

# Corporate Social Responsibility

## Basic CSR Policy

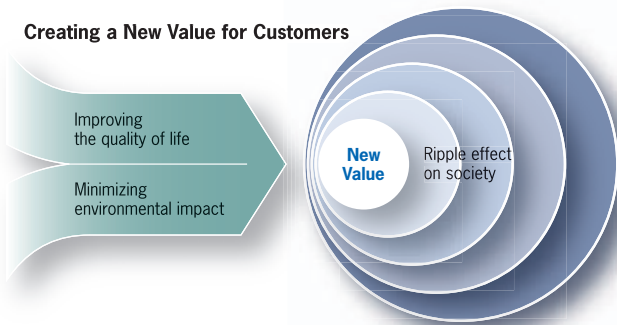
Matsushita's commitment to corporate social responsibility is based on its unwavering management philosophy of contributing to society as a public entity. As a specific guide to the actual implementation of this basic principle, in January 2005, the Matsushita Group Code of Conduct was updated to cover the Company's global operations. These new guidelines are now applied to all employees of the Matsushita Group, as well as Directors and Executive Officers of the Company.

In fiscal 2004, Matsushita established a new CSR office to effectively communicate its commitment to all stakeholders, including customers, shareholders, business partners and local communities. In addition, the Company addresses CSR issues from multiple perspectives, such as environmental protection, fair business practices, corporate citizenship, and a Group CSR Council, chaired by the President of Matsushita, as well as the CSR Promotion Committee, comprised of representatives from each Head Office division.

## Environmental Initiatives

The Kyoto Protocol, which took effect in February 2005, highlights the responsibility of society to reduce the effects of global warming, while in Europe, there are growing moves to tighten controls on chemical substances in accordance with the Restriction of Hazardous Substances (RoHS) directive. Matsushita is working to further enhance its competitive position regarding environmental issues and business operations, both core priorities of the Leap Ahead 21 plan. Under its Environmental Vision and Green Plan 2010, the Company will create new value that improves the quality of life, while minimizing environmental impact.

### Creating a New Value for Customers



## Combined Environmental and Business Initiatives

In February 2005, Matsushita launched the world's first home-use fuel cell co-generation system, developed jointly with Tokyo Gas Co., Ltd. Then, in April, the first commercial-use unit was installed at the new Japanese Prime Minister's Official Resi-

dence. In these and other ways, Matsushita continues to lead the industry in developing markets for home-use fuel cells.

Matsushita has also made progress in eliminating the use of environmentally hazardous materials in its products. In advance of new legislation, the Company moved up its plans by one year to eliminate such hazardous materials from all products on a global basis. As of the end of March 2005, some 25,000 Matsushita products were compliant with this directive. Matsushita will continue to place a high priority on eliminating the use of hazardous materials, making all of the Company's products compliant in the near future.

Under the Green Product Development Plan, Matsushita will develop eco-friendly products that enhance environmental efficiency from two perspectives—the prevention of global warming and efficient resource use. The Company is also working to increase resource and energy efficiency through ongoing energy-saving activities at factories and through the “3Rs” (Reduce, Reuse, Recycle) initiatives.



Home-use fuel cell co-generation system

## Social Contribution Activities

Kid Witness News (KWN) is an innovative educational program created to help students in elementary and junior high schools develop valuable communication and organizational skills by providing the opportunity to produce original video news programs. The program was launched in the United States in 1988 and expanded globally in 2003. In fiscal 2005, 372 schools in 15 countries participated in the project.

Matsushita has also set up funds, Panasonic Supporters Matching Funds, to contribute to nonprofit organizations (NPOs) in supporting the development of children and promoting eco-friendly lifestyles, and foster a culture of charitable giving. The Company operates the funds in cooperation with two NPOs: the Japan Initiative for Youth Development and the Eco Future Fund.

**For more information about CSR activities, please refer to The Panasonic Report for Sustainability 2005.**

*For a copy of the report, please direct your request to: [eco@gg.jp.panasonic.com](mailto:eco@gg.jp.panasonic.com)*

*For more information about environmental activities, please visit the following Web site: <http://panasonic.co.jp/eco/en/>*

