

Community Engagement



Overview

Basic Approach

Sony can only create sustainable social value based on its Purpose when the global environment is healthy and people can live in society with comfort. Through its social contribution initiatives, Sony recognizes various social issues and aims to create a positive impact by solving them while also enhancing its corporate value, such as by building trusting relationships with wider society, communities and other stakeholders, improving employee engagement, and creating innovation. Under the slogan “For the Next Generation,” Sony is engaged in wide-ranging social contribution initiatives around the world.

The Vision of Sony’s Founder

In Sony’s Founding Prospectus, Masaru Ibuka, one of the founders, set “the promotion of education in science among the general public” as a primary goal. He was convinced that enhancing scientific literacy would be critical for the recovery of postwar Japan and that science education for children was the key. In 1959, 13 years after Sony’s establishment, he set up the Sony Fund for the Promotion of Science Education to support elementary and junior high schools in the pursuit of science education excellence. His vision lives on in Sony’s social contribution initiatives.

Organizational Structure

Sony’s global projects are spearheaded by Sony Group Corporation in Tokyo. In addition, each group company worldwide, along with Sony’s foundations and science museum, is involved in initiatives tailored to local needs. These efforts often include cooperation with international organizations and NGOs. Employees are also encouraged to actively contribute to society by participating in activities such as volunteer programs and fundraising.

Looking to the Future

Sony strives to make the most of its products, content, technologies, and the strengths of its employees, leveraging stakeholder partnerships to help address global issues and meet various needs in local communities.

■ Milestones

- 1959: Founded Sony Fund for the Promotion of Science Education in Elementary and Junior High Schools
- 1972: Established Sony Foundation for Education (now Sony Education Foundation)
- 1984: Established Sony Music Foundation
- 2018: Launched KANDO Experience Program
- 2020: Established Sony Global Relief Fund for COVID-19
Launched CurioStep with Sony
Established Global Social Justice Fund
- 2021: Established a partnership with Save the Children Japan to promote the development of resilient communities
Established a corporate partnership with WWF Japan
- 2023: Established partnerships with UNICEF, UNHCR and Save the Children Japan through the Sony Global Relief Fund for COVID-19

[Social Contribution Initiatives](#)

[History of Sony’s Social Contribution Activities](#)

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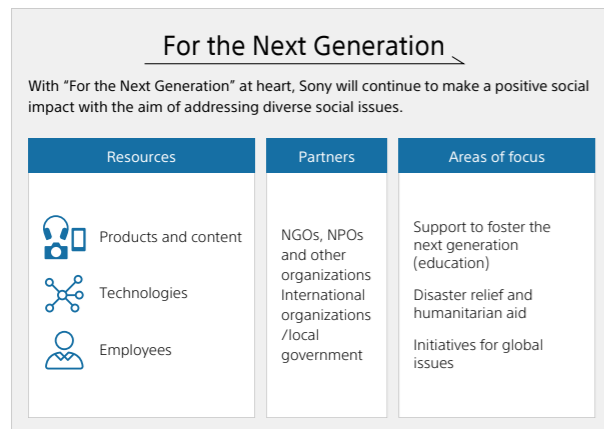
Focus Areas and Results

Areas of Focus

Under the slogan "For the Next Generation," Sony, backed with the strength of its employees and partners, utilizes its products, content, and technology in a variety of social support endeavors across the globe, focusing on the following three areas: education for future generations, disaster relief and humanitarian assistance, and initiatives to tackle global issues.

Inheriting the vision of its founders, Sony leverages its strengths to roll out initiatives in support of education in the STEAM* fields to foster the next generation. Sony also provides humanitarian aid in response to large-scale disasters and emergency crises around the world, taking into account the degree of urgency and its relationship with the region. In addition, Sony is engaged in various partnerships to address global social issues, such as social justice and human rights, difficulties faced by refugees, and forest conservation.

* STEAM stands for science, technology, engineering, arts and mathematics.

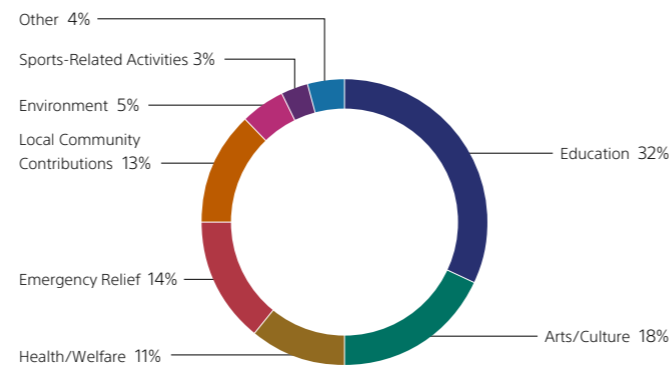


Social Contribution Initiative Results

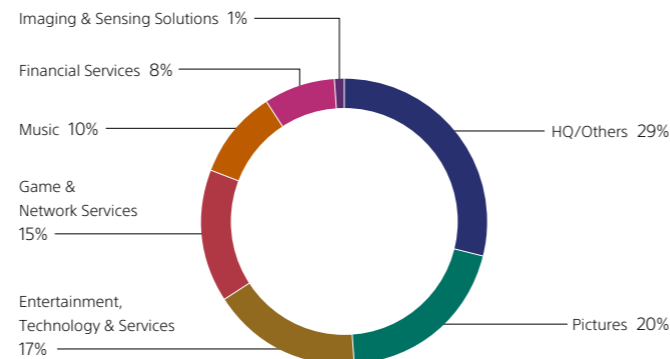
In fiscal year 2023, Sony Group contributed a total of approximately 4.7 billion yen* to social contribution engagement initiatives. By category, more than 30% of the expenditure went to supporting education. Significant amounts also went to arts/culture. By business segment, 29% of the total expenditure was contributed by HQ/ others, followed by pictures (20%) and entertainment, technology and services (17%).

* Cumulative figure. In addition to donations, sponsorships and independent program expenses (including facility operation expenses), this amount includes the market value of products donated. It does not include expenditures from the Sony Global Relief Fund for COVID-19 and Global Social Justice Fund. Please see "Sony's Two Global Funds" for details about their expenditures.

Social Contribution Initiative Expenditure by Field (Fiscal Year 2023)



Social Contribution Initiative Expenditure by Segment (Fiscal Year 2023)



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Support for Education

Sony Group's Educational Program "CurioStep with Sony"

CurioStep with Sony is an educational program that aims to provide children with opportunities to experience creativity and technology, and to expand their curiosity and creativity while fostering problem-solving skills and acceptance of diversity. The program is being rolled out globally. In addition to overseas activities such as its science museum in Beijing and the annual Sony Creative Science Award toy-making competition in Singapore and Taiwan, Sony in Japan held the CurioStep Summer Challenge 2023 over the summer vacation period, following the previous events held in 2021 and 2022. The event featured content epitomizing Sony from across the entire Sony Group, including programming and science craft workshops, anime-themed talk events, and a computational thinking contest. To enable children to choose what they enjoy, 14 categories of events were offered, and about 3,500 children participated.



The key visual for the CurioStep Summer Challenge 2023

Sony also runs the KANDO Experience Program, an initiative to address educational disparities among children in Japan. The program conducts a wide variety of workshops for elementary school-aged children in collaboration with NPOs and other external organizations. Since fiscal year 2020, Sony has been working with a third-party organization to conduct social impact assessments in order to enhance

discussions with the wider community on rectifying educational disparities. In addition to the half-year programs for children that have been running since fiscal year 2021, in fiscal year 2023, Sony implemented a long-term program at two locations that included training for staff with the aim of further improving quality at those locations. The social impact assessment found that offering multiple programs has improved children's non-cognitive competency indicators such as creativity and curiosity, which is the aim of the program.

- [CurioStep with Sony](#)
- [KANDO Experience Program](#)

SME Beyond the Instrument 2024

SMG promotes global accessibility to resources for emerging music professionals through its "Beyond the Instrument" initiative by partnering with community organizations to cultivate the next generation of music leaders. In 2023, SMG and Notes for Notes opened a recording studio at the Watts-Willowbrook Boys & Girls Club, offering students tools to showcase original works and refine their musical abilities year-round. Before the 66th Annual GRAMMY Awards, an ensemble of SMG artists engaged with students, sharing insights across music disciplines.

In 2024, Sony Music U.K. furthered the initiative by donating equipment and music education resources to Walker Riverside Academy. On February 7th, DJ-producer Schak, from Northern England, visited the school and announced an equipment donation through Restore the Music. This enables students to learn DJ, production, and engineering skills. Over four years, SMG has committed over half a million USD in music education and instrument donations, aiming to support 10,000 students globally within five years. These efforts underscore SMG's commitment to nurturing talent and empowering



A group of smiling children holding guitars at the studio - collaborative effort with Notes for Notes and SME.

communities through sustainable music education initiatives.

[SME's Beyond the Instrument](#)

Sony Dream Classroom empowers the next generation of dreamers

Sony Dream Classroom is a philanthropic initiative established by Sony China Co., Ltd. (hereinafter referred to as Sony China) in 2013. In line with Sony's community engagement slogan, "For the Next Generation," it endeavors to contribute to SDG Goal 4, "Quality Education for All." Sony Dream Classroom leverages the strength of 'One Sony' and collaborates with various Sony entities in China to fully utilize the benefits brought by Sony's diverse businesses.

Through Sony's innovative technology products, engaging science experiments, and rich content in music, film, and animation, it provides comprehensive exposure to Sony's extensive expertise in scientific exploration and creative entertainment, empowers the next generation of dreamers, and provides more diverse learning methods and STEAM education concepts for the younger generation, bringing them the experience and emotion of WOW.

As of March 2024, Sony China has established 290 'Dream Classrooms' in 143 cities nationwide, directly benefiting more than 3,500 college students and over 70,000 primary and secondary school students. Sony's vision for development in China is to inspire and ignite passion, collaborating with dream chasers to evoke emotions. Sony China is committed to garnering attention from all sectors of society and promoting sustainable development, making a collective effort to enhance high-quality education.



Sony Dream Classroom in Yunnan province 2023.9

[Sony Dream Classroom \(in Chinese\)](#)

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Disaster Relief and Humanitarian Aid

Sony Group provides humanitarian aid in response to large-scale disasters and emergency crises around the world, taking into account the degree of urgency and its relationship with the region.

Sony Group's Disaster Relief and Humanitarian Aid

In fiscal year 2023, Sony Group provided donations and other assistance to areas and victims affected by the following natural disasters and humanitarian crises.

Date of incident	Incident	Recipient
	Amount donated (approx.)	
Jan. 2024	2024 Noto Peninsula earthquake	Japanese Red Cross Society, Save the Children, etc.
	130 million JPY	
Oct. 2023	Afghanistan earthquake	Save the Children
	5 million JPY	
Oct. 2023	Humanitarian aid efforts in Israel and Gaza	Japanese Red Cross Society, UNICEF, Save the Children, Doctors Without Borders (MSF)
	319 million JPY	
Aug. 2023	Wildfires on the island of Maui, Hawaii	Hawaii Community Foundation's Maui Strong Fund, American Red Cross
	200,000 USD	
May 2023	Cyclone Mocha in Myanmar	Save the Children
	20,000 USD	

Support for Humanitarian Aid Efforts in Israel and Gaza

Sony Group Corporation has contributed 2 million USD (approximately 300 million yen*) to the Japanese Red Cross Society and the United Nations Children's Fund (UNICEF) with the aim of supporting humanitarian assistance for people in Israel and Gaza. Employees at Sony Group companies also made donations to support organizations, including through matching programs.

Overall, Sony has contributed approximately 319 million yen in total to these activities.

* Based on exchange rate on October 17, 2023 (1 USD = 149.50 JPY).

Support for People and Areas Impacted by the 2024 Noto Peninsula Earthquake

Following the 2024 Noto Peninsula Earthquake which struck on January 1, Sony Group contributed to emergency assistance for the affected areas by donating 130 million yen to the Japanese Red Cross Society, Save the Children Japan, and other support organizations. This includes a total of approximately 47 million yen in donations from Sony Group companies, as well as employee donations of approximately 41 million yen made by Sony Group companies, and a company matching contribution of approximately 41 million yen. In addition to making donations, Sony Group companies provided support through the provision of services.

Partnership with Save the Children

In 2016, in partnership with Save the Children, Sony co-established the Emergency Disaster and Recovery Fund for Children, which provides immediate support upon the sudden onset of natural disasters or humanitarian crises as well as providing medium- to long-term recovery support to children. The fund pools a certain amount of funds at all times, which enables a rapid response to crises around the world by making monetary disbursements to Save the Children's emergency response. The funds are used to provide daily commodities and hygiene kits, to establish Child Friendly Spaces which are safe and secured settings for children to play and spend time in, and to train people to provide Psychological First Aid for children, which is an approach used to reduce the initial distress of children exposed to crisis situations. As of March 31, 2024, the Emergency Disaster and Recovery Fund for Children has disbursed a cumulative total of around 200 million yen which is to be used for Save the Children's relief activities in response to disasters around the world.

Recognizing the importance of building the frameworks that improve the disaster preparedness in addition to past emergency and recovery support, Save the Children and Sony announced in March 2021 that they will jointly promote the development of resilient communities against disasters. As part of this new partnership, Sony provides support for the Safe Schools program. This program, carried out by Save the Children in over 40 countries, is an all-inclusive, all-hazards approach to keep children safe in and around schools.

[🔗 Emergency Disaster and Recovery Fund for Children](#)



Emergency response for children after the 2024 Noto Peninsula earthquake: Save the Children provides children at evacuation centers with emergency kits containing toys and hygiene items.

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Initiatives for Global Issues

Sony's Two Global Funds

In April 2020, Sony Group established the Sony Global Relief Fund for COVID-19, a 100 million USD fund to support people around the world affected by COVID-19. In June 2020, Sony also established the Global Social Justice Fund, a 100 million USD fund to support initiatives that promote social justice and human rights, and to foster diversity, equity and inclusion (DE&I) around the world.

The various forms of support via these two global funds are driven by the ideas and aspirations of the Sony Group's diverse workforce.

Global Social Justice Fund

Through the Global Social Justice Fund, Sony has continued to support initiatives to promote social justice and human rights and foster DE&I within Sony and beyond. To this end, it has provided support to more than 500 organizations across seven regions and 70 countries working in civic and community engagement, criminal justice reform, diversity and education. In addition, the 100 million USD fund has been fully earmarked, with total expenditure through FY2023 of approximately 9.8 billion yen (78.8 million USD).

Sony will continue its activities with regard to the areas covered by the fund by providing additional financial support.

[🔗 Global Social Justice Fund](#)

Sony Global Relief Fund for COVID-19

Through the Sony Global Relief Fund for COVID-19, Sony Group provides ongoing support in the medical and educational fields, and for the creative community. In the four years since the fund was established, the initial fund totaling 100 million USD has been fully

earmarked and provided support to over 5,600 organizations. In September 2023, Sony signed partnerships with UNICEF, UNHCR, and Save the Children for approximately 15 million USD, equivalent to the remaining balance of the fund, and support will continue over the following three years. Through these partnerships, Sony will support efforts to address social issues that have become more serious or apparent, and are still ongoing since the outbreak of COVID-19. Although the Sony Global Relief Fund for COVID-19 will be completed with these partnerships, Sony will continue to work with various partners to address global social issues.

Partnership Activities

UNICEF:

Initiatives to support education and vocational training, and improve mental health for children and young people around the world through the development of an environment where everyone can enjoy digital education equally, the promotion and strengthening of prevention and care through advocacy activities to support mental health, and the integration and expansion of support systems in fields such as health and education

UNHCR:

Support to help forcibly displaced persons and their host communities in Bangladesh and in the southern Africa region to recover from the devastating effects of COVID-19, and support to empower communities in health and hygiene activities to prevent future infectious diseases

Save the Children:

Cash assistance for children in Japan who are from households with economic and living difficulties, as well as support activities such as protecting and improving resilience of children and youth in Bangladesh and Mozambique

[🔗 Sony Global Relief Fund for COVID-19](#)

Launching a Pilot Project to Utilize Synecoculture™ for Forest Restoration

World Wide Fund for Nature Japan (WWF Japan), WWF-Indonesia, Sony Group Corporation (SGC) and Syneco, Inc. have launched a pilot project to introduce Synecoculture™, an agricultural method that utilizes the self-organizing function of ecosystems, for the regeneration of forests in Sumatra, Indonesia. The project aims to verify the effectiveness of Synecoculture in forest restoration activities in the places where manual work is constrained.

In April 2021, WWF Japan and SGC signed a three-year WWF Corporate Partnership Agreement to step up their collaboration in tackling climate change and conserving biodiversity through forest conservation, and to bring about a healthy global environment. Syneco is working to promote the widespread adoption of Synecoculture, and both parties will further collaborate to introduce it into critical areas of forests where WWF-Indonesia has been implementing a project to conserve forests and biodiversity towards the realization of a nature-positive future. In cooperation with the local community, the project will measure the effects of Synecoculture on forest restoration in the area over a period of approximately one year, until the end of 2024. Through these activities, the project aims to both contribute to the continuation of multi-generational use of forests and habitat recovery for biodiversity, and contribute to the local community in the long term.

* Synecoculture is a trademark of Sony Group Corporation.

[🔗 Pilot Project Launched to Utilize Synecoculture™ for Forest Restoration in Sumatra](#)



A forest revitalization activity survey in Sumatra, Indonesia

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Support for Communities

Aloy's Forest Project

Sony Interactive Entertainment (SIE) continued its mission to promote action on biodiversity conservation through the Aloy's Forest project. Since the launch of Guerrilla's Horizon Forbidden West, SIE and Guerrilla have supported reforestation projects around the world. This initiative is part of our commitment to the United Nations Playing for the Planet Alliance to plant 1 million trees together with the gaming industry. In 2023, together with our PlayStation community and selected partners, 600,000+ trees were planted globally, and an estimated 1,800 acres of indigenous lands and wildlife habitats have been restored so far. In 2024, SIE announced further expansion of Aloy's Forest by sponsoring strategic reforestation and habitat conservation projects with the Arbor Day Foundation and World Wildlife Fund (WWF). In partnership with the Arbor Day Foundation, SIE's support will help plant a total of 50,000 trees to restore forest ecosystems of greatest need in Rwanda and Madagascar. For WWF, SIE's donation will help efforts to manage lowland forest in Sumatra, Indonesia, and conservation efforts in the cross-border region of Unganisha, Africa.



Horizon Forbidden West - Aloy's Forest

- [Aloy's Forest project](#)
- [Playing for the Planet Alliance](#)

Donation of Sorabear Power Generation Equipment

For 15 years starting in 2009, Sony Assurance has run a program donating solar power generation equipment to kindergartens. This program capitalizes on Sony Assurance's method of calculating automobile insurance premiums when customers sign a contract, based on the distance driven in a year. If the actual distance traveled is less than was forecast when the policyholder signed the contract, the policyholder has contributed to environmental conservation by reducing CO₂ emissions caused by driving. To amplify such policyholders' environmental contribution, Sony Assurance donates an amount determined based on the total distance not driven to the Sorabear Foundation, an NPO that promotes renewable energy and provides environmental education. The foundation is also engaged in the Sorabear Smile Project, which uses donations from businesses and individuals to donate Sorabear Power Generation Equipment to kindergartens and nursery schools across Japan. Sony Assurance has donated a total of 37 sets of generation equipment through this project, including three donated to kindergartens and nursery schools in Kumamoto, Gunma, and Miyagi prefectures in fiscal year 2023.

* Sony Life Insurance is also involved in donating Sorabear Power Generation Equipment through the Sorabear Smile Project. It introduced CD (discontinued in 2020) and online versions of its Contract Guidebook/Terms and Conditions, and makes donations based on the number of people who choose these options instead of the printed version.



Sorabear Power Generation Equipment donation ceremony (Nishinomori Kindergarten, Gunma Prefecture)

[Sorabear Power Generation Equipment Program for Kindergartens \(in Japanese\)](#)

Foundation Initiatives

The Sony Education Foundation supports the frontline activities of educators and children, who are the future.

In fiscal year 2023, the Sony Educational Support Paper program received more than 230 submissions from elementary schools, junior high schools, kindergartens and nurseries, to which educational subsidies and Sony products were provided. In addition, the Mirai Teacher's Academy for educators, which aims to develop leaders who can reform education initiatives, has established a new top leaders' course. The number of people registered with the "Scientific Mindset" Network for educators also reached over 1,000. Sony also held more than 50 Monozukuri Workshops across Japan. Over 1,200 children took part in these events intended to strengthen interest in science.

The Sony Music Foundation (SMF) is active in four primary areas: (I) To provide high quality music to children; (II) to create opportunities for everyone to enjoy classical music; (III) to support nurturing young classical musicians; and (IV) to support educational activities and initiatives for children through music. In fiscal year 2023, the 13th International Oboe Competition of Japan was held after a five year interval. This competition supporting young talented musicians attracted a record number of applicants from 28 countries and regions. SMF is also engaged in other social contribution activities involving classical music, including grants, awards and concert events such as the Japanese Red Cross Society Blood Donation Charity Concert, That's Classic! and Concert for KIDS,.

Sony Foundation Australia (SFA) unites the Sony Group of companies in Australia to deliver sustainable social impact and positive emotion to empower the next generation. One core initiative, "You Can" aims to improve cancer care for young Australians. In fiscal year 2023, SFA's "You Can Stay" program provided 8,477 nights of free accommodation to over 153 Australian regional youth cancer patients, and their families when required to travel to the city for cancer treatment, through a donation of 1,402,108 AUD. SFA donated 483,578 AUD to the SFA Children's Holiday Camp Program providing parents of 560 children with disability, access to free overnight respite care. 1,070 high school and university student volunteers undertook 25,680+ hours of disability training to take on the role of a carer for a child with disability at one of 30 camps across Australia, creating a powerful platform for diversity, equity and inclusion.

- [Sony Education Foundation \(Japan\)](#)
- [Sony Music Foundation \(Japan\) \(in Japanese\)](#)
- [Sony Foundation Australia \(Australia\)](#)

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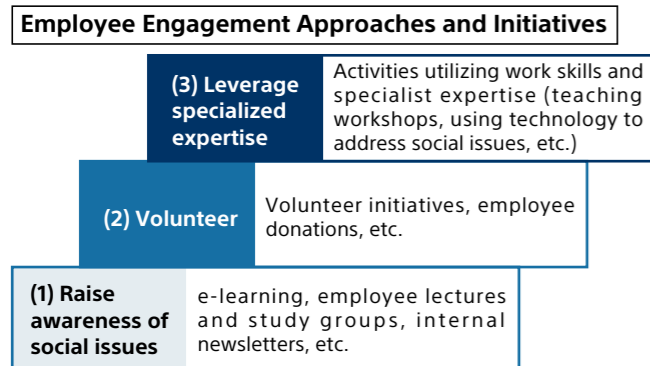
Employee Engagement

Employee Engagement in Social Contribution Initiatives

Sony uses a three-step approach to provide its employees with opportunities to participate in social contribution initiatives: (1) Raise awareness of social issues, (2) Volunteer, and (3) Leverage specialized expertise.

There are programs for each approach. As part of raising awareness of social issues, e-learning, employee-participatory study sessions and lectures, and in-house newsletters are provided. Opportunities to participate in volunteer work and donations (funds, goods, books) include donations for emergency humanitarian assistance and participation in community cleanups and greening programs. For those who wish to leverage their specialized expertise, educational programs offer opportunities to serve as lecturers and staff at workshops, or as career-oriented class instructors. Sony is also working to utilize its technologies to contribute to addressing social issues.

Employee Engagement Approaches and Initiatives



Leave for Volunteering Purposes

To support employee participation in volunteer activities, Sony Group Corporation has an employee volunteer support system that offers accumulated leave and volunteer leave. Employees participate as volunteers in educational support and disaster relief activities.

Volunteer Initiatives

In fiscal year 2023, Sony launched the Sony Group Volunteer Website, a volunteer matching site in collaboration with Japan Philanthropic Association (JPA). Employees can use this dedicated site to select and apply directly for volunteer programs in various fields in major cities across Japan. In fiscal year 2023, 274 applications were submitted. Sony will continue to encourage employee engagement in volunteer activities.

Employee Charitable Donation Initiatives

Sony has been introducing matching gift programs where the company matches donations made by employees to support aid organizations in times of disasters and emergency humanitarian crises. In fiscal year 2023, Sony provided humanitarian support to people in Israel and Gaza in November 2023. In January 2024, it also gave support to the people and areas impacted by the Noto Peninsula Earthquake. Employees at Sony Group companies in Japan made donations, and their companies also made matching contributions. At SCA, SMG, SPE, SIE and SEL, donation platforms are provided throughout the year. Eligible employees can make a donation at a time of their choosing, and their companies will make a matching contribution based on conditions they set respectively.

Social Issue Experience Program

Sony Group worked with Save the Children Japan and Sony India to hold a six-day Social Issue Experience Program in Delhi and Patna, India in April 2023 to enhance understanding of social issues among Sony Group employees. This program recruited participants from Sony Group companies in Japan, with eight employees from diverse business segments, departments, and backgrounds. During the program, participants analyzed the structural causes of social issues and deepened their understanding of social issues by visiting sites where Save the Children and Sony India implement support activities and also through conversation with related parties. Based on the knowledge gained through the program, participants have voluntarily continued to seek for solutions utilizing Sony's technology.



Children and teachers at an elementary school in Delhi show plans on disaster preparedness

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