

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 UNHCR, UNICEF and Save the Children Japan through the Sony Global Relief Fund for COVID-19

[Sony Group Portal Website | Social Contribution Initiatives](#)

[Sony Group Portal Website | 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.

1. Education for future generations: Inheriting the vision of its founders and recognizing the fact that educating future generations as future leaders of society is necessary to create a society in which everyone can live with peace of mind in a healthy global environment, Sony leverages its strengths to roll out initiatives in support of education in the STEAM* fields to foster the next generation.
2. Disaster relief and humanitarian assistance: Sony 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 each region.
3. Initiatives to tackle global issues: 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.

Sony also supports activities relating to the areas of focus stated above through initiatives to enhance awareness and engagement among employees with the aim of advancing their understanding of issues and inspiring them to personally take part in activities.

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

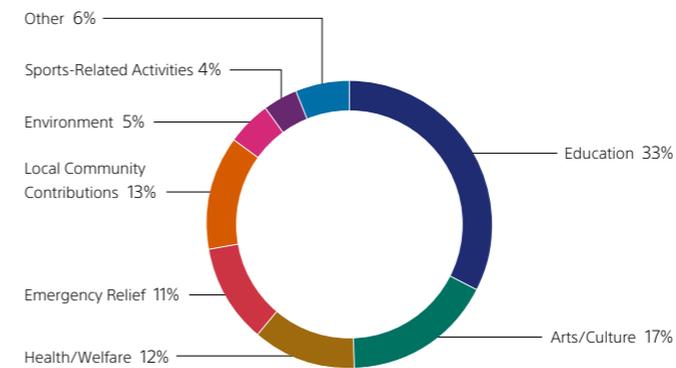


Social Contribution Initiative Results

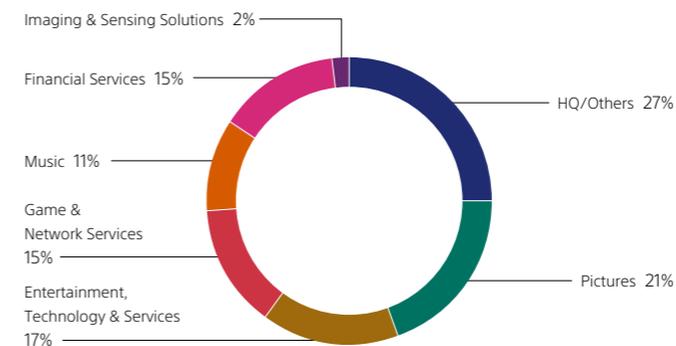
In fiscal year 2024, Sony Group contributed a total of approximately 4.9 billion yen* to social contribution initiatives. By category, 33% of the expenditure went to supporting education. Significant amounts also went to arts/culture. By business segment, 27% of the total expenditure was contributed by HQ/others, followed by pictures (21%) 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 2024)



Social Contribution Initiative Expenditure by Segment (Fiscal Year 2024)



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Support for Education

Sony Group’s Educational Program “CurioStep with Sony”

Inheriting the vision of its founders and recognizing the fact that educating future generations as future leaders of society is necessary to create a society in which everyone can live with peace of mind in a healthy global environment, Sony Group leverages its strengths in each business segment to roll out initiatives in support of education to foster the next generation. CurioStep with Sony is an educational program through which Sony Group Corporation (SGC) 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 Japan, SGC holds the CurioStep Summer Challenge to coincide with the school holidays. In fiscal year 2024, the event featured content epitomizing Sony from across the entire Sony Group, including programming and science craft workshops and a computational thinking contest, with 11,685 children taking part.



The key visual for the CurioStep Summer Challenge 2024

Sony also runs the KANDO Experience Program, an initiative to address educational disparities among children. The program conducts a wide variety of workshops for elementary school-aged children in collaboration with NPOs and other external organizations.

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

PlayStation Career Pathways

Sony Interactive Entertainment (SIE) launched PlayStation Career Pathways (PSCP) to help broaden the pipeline of opportunities in the gaming industry. PSCP is a three-year career-readiness program offering students exposure to the gaming world through education, mentorship, professional development, and immersive industry experiences. Each scholar receives a 30,000 USD scholarship to assist with university expenses, along with personalized coaching and networking guidance from SIE employees, and insights into the creative processes behind game development. SIE focuses its efforts on education, leading to the formation of strategic partnerships across the U.S. and Europe aimed at broadening a talent pipeline of under-represented talent. SIE tracks the progress of scholars as they advance through the program and monitors job and internship placements, whether within SIE or at other organizations. As of fall 2024, the program was in its second year and had supported 55 scholars. Scholars have reported increased excitement,



PlayStation Career Pathways summit hosted at SIE’s San Mateo Headquarters

preparedness, and motivation toward pursuing a path in the gaming industry because of PSCP.

- [PlayStation Career Pathways](#)

Global Scholars Program Conference

The Sony Music Group Global Scholars Program provides scholarships and enrichment opportunities for students pursuing degrees in music and music business disciplines at accredited institutions worldwide. To date, it has supported scholars across 18 different countries and 35 institutions, for more than 40 different areas of study, including Music Performance, Music Industry, Film Scoring, and Popular Music. In summer 2024, SMG hosted a four-day conference to enrich and connect Global Scholars with music professionals. Highlights included networking with the Emerging Professionals Talent Advisory Group, watching ‘MJ the Musical’ on Broadway, Virtual Mixing Environment headphone demos, and Q&A sessions with Rob Stringer, Jon Platt, Kevin Kelleher, and Clive Davis. Scholars also took part in a Music Business Essentials panel and masterclasses in songwriting, production, publishing, and marketing.

- [Sony Music Group’s First Global Scholars Program Conference](#)



SMG’s Philanthropy, Social Impact and Environment Department commenced the Global Scholars Program Conference at Sony Music Headquarters in New York.
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Participation in Demonstration, etc. of Introduction of Services for Support at Life Stages (Japanese Ministry of Economy, Trade and Industry)

Sony Life Insurance Co., Ltd. (Sony Life Insurance) took part in the Demonstration, etc. of Introduction of Services for Support at Life Stages (Demonstration of Building of Service Introduction Environments to Support Career Development), a project operated by the Japanese Ministry of Economy, Trade and Industry.

This project aimed to support the development of more comprehensive life design services that consider life perspectives in addition to career and finance and to create standard bearers while providing services in each of the fields covered by the demonstration, then visualize the effects in order to encourage the introduction of services. Sony Life Insurance's Lifelanning Experience Program was adopted as part of the project.

Specifically, Sony Life Insurance demonstrated services by providing lifelanning used when introducing insurance products to customers as simulation experiences for schools, local governments, and companies. Visualizing financial issues that vary depending on work styles, lifestyles, and life events as part of a virtual life plan, lifelanner sales specialists use a unique simulation tool to visualize income and expenditure, considering options for improving the financial situation together. Approximately 4,500 people took part in experiences as part of the project, which demonstrated a significant positive change in how people perceive life events and their awareness of living in the community.



A lifelanning experience program for schools

Sony Life Insurance will continue to implement programs from this project as part of its social contribution activities. By providing experiences to as many people as possible through its business activities, it will aim to help people lead more fulfilling lives and contribute to the realization of a sustainable society.

Sony Life Insurance has provided the school-based lifelanning experience program that was selected for this project as lifelanning classes at educational institutions across Japan, including elementary and junior high schools, since fiscal year 2006, with a total of 242,131 participants from 2,347 schools (as of March 31, 2025).

[☞ Participation in Demonstration, etc. of Introduction of Services for Support at Life Stages \(Japanese Ministry of Economy, Trade and Industry\) \(in Japanese\)](#)

Collaborative Industry-academia Workshop Utilizing SPRESENSE™

In July 2024, Sony Semiconductor Solutions Corporation (SSS) took part in the Sony Education Foundation workshop entitled "Make a Car Move with Autonomous Driving!" SPRESENSE™, a board computer developed and sold by SSS, was used in the event. During the workshop, 20 students from the Shibaura Institute of Technology Junior and Senior High School took part in 10 teams, with ages ranging from first year of junior high school to third year of high school. After a lecture on autonomous driving and board computers from SSS employees, the students used RumiCar, a platform to develop autonomous driving algorithms, and SPRESENSE to create actual programs.



A collaborative industry-academia workshop using SPRESENSE™

Using sensors attached to the RumiCar platform, the teams applied ideas such as avoiding right-side obstacles by turning left or slowing down and turning when an obstacle was detected in front to enable their car to successfully navigate a course, then explored ways to get the fastest time. After one week of continuous learning, the teams traveled to Sony Group headquarters and gave a presentation to Sony Education Foundation and SSS employees, highlighting innovations in the programs they created and points of differentiation from their competitors. The event concluded with a time trial race on a special course in a conference room, with the teams competing to record the fastest time with the cars they had programmed.

Despite only having one week, the students embraced the challenge of programming a real microcomputer board (semiconductor), and successfully created programs including their own new ideas in the limited time available.

[☞ SPRESENSE Used in Collaborative Industry-academia Workshop | Sony Developer Portal \(in Japanese\)](#)

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Sony Pictures Entertainment Partnership with the National Film and Television School

In addition to its longstanding yearly scholarship investment from Columbia Tristar and a scholarship launched by SPT’s Left Bank Pictures in 2023 following a once-in-a-lifetime auction of props and costumes from their production on The Crown, the National Film and Television School (NFTS) launched the Diverse Writers Development Programme in 2024, developed in collaboration with Left Bank Pictures and supported by Sony Pictures Television. NFTS has nurtured some of Britain’s most significant creative talents, providing practical, specialized behind-the-camera training to over 700 students annually and this initiative aims to foster a more inclusive film and television industry by focusing on emerging screenwriters. In its inaugural year, the program selected six participants from a record number of applications, recognizing their exceptional potential to introduce fresh and diverse perspectives to the UK television industry. The eight-week paid program engaged writers in exercises to develop commercially viable television drama concepts and provided opportunities to collaborate with peers on professional briefs. Participants gained access to production executives from Left Bank Pictures and other industry professionals, along with valuable experience in pitching scripts and ideas within the competitive television landscape.

[Diverse Writers Development Programme](#)



Diverse Writers Development Programme Fellows

Delivering Experiences of Science and Creativity via Sony’s Technology

Sony ExploraScience (SES)

Sony established the Sony ExploraScience (SES) experience-based science museum in Beijing in 2000. The museum features innovative and interactive permanent exhibits that incorporate cutting-edge technology, together with experiment shows, science dramas and workshops. As of March 2025, it has attracted over 3 million visitors. With the aims of popularizing science and eliminating regional educational disparities, Sony ExploraScience also started visiting cities across mainland China in 2008, and continues to bring science-based content to children through the SES Popular Science Journey. In fiscal year 2024, visits to 11 locations were held, with a total of 12,000 children taking part in activities such as toio™ workshops, special science-fiction film events using 4K 3D technology and stage performances in collaboration with Yuru Music.

Sony Creative Science Award (SCSA)

Sony Singapore and Sony Taiwan have held Sony Creative Science Award (SCSA) toymaking competitions. These contests use toymaking to boost children’s creativity and interest in science. At Sony Singapore, prize winners took part in workshops using MESH™, while Sony Taiwan held exhibitions of the winning creations in Taipei and Kaohsiung.

[Sony ExploraScience \(SES\)](#)

[Sony Creative Science Award \(SCSA\)](#)



SES Popular Science Journey in Lanzhou

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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 each region.

Sony Group’s Disaster Relief and Humanitarian Aid

In fiscal year 2024, 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.)	
Mar. 2025	Forest fire in Ofunato, Iwate, Japan	Japanese Red Cross Society
	3 million yen	
Jan. 2025	Southern California wildfires	
	5 million USD	
Jan. 2025	Fire in Rohingya refugee camp, southeast Bangladesh	Save the Children
	10,000 USD	
Oct. 2024	Floods in Spain	World Central Kitchen, Donacion Asociacion Letur Inundaciones (Association Letur Floods), Cruz Roja Española (Spanish Red Cross)
	40,000 USD	
Sep. 2024	Heavy rain in Noto Peninsula, Japan	Save the Children, Japanese Red Cross Society
	10 million yen	

Sep. 2024	Floods in Europe	Austria Red Cross, Czechia Red Cross, Hungary Red Cross, Italy Red Cross, Poland Red Cross, Romania Red Cross, Slovakia Red Cross
	20,000 EUR	
Sep. 2024	Typhoon Yagi in Vietnam	Save the Children
	20,000 USD	
Aug. 2024	Floods in Bangladesh	Save the Children
	20,000 USD	
Aug. 2024	Typhoon Prapiroon in Vietnam	Save the Children
	10,000 USD	
Jun. 2024	Cyclone Remal in Bangladesh	Save the Children
	20,000 USD	
May. 2024	Floods in Brazil	Brazil Foundation Donation, State of "Rio Grande do Sul", Vakinha Com Institucao
	30,000 USD	
Apr. 2024	Earthquake in Eastern Taiwan	Japanese Red Cross Society
	15 million yen	

[Sony Group Portal Website | Emergency and Humanitarian Assistance](#)

Support for Southern California Wildfire Emergency Relief and Rebuilding Efforts

In January 2025, Sony announced it would donate 5 million USD (approximately 788 million yen*) to support emergency relief and rebuilding efforts related to the ongoing wildfires in Southern California. Sony’s donation has been allocated to relief organizations supporting first responders, community relief and rebuilding efforts and employee assistance programs.

* Based on exchange rate on January 13, 2025 (1 USD = 157 JPY).

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 secure 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, 2025, the Emergency Disaster and Recovery Fund for Children has disbursed a cumulative total of around 230 million yen which is to be used for Save the Children’s relief activities in response to disasters around the world.

[Sony Group Portal Website | Emergency Disaster and Recovery Fund for Children](#)



Support following Typhoon Yagi in September 2024: Financial support was provided were provided to affected households in Lào Cai Province

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Initiatives for Global Issues

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 the United Nations High Commissioner for Refugees (UNCHR), the United Nations Agency for Children (UNICEF), and Save the Children for approximately 15 million USD, with support spanning the three years up to 2026. 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 was completed with these partnerships, Sony will continue to work with various partners to address global social issues.

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

Partnership with UNHCR

Sony has formed a global partnership with the UNHCR and has provided 6 million USD of support over three years. These funds have been used to deliver 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.

Sony carried out visits to a Rohingya refugee camp in Bangladesh in April 2024 and to Dzaleka Refugee Camp in Malawi in January 2025. In addition to observing how donations are used at health, sanitation and water supply facilities supported by the UNHCR, Sony representatives gained insight into various issues faced by refugees through visits to facilities at each of the camps.

Refugee Film Festival Sponsorship

Sony sponsored the 19th Refugee Film Festival, through which Japan for UNHCR (the official UNHCR point of contact in Japan) aims to raise awareness of refugee issues through the power of films. In collaboration with Japan for UNHCR, Sony also held screenings and lectures for Sony Group employees in Japan in parallel with the festival as part of its efforts to inform employees about issues that refugees face.



Sony Group employees hearing from frontline staff at a Rohingya refugee camp in Bangladesh

Partnership with UNICEF

Sony has established a global partnership with UNICEF and committed 6 million USD of support over three years. These funds are helping to expand the Learning Passport, UNICEF's flagship digital learning program, and to support UNICEF's programs aimed at strengthening mental health services for children and young people globally.

The Learning Passport is a key component of UNICEF's efforts to reimagine education in response to learning disruptions caused by the COVID-19 pandemic. Children are provided with access to quality learning opportunities, including mental health and psychosocial support, formal education and basic vocational training. COVID-19 has a long-lasting impact on children's health and well-being, underscoring the urgent need to scale up mental health care for young people. UNICEF's efforts include integrating mental health support into services provided by primary health care facilities, schools and community health care centers around the world, while also working to reduce barriers to access.

In addition, Sony visited UNICEF-supported sites in India that focus on mental health initiatives in collaboration with local partners in November 2024. Sony Group employees from Japan and India with experience in a variety of business segments and professions participated in the field visit to better understand the structural causes of social issues for children. Based on the knowledge gained through the programs, participants explored possibilities to address these challenges, taking inspiration from Sony's technology and content.



A debriefing session with UNICEF staff and Sony Group employees at Sony Music Entertainment India

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Partnership with Save the Children

Sony has entered a partnership with Save the Children, providing a total of approximately 3 million USD over three years from 2024. These funds will provide 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.

In Japan, issues surrounding child poverty are becoming more severe due to the long-term effects of COVID-19 and the rising cost of living. To safeguard the right to education, particularly for children, Save the Children has implemented a nationwide project entitled Cash Assistance for Children - Support for New Enrollment. This project provides funds to new first-year junior high and first-year high school students who are from households with economic and living difficulties with the aim of reducing the financial burden of educational expenses. Save the Children also conveys insight gained from children and caregivers to raise social awareness and makes policy recommendations aimed at resolving issues related to child poverty.

Outside of Japan, COVID-19 led to long-term school closures that reduced educational opportunities for children and young people. Reduced employment opportunities and rising poverty rates also exacerbated issues that affect children, including violence, abuse and exploitation. In particular, Save the Children is working to promote the resilience of children and young people by strengthening child protection systems in Bangladesh, which has been affected by climate change and large-scale refugee displacement, and by implementing a comprehensive approach across child protection, education, and livelihood sectors in Mozambique, which has been impacted by conflict in addition to the climate crisis.



©Save the Children
A meeting for the establishment of a community-based child protection committee

Global Social Justice Fund

In June 2020, Sony Group established the Global Social Justice Fund, a 100 million USD fund to support initiatives that promote belonging and help build strong, supportive communities around the world. The various forms of support via the Fund are driven by the ideas and aspirations of the Sony Group's diverse workforce. 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 fiscal year 2024 of approximately 12.8 billion yen (98 million USD). Sony will continue its activities with regard to the areas covered by the fund by providing additional financial support.

- [☞ Sony Group Portal Website | GLOBAL SOCIAL JUSTICE FUND](#)
- [☞ Sony 2024 Social Justice Fund Impact Report](#)

Partnership with WWF Japan

In April 2021, World Wide Fund for Nature Japan (WWF Japan) and Sony Group Corporation (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. This partnership was renewed in April 2024, promoting collaboration between the two parties with the aim of realizing a healthy global environment. Starting in 2023, WWF Japan, WWF-Indonesia, SGC and SynecO, Inc. have also launched a pilot project to introduce Synecoculture™* an agricultural method that utilizes the self-organizing function of ecosystems, for the restoration 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. WWF-Indonesia has been implementing a project to conserve forests and biodiversity towards the realization of a nature-positive future. SynecO supports the implementation of Synecoculture in this critically important forest region as part of its global dissemination efforts. In cooperation with the local community, the project measured the

effects of Synecoculture on forest restoration in the area over a period of approximately one year. While contributing to the local community in the long term, the project aims to balance the continuation of multi-generational use of forests and the habitat recovery for biodiversity.

* Synecoculture is a trademark of Sony Group Corporation.

[☞ WWF Japan and Sony Group Corporation Renew Corporate Partnership Agreement \(in Japanese\)](#)



An on-site survey held in January 2025

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Foundation Initiatives

Sony Foundation Australia

In March 2025, Sony Foundation Australia (SFA) hosted its annual fundraising Wharf4Ward 2025 event in Sydney, raising funds and celebrating 15 years of its youth cancer project 'You Can.' Through You Can, SFA continues to support youth cancer patients, alleviating some of the many burdens they face due to their diagnosis, while also providing a sense of community.

The event was attended by 800+ guests, including many long-standing supporters of the Foundation. Hosts included a number of celebrities and international guests who were treated to performances by Sony Music artists Gretperez, Human Nature and the Tierney Brothers, along with an exclusive performance by 'MJ The Musical'. You Can Champion, 21-year-old Grace Kennedy, spoke bravely about her brain cancer diagnosis, cancer journey, and the invaluable impact of the funded accommodation support she receives through the You Can Stay program. This has enabled her to access lifesaving treatment far from home, with her family by her side. Sony Foundation Australia raised a record net \$1.63 million AUD with the funds contributing directly to furthering the reach of You Can Stay to regional patients.

[Sony Foundation Australia: You Can](#)



You Can Ambassador, Grace Kennedy and Sony Foundation Ambassador, Peter Overton speaking at Wharf4Ward

Sony Education Foundation

Inheriting Sony co-founder Masaru Ibuka's passion for advancing science education, Sony has supported frontline educational activities for over 65 years. One of its main activities in this area is the Sony Educational Support Paper program, which in fiscal year 2024 received more than 230 submissions from elementary schools, junior high schools, kindergartens and nurseries, to which educational subsidies and equipment, including Sony products, totaling over 40 million yen were provided. In addition, the Mirai Teachers' Academy, which aims to develop leaders who can reform education at elementary and junior high schools, ran its third semester from 2024 to 2025. Over the course of ten months, 23 participants from across Japan engaged in learning from diverse perspectives and held various discussions, enhancing their ability to identify issues and their management skills. Sony also collaborated with Gutara Village, a facility in Yamanashi Prefecture that links a sustainable society with the future of childcare and preschool education, to hold the third round of Practical Childcare Seminars. In addition to sleeping and eating amidst the great outdoors, seminar attendees considered nature and life cycles as they engaged in forest walks and field cultivation, then used what they learned to create better environments together with the children at their respective preschools. A total of 27 Monozukuri Workshops were also held across Japan, including in partnership with Sony Group, offering numerous children opportunities to enjoy the fun of making things and deepen their interest in science.

[Sony Education Foundation \(Japan\)](#)



Kindergarten teachers practicing cultivating fields as part of a Practical Childcare Seminar, which promotes consideration of a sustainable society and childcare

Sony Music Foundation

The Sony Music Foundation (SMF) is active in four primary areas: (I) To provide high quality classical 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 classical music. To celebrate the 25th anniversary of "Concert for KIDS", a series of concerts in which even preschool children can participate, a nationwide tour was held in Japan in fiscal year 2024. Activities providing children with opportunities to experience classical music as part of the 25th anniversary included the chance to try playing instruments, photo sessions with series mascot character "Sora-kun" and outreach at local facilities. The concerts have also been positioned as pre-promotional concerts for "The Music Festival for Children and Young People 2025", one of the world's largest classical music festival for children to be held in May 2025. SMF has also continued its work to discover young and promising cellists and conductors through the 23rd Hideo Saito Memorial Award, established in honor of the renowned late cellist, conductor and educator Hideo Saito. Through the Sony Music Foundation Music Fund for Children, SMF has also contributed to society with awards and grants toward organizations engaging in educational activities focused on classical music, providing a total of 9,743,523 yen in grants to 12 organizations.

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



A performance at a Concert for KIDS: Classical Music from Age Zero

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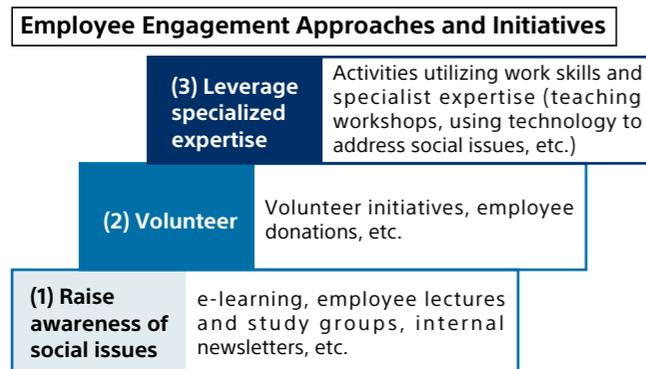
Employee Engagement

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, lectures, and in-house newsletters are provided. Opportunities to participate in volunteer work and donation collection (funds, goods, books, etc.) include the provision of 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



Volunteer Initiatives

Since fiscal year 2023, Sony has operated the Sony Group Volunteer Website, a volunteer matching site in collaboration with Japan Philanthropic Association (JPA). Sony Group employees in Japan can use this dedicated site to select and apply directly for volunteer programs in various fields in major cities across Japan. In fiscal year 2024, 292 applications were submitted. Sony will continue to encourage employee engagement in volunteer activities.

Employee Charitable Donation Initiatives

Sony Group companies carry out fundraising among employees to support aid organizations in times of disasters and emergency humanitarian crises, and have been introducing matching gift programs whereby each company matches donations made by employees.

Following the earthquake that struck eastern Taiwan in April 2024, Sony Taiwan, Sony Taiwan Mobile Communications, So-net Entertainment Taiwan, Sony Music Entertainment Taiwan, Sony Interactive Entertainment Taiwan and Sony Pictures Entertainment Taiwan collected donations from employees and matched the amounts raised. Sony Electronics Vietnam also collected donations from employees to support people in Vietnam affected by Typhoon Yagi in September 2024.

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.

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