

Press Release

On World Environment Day, Panasonic reaffirms its commitment for a greener tomorrow

New Delhi, June 05, 2023: Panasonic Life Solutions India (PLSIND) - a leading diversified technology company successfully concluded the fourth edition of *Harit Umang – Joy of Green* an environment awareness program on World Environment Day. In addition to awareness programmes, PLSIND has also planted close to three lakh trees contributing towards green cover and plans to distribute solar lanterns to off-grid communities around their factory area. The e-waste awareness drive '*Diwali Wali Safai*' has been running successfully for past three years creating awareness around responsible e-waste disposal. These initiatives are all part of the broader [Panasonic Green Impact \(PGI\)](#) initiative where Panasonic Group aims to create impact that reduces CO2 emissions by more than 300 million tons*, or about 1% of the current total global emissions**.

During the ceremony students across participating schools and colleges were felicitated by *Dr Sandip Chatterjee, Senior Director, Ministry of Electronics, and Information Technology, Govt of India; Ved Prakash Mishra, Director, Hazardous Substance Management Division - Ministry of Environment & Forest; Manish Sharma, Chairman, PLSIND and Tadashi Chiba, MD, PLSIND* for their exemplary work in driving awareness and participating actively in the Harit Umang program.

Dr Sandip Chatterjee, Senior Director, Ministry of Electronics, and Information Technology Govt of India, congratulated the Green Ambassadors, applauding the collective efforts under the Panasonic's Harit Umang outreach – *"It is indeed commendable to see the young students brainstorming on topic of global importance like Circular Economy and contribute towards the mindset of scientific recycling. We are glad and proud that each year the family of Green Ambassadors has been expanding, with collaborative efforts also extending to the stakeholders of MeitY under the GreenE outreach."*

Mr. Manish Sharma, Chairman, Panasonic Life Solutions India said, *"As a responsible corporate, every action of ours, however small it may be, must aim at solving global environmental problems. Panasonic's Green Impact (PGI) initiative is a step in this direction. Through PGI, we are aiming at reducing emissions through energy saving measures, avoiding emissions through renewable energies, and contributing further towards a sustainable, green future. Aligned to the sustainability vision, here in India we are contributing towards the environment with actionable steps. We, as individuals, need to be conscious and considerate towards the impact created by our actions and need to join hands to accelerate a shift towards sustainable society. I congratulate all the Panasonic Harit Umang Green ambassadors of this year for their contribution towards environment awareness"*

Mr. Tadashi Chiba, Managing Director, Panasonic Life Solutions India said, *"In the words of Konosuke Matsushita, founder of Panasonic - the basic purpose of an enterprise is to work to improve life in the community through its business. In India, we are committed to the cause of sustainable environment through our businesses. Whether it is through using environment friendly technologies, promoting renewable energies, or environment focused activities such as tree plantation or awareness programs, to name a few - every employee is encouraged to contribute to the well-being of society and thereby,*

environment. It is through these small, actionable steps, we'll be able to contribute towards a greater cause."

Panasonic's Harit Umang initiative is in line with the agenda of the Ministry of Electronics and Information Technology (MeITY) to spread awareness on e-waste and collaborates with MeITY for a wider impact. It aims at educating society about green practices around - safe disposal of e-waste, zero plastic waste, biodiversity, and energy conservation, through active engagements with educational institutions. 400 green ambassadors (students) enrolled to be a part of Panasonic's Harit Umang initiative and pledged to create awareness and sensitization amongst the community. Meanwhile, schools have proactively initiated the setup of e-waste hubs.

Earlier this year, Panasonic Green Impact brand [campaign](#) was launched highlighting the brand's vision for creating a greener, healthier, more equitable future. The campaign reached out to more than 114mn people across digital with more 53mn+ video views.

About Panasonic Group

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**300 million tons calculated with 2020 emission factors*

***33.6 billion tons of energy-related CO2 emissions in 2019 (Source: IEA),*