

Community Relations

Basic Policy

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Basic Policy

At Panasonic Group we believe that all the resources we need to do business have been entrusted to us by society at large, which is why we act as a public entity of society, having dialogues with local communities as we undertake our business activities.

The Group works to contribute positively to local communities and seek to minimize any potentially negative impacts through dialogues with local governments and residents. Furthermore, we evaluate our effects on the environment and other areas especially when entering or leaving a market.

Also, through our Corporate Citizenship Activities, we are striving to cooperate and develop together with the local communities as a member of those communities.

Management System of Corporate Citizenship Activities

We are engaged in a variety of Corporate Citizenship Activities in every Operating Company and every region around the world, each tailored to the circumstances of that area, based on the Group Policy outlined in the next paragraph. We define key performance indicators (KPIs) for major activities and uses these to evaluate results and make improvements. We continue to think about ways we can better promote the activities we undertake by holding regular Group Corporate Citizenship Activity Meetings where we share information and exchange opinions toward that goal. In addition, through CSR & Corporate Citizenship News, those activities in the various locales are shared with the relevant directors and executives—from the Panasonic Group CEO on down—as well as with the staffs in charge of Corporate Citizenship Activities all over the world. Panasonic Group also conducts annual surveys of its Corporate Citizenship Activities and publicly releases the findings on our Sustainability Data Book.

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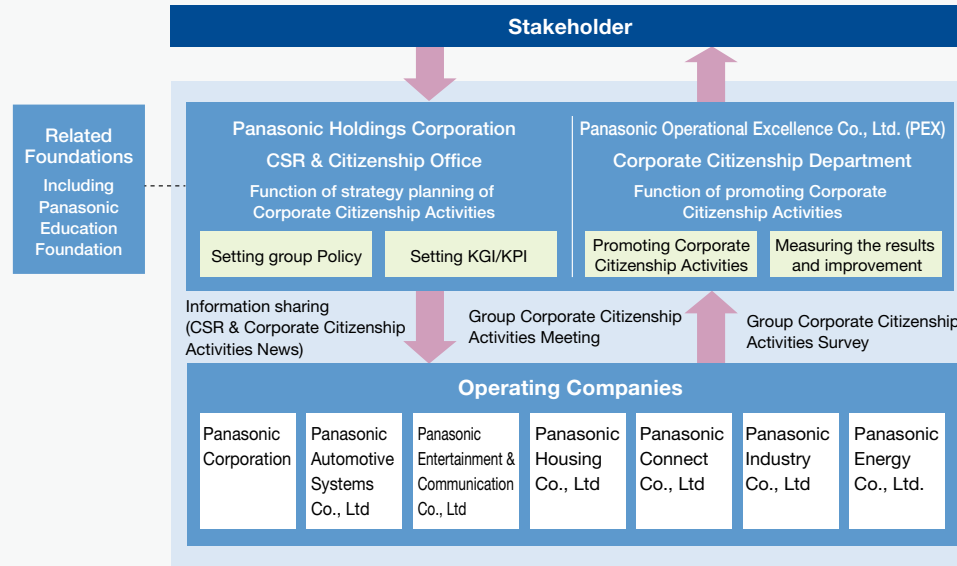
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Policy

Every three years, Panasonic Group drafts a midterm plan and also establishes policies and themes of focus for its Corporate Citizenship Activities. Panasonic determines its areas of focus by comprehensively taking into account company business policies, conditions in society, societal demands, expert opinions, and other considerations.

Midterm Policy of Corporate Citizenship Activities (FY2023-2025)

The Panasonic Group aims to create an ideal society offering material and spiritual affluence, and works to create new value by tackling social issues head-on in both our business activities and our activities as a corporate citizen.

In establishing our midterm policies, we thought about what our ideal world would look like in the year 2030 and decided it would be a “sustainable and inclusive society where everyone can live a vibrant life more freely.” As a corporate group that does business globally, we have selected issues that we should be prioritizing based on global social issues and the Group’s Basic Business Philosophy.

Of all the issues the world has been facing recently, poverty of various types—not only in both newly developed and developing countries but also in developed has become particularly serious. The U.N.’s Sustainable Development Goals (SDGs) include 17 goals comprising a total of 169 different targets that have been included as part of a plan of action for humanity, the earth, and prosperity. Poverty is one of the top concerns of these SDGs. Panasonic Group’s founder, Konosuke

Matsushita, saw poverty as an evil and he made its eradication the mission of his company.

Living standards have been raised for many and some poverty has been alleviated, but there are still many countries and regions that have been excluded from wealth, and even within nations considered to be “developed,” disparities in wealth are growing larger. Considering this background, for the 100th anniversary of our founding (in 2018), we set “ending poverty” as a priority theme in our effort to realize the inclusive society.

We again raised our focus to critical for our continued environmental efforts when we revised our Basic Business Philosophy in October 2021, which states that “global environmental issues are a top priority for the Group to work together on,” and will expand this to our Corporate Citizenship Activities from fiscal 2023 onward.

We are working to build upon these solutions toward solutions for poverty and environmental issues with a critical focus on human development (learning support) who will be working on these initiatives. In our “learning support” that encourages the next generation to want to learn, we provide places for learning and practice, valuing the perspective of diversity, equity, and inclusion (DEI), where all individuals accept and leverage their individuality.

We would like to solve social issues and contribute to the realization of a sustainable and inclusive society through Corporate Citizenship Activities including those helping to end poverty, protect the environment, and boost human development (learning support). We encourage our employees to actively participate in Corporate Citizenship Activities, and we will also make use of our products, technologies, know-how and resources cultivated through manufacturing, to work together with all stakeholders.

[WEB Corporate Citizenship Activities](https://holdings.panasonic/global/corporate/sustainability/citizenship.html)

<https://holdings.panasonic/global/corporate/sustainability/citizenship.html>



Responsible Executive and Framework

The Executive Officer in charge of CSR and Corporate Citizenship Activities is responsible for Groupwide Corporate Citizenship Activities.

The CSR & Citizenship Office at Panasonic Holdings Corporation (PHD) is responsible for the function of strategic planning for the entire Panasonic Group and performs those duties in cooperation with the Corporate Citizenship Department at Panasonic Operational Excellence Co., Ltd. (PEX) and the Group's Operating Companies. We have people in charge of Corporate Citizenship Activities at each Operating Company, and those individuals execute their activities based on both the Group's policies and actual conditions in their areas.

Employee Participation and Supporting Systems

Enhancing employee interest in social issues and their desire to solve them is extremely important both in terms of promoting Corporate Citizenship Activities and in carrying out our core business. We provide our employees with information on volunteering, occasions to change their awareness and opportunities to gain experience in addressing societal issues, so they can easily get involved. Some of the most characteristic examples of these are shown below.

■ Activities supporting employees' social involvement

Provision of Sustainable Seafood* at Corporate Cafeteria (Japan)

Panasonic was the first company in Japan to permanently introduce sustainable seafood* in its company cafeterias. The initiative, which started in March 2018 at two locations, is now in place at 56 locations in Japan (as of March 31, 2023). Through awareness campaigns that provide cafeteria dining experiences or information on the world's critically endangered marine resources, we aim to encourage individuals and their families to change their consumption behavior and increase their impact on their surroundings.

* Sustainable seafood with certifications such as MSC and ASC

[WEB Conservation of Biodiversity through Collaboration with and Support for NGOs and NPOs](https://holdings.panasonic/global/corporate/sustainability/environment/biodiversity.html#biodiversity_04)
https://holdings.panasonic/global/corporate/sustainability/environment/biodiversity.html#biodiversity_04

Fukushima Reconstruction Support Action (Japan)

This initiative supports post-disaster reconstruction in Fukushima Prefecture and SDG #11 (sustainable cities and communities) by eating foods in the company cafeterias that use aquaculture products from that prefecture. This initiative was first launched in January 2022 at two company cafeterias. We have extended this initiative to 20 locations within Japan (as of March 2023). We continually run programs to provide employees with accurate information about the various efforts Fukushima Prefecture is making to ensure food safety and security,

with our Fukushima Marché [Market] selling products from Fukushima Prefecture as part of that.

[WEB Fukushima Reconstruction Support Action](https://holdings.panasonic/global/corporate/sustainability/citizenship/other.html#fukushima)
<https://holdings.panasonic/global/corporate/sustainability/citizenship/other.html#fukushima>

LIGHT UP THE FUTURE “AKARI Action Project”

This is a donation program that collects employees' welfare cafeteria points and the proceeds from selling used books and other secondhand items that have been donated to our partner company, a secondhand book shop. The program then uses the collected funds to donate Panasonic products, such as solar lanterns, to areas without electricity. This enables study, work, and medical treatment at night. We developed this donation platform to allow the public to easily participate in the donation program and to maintain the effects of bringing light to areas without electricity in Asia and Africa in the 100 Thousand Solar Lantern Project, which was completed in January 2018. In fiscal 2023, a total of 456 employees donated cafeteria points, and we collected 28,715 secondhand items, including from the general public.

[WEB LIGHT UP THE FUTURE “AKARI Action Project”](https://holdings.panasonic/global/corporate/sustainability/citizenship/solution/akari.html)
<https://holdings.panasonic/global/corporate/sustainability/citizenship/solution/akari.html>

Pro Bono Program (Japan)

We have programs in which employees use the skills and experiences that they have gained through their jobs to support NPOs/NGOs' enhancement of business extension, who are addressing social issues. So far, a total of 364 Panasonic Group employees have participated in the Pro Bono Program in Japan, providing support for 61 organizations, by formulating midterm plans, drafting marketing materials, and rebuilding websites.

[WEB Panasonic NPO/NGO Support Pro Bono Program](https://holdings.panasonic/global/corporate/sustainability/citizenship/pnsf/probono.html)
<https://holdings.panasonic/global/corporate/sustainability/citizenship/pnsf/probono.html>

Panasonic ECO RELAY for a Sustainable Earth

In 1998, Panasonic began promoting Love the Earth Citizenship Activities in Japan, aiming to foster greater environmental awareness and even lifestyle changes by encouraging employees and their families to actively engage in environmental activities at home and in their local communities. Since then, we have expanded our efforts in local communities and changed the name to Panasonic ECO RELAY for a Sustainable Earth. In fiscal 2023 as well, we have reaffirmed environmental initiatives as a priority, with ECO RELAY as one of the core components of these initiatives, which includes preserving biodiversity among its many objectives.

[WEB Panasonic ECO RELAY for a Sustainable Earth](https://holdings.panasonic/global/corporate/sustainability/citizenship/environment/per.html)
<https://holdings.panasonic/global/corporate/sustainability/citizenship/environment/per.html>

Introducing regional volunteer activities and providing opportunities

Workplaces within the Group around the world take an active role in developing and rolling out a variety of volunteer activities that are tailored to the specific features of the regions and Operating Companies they are part of. In North America, for example, the Group has an Employee Volunteer Program and annual Month of Service initiative through which we encourage employees to volunteer. In Europe, some Group companies support volunteer work at the Paris 2024 Olympics and Paralympics. In China, several times each year we have China Region Group Volunteer Activities in which employees at various workplaces across China undertake volunteer activities related to the same theme at the same time. In Japan, we provide a website where employees can find regularly updated information on volunteer opportunities by NPOs and encourage them to take part in volunteer projects outside the Group as well.

Providing learning opportunities (Japan)

In order to raise interest in and motivation to solve social issues, we hold an after-work lecture called the “Social Good Meetup (SGM)”, where various outside experts on social issues give presentations, and a “Disaster Volunteer Training Course” where employees can gain knowledge and skills that will enable them to serve as a volunteer when common disasters occur. We also conduct e-Learning for employees once a year to provide opportunities to learn about social issues, such as the problems related to SDGs.

[WEB Lectures for employees regarding social issues, Social Good Meetup\(SGM\) \(Japanese only\)](https://holdings.panasonic.jp/corporate/sustainability/citizenship/sgm.html)
<https://holdings.panasonic.jp/corporate/sustainability/citizenship/sgm.html>

[WEB Disaster Volunteer Training Course \(Japanese only\)](https://holdings.panasonic.jp/corporate/sustainability/citizenship/disaster.html#volunteer)
<https://holdings.panasonic.jp/corporate/sustainability/citizenship/disaster.html#volunteer>

■ Human Resources System for Supporting the Promotion of Employee Participation

Examples of major Group Companies in Japan

• Time off for volunteering

We encourage Group employees to spend five of the 25 days of annual paid leave offered by the Group participating in volunteer activities, for example by considering allowing time off to be taken at a stretch if it is used for volunteering.

• Volunteering Sabbatical Leave System

This system is meant to allow employees to take up to one year of leave for the purpose of participating in volunteer activities. Furthermore, employees are also granted leave for the time needed to participate in the Japan Overseas Cooperation Volunteers Program run by the Japan International Cooperation Agency (JICA).

• Challenge Vacations (Life Juncture Vacations)

We also have a system in place that allows employees to take leave at critical junctures in

their life in the Group to allow them to refresh both body and mind and work on personal growth so that they can approach their life in the Group with renewed ambition. Employees (excluding management) can take 10 days of leave upon turning 30, 40, and 50, and this leave can also be used toward volunteer activities.

Examples from North America

Panasonic North America provides systems that allow employees to spend up to five full working days on volunteer activities so that each regional company can make its own contribution as well. We also encourage and facilitate participation in volunteer activities on the part of our employees, including by coordinating volunteer activities at individual business sites.

Examples from Europe

To further encourage social involvement, some Group companies in Europe will allow employees to take up to 16 hours a year of paid leave for volunteer work during working hours, effective May 1, 2023.

Performance Evaluation of Corporate Citizenship Activities

We measure the effectiveness of its main activities according to the specifics of each initiative.

The Panasonic NPO/NGO Support Fund for SDGs (formerly the Panasonic NPO Support Fund)

Regarding the Panasonic NPO/NGO Support Fund, which supports the enhancement of the organizational infrastructure of NPOs/NGOs, we conduct a follow-up survey of the grant recipients 18 months after the completion of the subsidy project. And a third party also quantitatively and qualitatively evaluates the effectiveness of the enhancement of the organizational infrastructure. In fiscal FY2022, in addition to the follow-up survey, and as a milestone of the 20th anniversary of the establishment of the Support Fund, 63 organizations participating in the Children and Environment category that we subsidized from 2011 to 2018 and 23 organizations participating in the AFRICA category were evaluated for the 20th anniversary of the subsidy.

The results of the survey for organizations related to children and the environment showed an average rate of expansion of 19.1% in financial terms compared to before the support, as well as an average 27.8% increase in the number of staff. The results also indicated that 87.2% of all organizations saw the number of individuals receiving benefits rise, with an average of a 3.07-fold increase and the organization with the largest increase in beneficiaries rising to 14.9 times the number prior to support, demonstrating that our efforts toward Organizational Infrastructure Enhancement through this support program have been effective in producing major social results.

In the category of support we've provided in terms of PR, messaging and education projects

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to NPOs and NGOs working on issues in countries across Africa, the results of the survey showed that 64% of all organizations responded that they had continued to see the effects of the PR tools created through the support for at least two years afterwards, and 29% had seen continued effects for it at least five years. In a qualitative survey, we also found cases in which the support led to improvements in training for the volunteers who would be in charge of getting the message out and a greater capacity to procure funding, among other benefits.

In 2015, we conducted Social Return on Investment (SROI) assessments on a supported organization, the NPO Allergy Support Network, and the results showed that the social impact of the aid to enhance organizational infrastructure was 8.82 times as much as the donated funds. We submitted this report to Social Value International (UK), and received confirmation as the first SROI report in Japan.

[WEB](https://holdings.panasonic/global/corporate/sustainability/citizenship/pnsf/npo_summary.html) Panasonic NPO/NGO Support Fund for SDGs

https://holdings.panasonic/global/corporate/sustainability/citizenship/pnsf/npo_summary.html

Kid Witness News (KWN)

We have had the effectiveness of our Kid Witness News (KWN) educational program—designed with the goal of teaching creativity, communication skills, and teamwork through video production—evaluated by a third party over the last five years, beginning in 2017.

The evaluation, which was conducted based on the qualitative and quantitative results of surveys and interviews given to children, students, and instructors at participating schools considered the effect that the program had on children, students and their educational activities with respect to the five items below.

1. The qualities and skills of children who showed potential for growth through the video production included in the program were organized into 9 competencies: social ideology, teamwork, communication, building human relationship, ability of designing own future, information utilization, decision-making ability, interest and understanding of local community, and international understanding.
2. Comparing children and students who participated in the program with those who did not, children who participated were found to have exhibited growth in qualities and skills the 9 competencies.
3. Based on the results of surveys given to teachers and instructors, it was confirmed that they were able to use the program in four types of educational activities: strengthening video production skills, deep learning using video production, achieving personal growth and developing social skills through teamwork, teamwork combined with deep learning.
4. By dividing the survey results by school type (elementary, middle, and high schools), it was found that children grew through video production they did on this program regardless of their developmental stage. In addition, the qualities and skills of children and students at schools that were continuing the program grew much more than those of children at schools

participating in the program for the first time.

5. Surveys of the program at special-needs schools demonstrated the effectiveness of the program as one with the potential to help develop the qualities and skills of children regardless of their disability status.

[WEB](https://holdings.panasonic.jp/corporate/sustainability/citizenship/kwn/overview/teachersguide_eval.html) Verifying positive impact of participation in video production in KWN program (Japanese only)
https://holdings.panasonic.jp/corporate/sustainability/citizenship/kwn/overview/teachersguide_eval.html

My Future Discovery Program

In the My Future Discovery Program, a career education program for junior high school students, we conduct an annual survey of teachers and students before and after the program to make improvements by seeing its usefulness and how it influences change in students.

[WEB](https://holdings.panasonic.jp/corporate/sustainability/citizenship/career/powerup/220330.html) Survey Report: Key Findings from the Program School Survey in Fiscal 2022 (Japanese only)
<https://holdings.panasonic.jp/corporate/sustainability/citizenship/career/powerup/220330.html>

External Recognition and Awards Won

Panasonic Group received the following awards in FY 2023.

- Won the Grand Prize for the 20th Corporate Philanthropy Award sponsored by the Japan Philanthropic Association
Panasonic NPO/NGO Support Fund for SDGs
- Received the Vietnam National Environment Award sponsored by the Ministry of Natural Resources and Environment
Panasonic Vietnam
- Winner of a Practical Award under the Corporate Division of the 30th Yokohama Environmental Activity Award
Panasonic Automotive Systems Co., Ltd.
- Won the Cultural Promotion Award of the 17th Awards of the Foundation for the Promotion of Western Art
Panasonic Shiodome Museum of Art
- Certified as a Platinum Partner (for the tenth consecutive year)
Table For Two's Meal Sharing Program in developing countries
- Awarded the Medal of Honor with Dark Blue Ribbon
For donations to the World Wildlife Fund (WWF) Japan's "Partnership to Protect the Ocean's Natural Treasures: Working to Promote a Sustainable Marine Economy"

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Spending on Corporate Citizenship Activities in fiscal 2023 (April 1 2022 - Mar. 31 2023)

