Management Approach

Sony can only create sustainable social value based on its Purpose when society itself is healthy. It is Sony’s responsibility as a global company to recognize various social issues and contribute to the creation of a sustainable society via community engagement activities. Doing so helps Sony to build relationships of trust with communities.

Basic Approach
Under the slogan “For the Next Generation” and based on its policy of community engagement, Sony develops initiatives in collaboration with various stakeholders in order to contribute to the resolution of a wide range of global issues by making the most of Sony products, content, and technologies.

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 in Elementary Schools in the pursuit of science education excellence. His vision lives on in Sony’s community engagement activities.

Looking to the Future
Sony strives to make the most of its products, content, technologies, strengths of employees, and stakeholder partnerships to help address global issues, including those targeted by the Sustainable Development Goals (SDGs), and to meet various needs in local communities.

Milestones
1959: Founded Sony Fund for the Promotion of Science Education in Elementary Schools
1972: Established Sony Foundation for Education (now Sony Education Foundation)
1984: Established Sony Music Foundation
2006: Became a corporate sponsor of the UNHCR Refugee Film Festival in partnership with Japan for UNHCR
2009: Launched Sony Science Program
2010: Started a partnership with Save the Children Japan for disaster assistance
2012: Launched a project for forest conservation in Sumatra in cooperation with the World Wide Fund for Nature (WWF)
2018: Launched KANDO Experience Program
2020: Established the Sony Global Relief Fund for COVID-19

Fiscal Year 2021 Results
Total contributions by the two global funds
Approx. 11.3 billion yen
Educational programs offered workshops to approx. 290,000 children
Sony’s Two Global Funds

Sony provides various kinds of ongoing support via the two $100 million global funds it established in 2020: the Sony Global Relief Fund for COVID-19 and the Global Social Justice Fund. To support those affected around the world, the Sony Global Relief Fund for COVID-19 focuses on donations to external organizations working in the medical and educational fields, and for the creative community, and engages in initiatives that leverage Sony Group businesses and technologies. The Global Social Justice Fund supports initiatives that promote social justice and human rights, and foster diversity, equity and inclusion (DE&I) around the world.

CurioStep with Sony

CurioStep with Sony is being rolled out globally as 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. In Japan, CurioStep Summer Challenge 2021 was held to coincide with the school holidays. It offered eight categories of events, mainly online, which the roughly 2,600 children who participated could select according to their interests.
Policy, Framework and Key Areas of Community Engagement

Policy of Community Engagement

Under the slogan "For the Next Generation," Sony engages in various ways with communities everywhere it does business by making the most of its products, content, technologies, and strengths of employees, and also by partnering with stakeholders.

Inheriting the vision of its founders, Sony leverages its strengths to roll out initiatives to support education in the STEAM*1 fields. Through the companies of the Sony Group, Sony’s charitable foundations, and partnerships with external organizations, we offer learning opportunities for children to empower curiosity, support their dreams and help them gain the power to change the world.

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 strives to address the SDGs and other global issues by employing technology to solve social issues and using entertainment to enhance public awareness.

* STEAM stands for science, technology, engineering, art and mathematics

Framework for Community Engagement

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 are all guided by Sony’s community engagement policy, and they often include cooperation with international organizations and NGOs. Employees are also encouraged to play an active role in their communities by volunteering, taking part in fundraising, and in other programs.

Sony Museums and Foundations

Sony ExploraScience (Beijing)

At this Sony science museum, visitors can see, touch and enjoy the principles and laws of science in action as they experience the progress and fascination of digital technology.

Sony Foundations

- Sony Education Foundation (Japan)
- Sony Music Foundation (Japan) (in Japanese)
- Sony Foundation Australia Limited (Australia)
- Sony Canada Charitable Foundation (Canada)
- Stichting Sony Europa Foundation (Pan-Europe)

For the Next Generation

Under the slogan “For the Next Generation,” Sony addresses diverse social issues
Results of Community Engagement Initiatives

In fiscal 2021, the Sony Group contributed approximately 3.5 billion yen* to community engagement initiatives. By category, approximately 30% of the expenditure went to supporting education. The next highest area of expenditure went to supporting disaster relief and humanitarian aid. By business segment, approximately 36% of the total expenditure was contributed by HQ/Others, followed by 27% by Pictures and 14% by Game & Network Services.

* 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 expenditure.
Sony’s Two Global Funds

In April 2020, Sony established the Sony Global Relief Fund for COVID-19, a 100 million USD fund to support those around the world affected by COVID-19. This fund makes donations to external organizations working in the medical and educational fields, and for the creative community, and engages in initiatives that leverage Sony Group businesses and technologies.

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.

Sony Global Relief Fund for COVID-19

The fund has provided ongoing support in the medical and educational fields, and for the creative community. In April 2021, it responded to the surge in COVID-19 infections in India by donating a total of 1 million USD to UNICEF and other organizations to procure oxygen for medical purposes and PCR testing machines, and to support local relief activities.

Children’s educational opportunities have been limited by the pandemic. Sony Pictures Entertainment provides ongoing support for school-based and home learning by creating STEM* inspired educational content through the engaging lens of magic, as a free resource available through Impossible Science’s online channels. Impossible Science includes partnerships with Sony Group IP to explore the impossible within noteworthy Sony properties and characters, such as the iconic PlayStation® character Sackboy most recently seen in “Sackboy: A Big Adventure.” The episode featuring Sackboy, the lead character from the game, demonstrates how to build and launch a rocket with bubbles and knowledge of chemical reactions. This initiative has been nominated for seven awards including four Webby Award nominations and a win for the Best Series for Kids S-11 in the Cyprus RISING STARS AWARDS. Sony Pictures Entertainment (Japan) produced and released DIVOC-12, an omnibus of short films created by twelve directors, in a project to support the continued activities of directors, production staff and actors in Japan whose creative activities have been curtailed by the pandemic. The film was also distributed digitally. Some of the revenue from this project has been donated to the Japan Arts Council to be used to support artistic and cultural activities in Japan that have been affected by COVID-19.

* STEM stands for science, technology, engineering, and mathematics.

Global Social Justice Fund

Through this fund, Sony has supported ongoing initiatives to promote social justice and human rights, and foster DE&I around the world.

The Screen Scoring Diversity Scholarship, which is part of Sony Music Group’s Social Justice Fund efforts, aims to encourage inclusivity and expand opportunities for Black composers, who are vastly underrepresented throughout the film and scoring community. Sony Music Publishing (SMP) and Bleeding Fingers Music launched the Screen Scoring Diversity Scholarship for Black composition students to enroll in the University of Southern California’s (USC) celebrated Screen Scoring program.

Sony Corporation of America has made a major donation from the Global Social Justice Fund and formed a three-year partnership, in which it will also provide funding, with The Steve Fund, America’s leading organization focused on supporting the mental health and emotional well-being of young people of color. This partnership will dramatically expand the Steve Fund’s digital technology, increasing awareness of its education and development programs to students, families and professionals.

CREATE ACTION is a Sony Electronics program designed to make long-lasting impact for local organizations and the communities for underrepresented groups. Selected organizations receive direct funding, Sony Electronics products and a Sony-produced short film telling the organization’s story. There were 10 grant recipients in fiscal year 2021.

The Steve Fund Receives Funding from Sony (Only available in English)

CREATE ACTION (Only available in English)
Sony Group Community Initiatives

The CurioStep with Sony Educational Program

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 running a science museum in Beijing and the annual Sony Creative Science Award toy-making contests in Singapore and Taiwan, Sony held the CurioStep Summer Challenge 2021 in Japan to coincide with the school holidays. It offered eight categories of events, mainly online, which the roughly 2,600 children who participated could select according to their interests. The events included music and science craft workshops, a space-themed talk event, and a programming contest. Sony also runs the KANDO Experience Program, an initiative to address educational inequalities in Japan. In collaboration with NPOs and other external organizations, it conducts a wide variety of workshops for elementary school-aged children and seeks to address the social issue of educational inequalities caused by poverty, differing home environments, and regional differences. Since fiscal year 2020, Sony has been working with a third-party organization to evaluate the social impact of the KANDO Experience Program. The aim of this is to make the program more effective, and to publicize its impact as a means to facilitate discussions throughout the wider community on the possibility of rectifying educational inequalities. According to the fiscal year 2020 third-party assessment, overall there was a high level of satisfaction of the KANDO Experience Program, including the response from the children who participated. The assessment recognized that the program helps to improve children’s creativity and arouse their curiosity.

Special 20th Anniversary Project
Offering Yen Time Deposit with Donations to the Emergency Disaster and Recovery Fund for Children (Sony Bank)

To celebrate its 20th anniversary in 2021, Sony Bank held various special projects based on the themes of “gratitude and connection.” One of those projects is Yen Time Deposit with Donations to the Emergency Disaster and Recovery Fund for Children – a joint social contribution initiative with customers where Sony Bank makes donations proportionate to the balances of newly opened three-year yen time deposits. Sony Bank will make an annual donation equal to 0.04% of the balance of three-year yen time deposits opened between October 2021 and March 2022 to the Emergency Disaster and Recovery Fund for Children (established by Save the Children Japan and the Sony Group, Inc.) throughout the deposit period. Around 400 Sony Bank customers have taken this opportunity to make a social impact by simply opening a three-year yen time deposit account with no cost to them. This initiative restarted on a permanent basis in June 2022. Sony Bank will continue to enable our customers to support this initiative via their familiar yen time deposits.

As a bank, Sony Bank recognizes the highly influential nature of our business and aims to contribute to a society where people can lead fulfilling lives by providing valuable products and services and undertaking corporate activities in line with the vision and values of the Sony Financial Group.

⇒ Partnership with Save the Children

Yen Time Deposit with Donation to the Emergency Disaster and Recovery Fund for Children (in Japanese)

PlayStation Cares (Sony Interactive Entertainment)

PlayStation Cares is the corporate giving platform of Sony Interactive Entertainment (SIE). Through the platform SIE amplifies employees giving efforts by matching their donations to charitable organizations up to a certain limit each year. It also offers in-person and virtual volunteer opportunities for employees to drive impact within local communities. PlayStation Cares is currently available to SIE employees in the United States, Canada, Europe, Australia, New Zealand, and Brazil. In fiscal year 2021, SIE employees donated USD 3.3 million including corporate match towards more than 2,300 global causes. Through PlayStation Cares, SIE is supporting important causes that impact the lives of people of all ages, including our youngest and most vulnerable players. In fiscal year 2021, SIE has provided more than 17,000 PlayStation products such as consoles and games to Child’s Play, an organization focusing to improve the lives of children through the power of play. The product will be distributed amongst Child Play’s network of more than 185 hospitals worldwide.

VR gaming provided comfort during a child’s hospital stay

Sony Creative Science Award (Taiwan) promotes science learning through a creative toy-making competition

Assisting after the Sulawesi tsunami

Thomas Gustafian / Save the Children

Offering Yen Time Deposit with Donation to the Emergency Disaster and Recovery Fund for Children (in Japanese)
Humanitarian Relief for Ukraine Emergency

To support humanitarian aid efforts for the affected populations in Ukraine and neighboring countries, as of July 2022, the Sony Group has donated a total of approx. 6.56 million U.S. dollars to international aid organizations in monetary contributions or product donations. A total of 2 million U.S. dollars was donated to UNHCR, the UN Refugee Agency, and the international NGO, Save the Children. Across the globe, Sony Group employees also donated toward the cause with their donations then being matched by Sony Group companies. The Sony Group also contributed 1 million U.S. dollars to support the United Nations Children’s Fund (UNICEF)’s Learning Passport, helping to ensure children and families in Ukraine and surrounding countries have access to quality learning and critical resources. Product donations in support of frontline humanitarian efforts include Xperia™ smartphones to UNHCR, and audio and video systems to children’s shelters in Ukraine to alleviate their psychological stress. In Europe, employees are also actively volunteering to donate items needed at shelters and offering support to those in need.

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 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 deploy everyday goods and hygiene kits, to establish Child Friendly Spaces, which are safe and secure settings for children to play and spend time in, and to provide training in Psychological First Aid for Children, an approach used to reduce the initial distress of children exposed to crisis situations. As of March 31, 2022, the Emergency Disaster and Recovery Fund for Children has disbursed around 110 million yen which is to be used for the Children’s relief activities in response to disasters around the world. Recognizing the importance of frameworks that not only provide for conventional emergency response and reconstruction support but also improve preparedness for disasters before they occur, 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. As part of the Safe Schools program, since June 2021 disaster preparedness educational programs are being provided at elementary and junior high schools in India to help students and teachers enhance their disaster responsiveness and also establish task forces to strengthen the safety management mechanisms at schools and create safe learning environments for students. Partnerships and collaboration with the government and local communities are also being strengthened. Save the Children and Sony will provide insights gained through the school safety program in India to further strengthen and expand its initiatives globally, aiming to replicate them in other countries. Sony will donate a total of 45 million yen to Save the Children over the period up to 2023 in order to fund these initiatives, and will also consider dispatching employees to assist on-site as part of an effort to make the most of Sony technology and personnel to help resolve social issues.
Volunteer Systems for Employees

Employee engagement in Social Contribution Initiatives

Sony uses a three-step approach to provide its employees with opportunities to participate in social contribution initiatives: raise awareness of social issues, volunteer, and leverage job skills. There are programs for each approach. E-learning, sustainability forums and in-house newsletters are provided to raise awareness of social issues. Opportunities to participate in volunteer work and donations (funds, goods, books) include donations for emergency humanitarian assistance, volunteer work in areas affected by natural disasters, and participation in community cleanups and greening programs. For those who wish to leverage their job skills, opportunities are provided to serve as educational program lecturers or staff, or as career-oriented class instructors.

Leave for Volunteering Purposes

To support employee participation in volunteering activities, Sony Group Corporation has an employee volunteer support system, making it easier for employees to participate in these activities by allowing them to use accumulated holidays for initiatives requiring extended leaves of absence. Employees participate as volunteers in educational support activities and disaster relief activities.

Employee Initiatives Addressing Social Issues

There are various initiatives where Sony employees address social issues. Sony Pictures Entertainment launched Sony Pictures Giving Portal, an online platform providing information for employees who wish to participate in social contribution activities or its matching gift program. Sony Interactive Entertainment drives community partnerships, financial or in-kind donations, and employee volunteerism focused on social issues via PlayStation Cares, its corporate giving platform available to employees in the US, Canada, Europe, Australia, New Zealand, and Brazil.

Many of the activities utilizing the Sony Global Relief Fund for COVID-19 were born from ideas submitted by employees, and roughly 50 Sony Group organizations are involved in them. This helps to boost employee engagement, as well as facilitating Sony’s contributions to society through its businesses.

Charitable Donation Systems for Employees

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 2021, Sony Group companies around the world took part in the employee donation drive to support humanitarian relief for Ukraine Emergency. The employee donation together with the amount matched by the company reached a total of approximately 1.69 million U.S. dollars. In fiscal year 2021, as one of its fund-raising methods, Sony introduced an employee ID card donation initiative. Some Sony Group employee ID cards have a function that allows electronic money payments. When employee ID cards need to be reissued for organizational changes, employees have a choice to donate the amount that is left in the old ID card when returning them to the company. Throughout this initiative, in fiscal year 2021, approximately 1.9 million yen was donated to the Emergency Disaster and Recovery Fund for Children which is jointly operated by Save the Children and Sony.

Organizational Structure