



**Asia-Pacific  
Economic Cooperation**

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2010/EMM9/010

## **Panasonic Initiatives to Realize a Low-Carbon Society**

Purpose: Information  
Submitted by: Panasonic



**9<sup>th</sup> Energy Ministers Meeting  
Fukui, Japan  
18-20 June 2010**

## Panasonic Initiatives to Realize a Low-carbon Society

June 19, 2010  
Fumio Ohtsubo

## Overview of the Panasonic Group

- Founding: July 1918
- Sales: ¥7 trillion 418 billion
- Number of Employees: 384,586
- Business Fields:

\*Sales: FY2010, ending March 31, 2010  
\*Number of employees: As of March 31, 2010



## Vision Looking to the 100th Anniversary (2018) of Our Founding

### No.1 Green Innovation Company in the Electronics Industry

Make the “environment” central to all of our  
business activities and bring forth innovation

**Green Life  
Innovation**

**Green Business  
Innovation**

## Comprehensive Energy Solutions

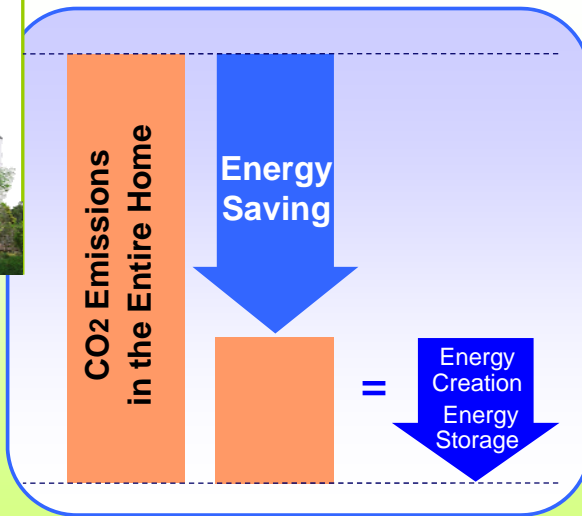


## Virtually Zero CO2 Emissions for the Entire Home

Propose ideas for lifestyles 3 to 5 years in the future, using the 'eco ideas' House



(On the premises of Panasonic Center Tokyo)

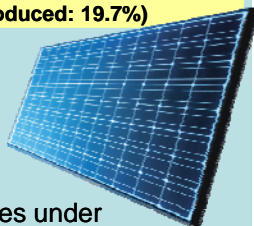


## Energy Creation

### Solar Cells

**World Top-level Conversion Efficiency**

(Level when cells are mass-produced: 19.7%)



- Promoting sales under both Panasonic and SANYO brands
- Developing next-generation solar cells
- Investment of approximately ¥100 billion

**Target** FY2016 World Top 3 Maker

### Home-use Fuel Cells

**World Top-level Effective Utilization Ratio of Energy**

(Product specification : 93%)

- 2005** Supplied 1<sup>st</sup> Equipment to the Prime Minister's Official Residence
- 2009** Launched by Gas Companies



- Significant cost reduction
- Global expansion



**Target** FY2019 ¥200 billion

# Energy Storage

Expand our top-market-share lithium-ion rechargeable battery business into growth markets

## Small-size Rechargeable Batteries



- Realize Higher Capacity
- Increase Cost Competitiveness

## Home-use Storage Batteries



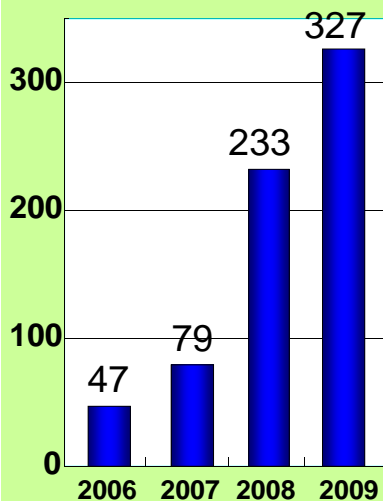
## Power Source for Vehicles



Kasai Plant in Hyogo Prefecture (SANYO Electric)

# Energy Saving in Products

<Number of Models That Are No. 1 in Energy Efficiency>



## Evolution of Energy-saving Functions

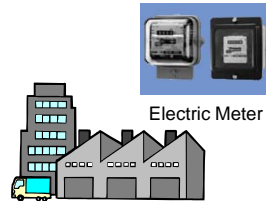


Panasonic-unique Sensor Technology

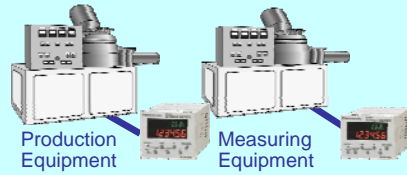
Programming Technology to Realize Optimum Operation

## Energy Saving in Our Production Activities

- Visualizing the amount of energy consumption



Measurement and control for each piece of equipment and each production line



- Carrying out energy-saving diagnoses employing energy-saving technology support teams

- Carried out diagnoses at 18 plants
- Proposed 350 ideas to reduce CO<sub>2</sub> emissions

by 20,000 tons in total

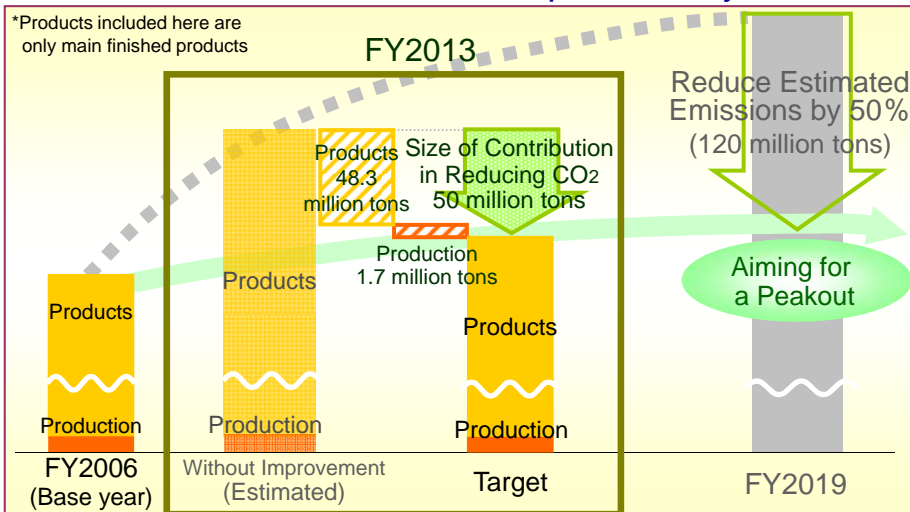
- Bringing innovation to the production process

- Sharing successful examples across the Group



## Making a Global Contribution to Reducing CO<sub>2</sub>

Reduce CO<sub>2</sub> throughout our entire operations and make sure total emissions peak out by 2018



## Our Proposals to Help Promote Global Efforts to Realize a Low-carbon Society

