



United Nations
Educational, Scientific and
Cultural Organization



World
Heritage

**Panasonic supports
sustainable development
through UNESCO World Heritage
conservation and education**

FOR IMMEDIATE RELEASE

June 3, 2011

Panasonic Corporation
UNESCO World Heritage Centre

Panasonic and UNESCO Sign Strategic Partnership Agreement

Osaka, Japan – Panasonic Corporation and the UNESCO World Heritage Centre today announced a strategic partnership agreement to promote sustainable development through World Heritage conservation and environmental education for the next generation.

Panasonic aims to be the “No. 1 Green Innovation Company in the Electronics Industry” by 2018, its 100th anniversary. By putting the environment at the core of every part of its business, Panasonic is combining its environmental contributions with business growth.

As part of its active contribution to environmental conservation, Panasonic has collaborated with the World Heritage Centre since 1995 to publish the World Heritage Calendar. The Centre is the Secretariat of the World Heritage Convention which leads the efforts to preserve cultural and natural heritage sites of outstanding universal value for future generations.. The newly formed strategic partnership strengthens the relationship built on this successful collaboration over the years.

"This new partnership with Panasonic will strengthen our ability to accomplish our mission," said Irina Bokova, UNESCO Director General. "It's an excellent example of the teamwork that is required to promote thinking and action for the sustainable use of the Earth's resources and environment.."

Under the two-year agreement commencing in June 2011, Panasonic will undertake communication and educational activities that promote the conservation of World Heritage sites and raise awareness of the 40th anniversary of the UNESCO World Heritage Convention in 2012. The activities include Panasonic's sole sponsorship of "*The World Heritage Special*" to be aired on the National Geographic Channel in 183 countries and areas, as well as educational initiatives for the next generation that involve the provision of Panasonic's 3D-related audio-visual equipment and technical support. Site visits and various contests for children will also be held, sharing the importance of conservation with younger generations through real-life experience.

More information is available at

Panasonic special website: <http://panasonic.net/worldheritage>

Facebook fan page : <http://www.facebook.com/worldheritage.with.panasonic>

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 8.69 trillion yen (US\$105 billion) for the year ended March 31, 2011. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

About the UNESCO World Heritage Centre

Established in 1992, the World Heritage Centre is the focal point and coordinator within UNESCO for all matters related to World Heritage. Ensuring the day-to-day management of the Convention, the Centre organizes the annual sessions of the World Heritage Committee and its Bureau, provides advice to States Parties in the preparation of site nominations, organizes international assistance from the World Heritage Fund upon request, and coordinates both the reporting on the condition of sites and the emergency action undertaken when a site is threatened. The Centre also organizes technical seminars and workshops, updates the World Heritage List and database, develops teaching materials to raise awareness among young people of the need for heritage preservation, and keeps the public informed of World Heritage issues. For more information, visit <http://whc.unesco.org/>

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