

## Panasonic Introduced the International Corporate Volunteering Programs for the First Time for Japanese Companies

The Employee from Panasonic Started to Work at the NGO in Vietnam



The Social Product Design Engineer from Panasonic Corporation started to work at the NGO in Vietnam by using the International Corporate Volunteering Programs organized by Cross Fields. He arrives for the position on the 6<sup>th</sup> February and will work for about a month. Twenty-one companies introduced this kind of activity to send their employee to the NGOs located overseas in the United States, yet it is first time for Japanese companies to introduce the International Corporate Volunteering Program. International Corporate Volunteering is a program for Japanese corporate employees to work for several months at local organizations, mainly NGOs and social enterprises in areas of social needs. In addition to solve local social issues, Japanese companies can expect to cultivate human resources who have cross-cultural understanding, the ability to work with global stakeholders and to gain the knowledge of the local culture and new market development in the emerging countries from this program.

This host organization is located in Da Nang City in the central part of Vietnam and develops, produces and sells the cookware called Solar Cooker that uses the solar energy to the local areas with no electricity and no gas for more than ten years. The organization has the problem that the product capability is low so a corporate volunteer will work to improve the productivity by utilizing his professional skills. Panasonic expects to create the ideas of new products and services which are needed in the local areas of the emerging countries as well as understand the social problems the local people have through this activity. This time, five employees with different specialties from Panasonic participated in the International Corporate Volunteering Program. In addition to the Social Product Design Engineer (33) who will be sent to Vietnam, a Corporate Planer (37), a Marketer (35), an Engineer (34), and a Corporate Social Responsibility (CSR) Specialist (32) joined as supporting members from Japan. They have had pre-training since the early January as a team, and also they work together to solve the social problems by using a video meeting while the Social Product Design Engineer is working in Vietnam. Furthermore, any employee who is interested in this program will be able to join by using the SNS (Social Networking Services). When the program completes in the end of March the team is scheduled to have the briefing session within

the firm.

CSR department in Panasonic realized this program by supporting the employees who wished to fight the social issues in emerging countries by using holidays to various countries as an incentive. This time, the program is regarded as the volunteering, however Panasonic will try to make it as an official program from next year.

### Organization Profile

<b>Organization Name</b>	CROSS FIELDS
<b>Date of Establishment</b>	3 May 2011
<b>Address</b>	Machihara Building 5F, 3-8-3 Nishi-Gotanda, Shinagawa, Tokyo, JAPAN
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