

A Japanese Company Accomplishes International Corporate Volunteering For the First Time For Half a Year!

Panasonic has successfully promoted the development of human resources and gained the good understanding of the local market while contributing the local society



Panasonic Corporation has successfully completed the International Corporate Volunteering Program organized by the Cross Fields, for the first time. A Selected Panasonic employee, who specializes in Social Product Design, was sent to work with an NGO in Vietnam on a program named “Panasonic Innovation Volunteer Team (PIVoT)” which was initiated in December 2012. After three months of pre-training and planning, he went to an NGO in Vietnam and worked on solving local social problems for a month. A final briefing session took place on April 24th, 2012 after a two-month post-training period.

The host organization is located in a local area in Vietnam, which has been providing Solar Cooker (solar energy powered cookware) to local residents, avoiding the use of electricity or gas, for over ten years now. The participants of the program consist of five Panasonic employees, each of whom possesses different specialized skills. In addition to the Social Product Design Engineer (33) who was sent to Vietnam, a Corporate Planner (37), a Marketer (35), an Engineer (34), and a Corporate Social Responsibility (CSR) Specialist (32) worked together as supporting members within Japan to improve the products the NGO makes for the poor by utilizing the specialized skills of each member.

While the Social Product Design Engineer was working in Vietnam, the other members participated in the activity through Video meetings and Social Networking Services (SNS). When the employee in Vietnam faced difficulties, veteran Engineers from Panasonic also joined as support. The teamwork of the Panasonic employees’ resulted in reducing production costs for the NGO, making distribution to the poor more efficient and further contributed to the creation of new ideas. However, not only has Panasonic improved conditions for the local NGO activities, but has also “strengthened the ability for the employee to work in the global environment”, “promote the cultural understanding of an emerging country”, and “Increase the motivation to the employees who participated”. Looking at the positive effects, Panasonic has decided to continue with the International Corporate Volunteering Program organized by Cross Fields.

Cross Fields will hold a forum on March 22nd, 2012, briefing the results of the Program. Participating companies will include Panasonic Corporation, RICOH Corporation, and Japan IBM Corporation, all of which have sent their employees to assist with NGOs in emerging countries. The Panasonic employee who was sent to Vietnam and the supporting team will report their experiences in this forum.

Organization Profile

Organization Name	CROSS FIELDS
Date of Establishment	3 May 2011
Address	Machihara Building 5F, 3-8-3 Nishi-Gotanda, Shinagawa, Tokyo, JAPAN
Executive Board	Chairman of the Board / Daichi Konuma Vice Chair of the Board / Yuka Matsushima Vice Chair of the Board / Shintaro Nakayama Auditor / Hiroki Kawai (CPA)
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