



The Gold Standard[®] Premium quality carbon credits

Panasonic – the case for carbon offsetting

“We must do everything we can to reduce CO2 emissions as a matter of priority”

For Panasonic concern for the environment has long been part of its company vision. However, as global environmental issues have become more serious Panasonic has accelerated its shift towards sustainability. For example in 2008, Panasonic pledged to reduce CO2 emissions in manufacturing by 300,000 tonnes from 2007 levels, it has far exceeded this goal by reducing 840,000 tonnes. It has also tackled emissions from product use, Panasonic's professional projectors have reduced power consumption on various models by as much as 57%, and this year Panasonic set a goal to be the **'number one green innovation company in the electronics industry by 2018'** which it aims to achieve through its “Eco Ideas” initiatives.

One such “**Eco Ideas**” initiative is Panasonic's “**Offset for Life**” programme, which started with their professional projector range. Although Panasonic projectors are among the most energy efficient you can buy they still consume electricity in use, creating carbon emissions. Panasonic listened to its customer's requests for brighter and more powerful projectors that also help to meet their environmental and CSR targets, and in response created the ‘Offset for Life’ programme.

“Whilst we pride ourselves on engineering products offering high performance, longevity and low carbon emissions, we maintain a realistic outlook and accept that it's not possible to eliminate emissions altogether. It is for this reason that we decided that carbon offsetting was the most appropriate solution to offer our customers.”

The ‘Offset for Life’ initiative is a non-profit making scheme for Panasonic that helps customers offset unavoidable emissions. Using a PricewaterhouseCoopers (PWC) verified calculator, customers can work out the carbon consumed during the lifetime of a projector and purchase Gold Standard certified carbon credits from leading project developer and offset supplier ClimateCare to offset this usage.

“Choosing to support Gold Standard projects was essential for us as they guarantee high quality carbon credits with both large scale environmental and local community benefits, successfully bringing sustainable development to the regions.”

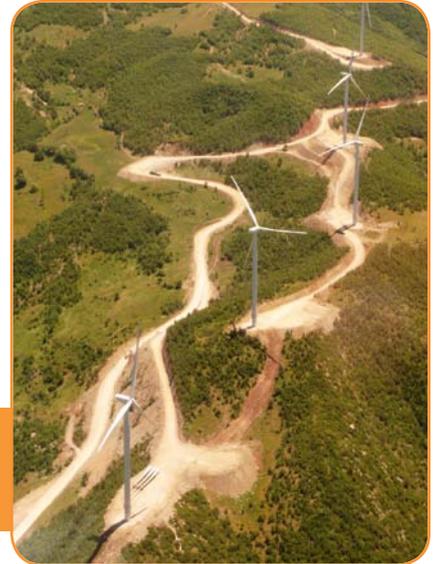
The Gold Standard is an award winning certification standard for high quality renewable energy and energy efficiency carbon offset projects. All projects certified to the Gold Standard, demonstrate real and permanent GHG reductions and sustainable development benefits in local communities that are measured, reported and verified. It is the only certification standard trusted and endorsed by more than 70 NGOs worldwide, including WWF and its the standard of choice for governments, the UN and multinationals alike.

Panasonic's Offset for Life initiative uses Gold Standard certified projects to help customers meet both their environmental and CSR objectives. A sample of these projects can be seen over the page.

Rotor Elektrik Uretim Osmaniye wind farm - Turkey

The electricity currently generated by the Turkish Grid is relatively carbon intensive; this wind farm project, located in the Gokcedag Mountains, will use its 54 wind turbines to turn renewable wind into clean energy for the Turkish National Grid. It is expected to reduce emissions of GHGs by an estimated 300,000 tCO₂e/year.

- Reduces GHGs by displacing energy from thermal power plants
- Creates local employment opportunities
- Facilitates knowledge transfer
- Contributes to local/regional economy
- Reduces dependence on fossil fuels
- Diversifies sources of electricity generation and supports Turkey in meeting its growing energy demands
- Helps to accelerate the commercialisation of grid-connected renewable energy



GS474
Renewable Wind - 302,675 tCO₂e/yr

Gyapa improved cookstoves - Ghana

This project is focused on the deployment and replacement of inefficient traditional charcoal stoves called “coal-pots” with an improved stove, known as the Gyapa. The Gyapa has a combustion chamber that is heavily insulated with a ceramic liner, dramatically reducing the overall consumption of charcoal.

- Improved air quality, improves health conditions typically for mothers and children
- Significantly reduced cost in fuels equals more productive activity and better livelihoods
- Less fuel, more convenient and shorter cooking times.
- Over 400 job opportunities created with growth of at least 20% expected over the next three years
- The introduction of locally manufactured technology with optimized energy efficiency helps to build technological self-reliance.
- Significant savings in GHG emissions through a reduction in charcoal consumption
- Biodiversity improvement through reduced pressure on remaining forest reserves



GS407
Energy Efficiency - 167,279 tCO₂e/yr