issues and helping to realize a better society through the efforts of a single company is often difficult to accomplish. Panasonic is committed to building a new society by collaborating with NPOs, NGOs and a variety of stakeholders.

Okayama Kibikogen Wheelchair Road Race
The Okayama Kibikogen Wheelchair Road Race is an event held in Kibikogen, Okayama to foster better relationships between people by having wheelchair racers and runners compete on the same course. The contest is held by an organizing committee of sponsors, the logistics for which has been performed by Panasonic Kibi Co., Ltd. since 1996 with the Panasonic Group acting as a co-sponsor of the event. Many local volunteers, companies and groups turn out every year to support this major event. In fiscal 2014, more than 1,200 athletes participated in the race on October 13.

Management Support for Sign Language Interpretation Skill Testing
Every year in October, the Information and Culture Center for the Deaf conducts sign language interpretation skill certification testing at three locations: Tokyo, Osaka and Kumamoto. Panasonic provides the necessary audio and visual equipment for the testing at each location, and also supplies the testing venue in Osaka. On the day of the tests, Panasonic technicians are on location to provide support, helping to increase the number of sign language interpreters. The 25th test was held in fiscal 2014, and it was taken by 929 people.

Co-Sponsor of Shitennoji Wasso Festival
The NPO Osaka Wasso Culture Exchange Association is the main sponsor of the Shitennoji Wasso festival, a parade of ancient cultures in China, Korea and other East Asian countries, to deepen cultural exchange with Japan. It is held every year in November at the site of the Naniwa Palace in Osaka. Panasonic is a co-sponsor of the festival, which encourages international exchange, resembles the spirit of Osaka and energizes the community. Our employees also participate as volunteers in managing the festival. In 2013, more than 1,000 people participated in the parade.