

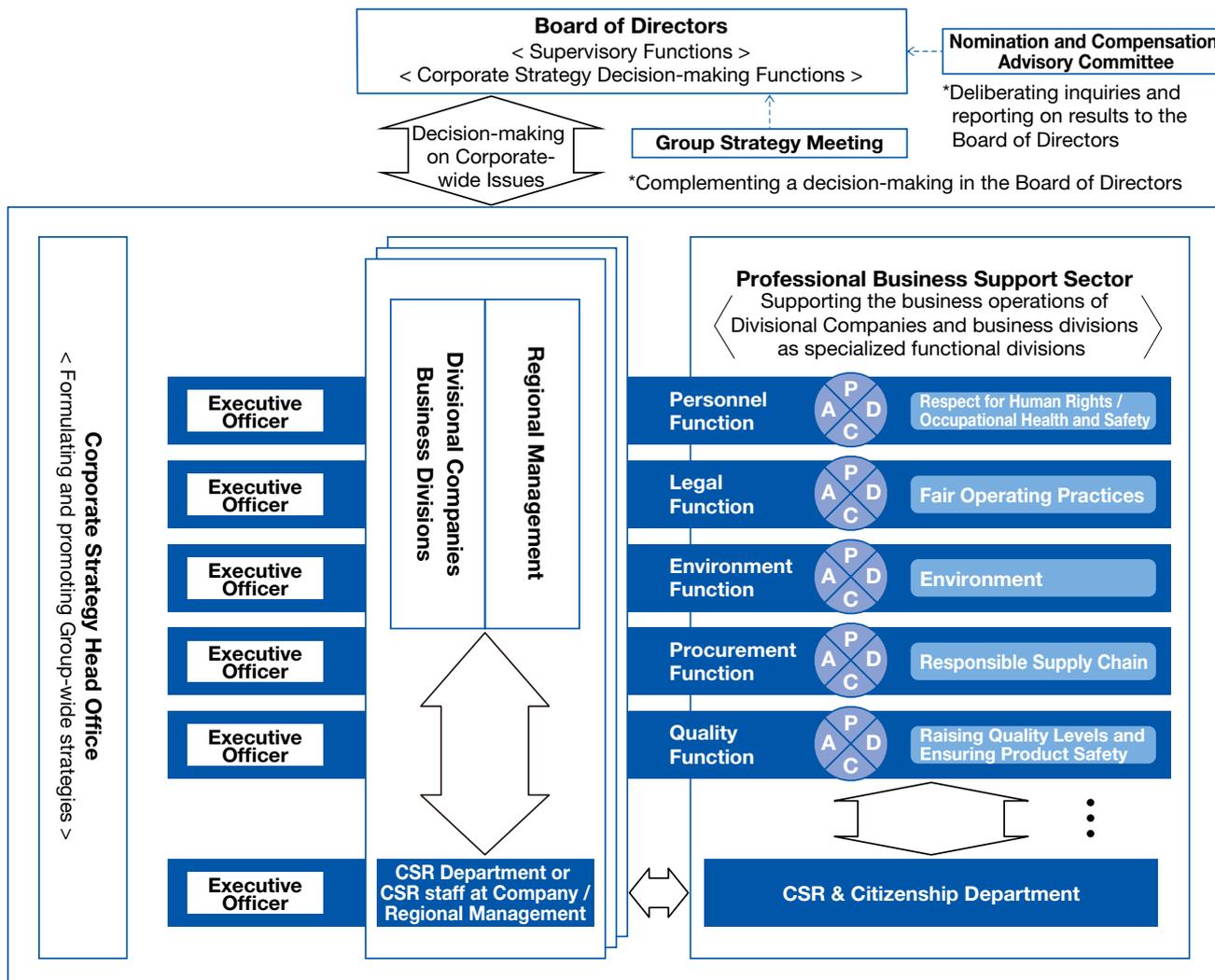
System for the Promotion of CSR Activities

Continuously and Organizationally Managing Issues and Progress Relating to Sustainability

For each area of activity relating to CSR—including human rights, fair operating practices, and the environment—Panasonic establishes executive officers and functional divisions. Each Company, business division, regional office, and functional division has created various group meetings and opportunities for stakeholder engagement, the results of which are incorporated into everyday activities. Using PDCA cycles, these Panasonic Group constituents monitor their progress and act autonomously.

For issues affecting the entire group for which there are strong demands from society for us to respond, including by contributing to climate change mitigation and adaptation, as well as to water-related issues, decisions are made at board of directors' meetings and at Group Strategy Meetings. Concerning issues that are deemed the most material, the company makes an analysis of and identifies such issues for each area of activity, and incorporates these important issues into its operational policies. For material issues in each area of activity and the background to their selection, please refer to the items on "Management System" for the respective area ("Policy" for the environmental area). Panasonic conducts its CSR activities with respect for worldwide guidelines and stakeholders' voices as a fundamental concept.

System for the Promotion of CSR Activities



Respecting Global Standards, Norms, Guidelines, and Initiatives

Panasonic conducts its business based on global standards, specifications, norms, guidelines, and various initiatives. These concepts are reflected in the Panasonic Code of Conduct and the Sustainability Policy that form the guidelines for the company's business activities.

Global Standards, Norms, Guidelines and Initiatives

Universal Declaration of Human Rights	ILO Fundamental Labour Standards
Organisation for Economic Co-operation and Development Guidelines for Multinational Enterprises	Guiding Principles on Business and Human Rights
Japan Business Federation (Keidanren) Charter of Corporate Behavior	Industry specific codes of conduct, such as the Responsible Business Alliance (RBA), and others
ISO 26000	Global Reporting Initiative (GRI) Standards

Promoting Initiatives Based on Dialogues with Stakeholders

Panasonic conducts dialogues with its wide range of stakeholders around the world—including customers, investors, suppliers, governments, industry bodies, NPOs, NGOs, local communities, and employees—on various aspects of its business. The company incorporates the opinions it receives into its business activities and product creation.

Major Stakeholders

