

Vision

Sony recognizes that conservation of the global environment is one of the greatest tasks facing humanity in the 21st century.

Through continuous technological innovation and new business initiatives, Sony intends to contribute positively to the natural environment and the dreams of future generations.

Recognizing the utmost importance of the global environment, the Sony Group's top business priority is sustainable development. This entails utilizing Sony's environmental resources in a manner that will also allow future generations to achieve their potential in health, wealth and happiness.

Sony aims to show that it is possible to achieve a new balance between humankind and nature by doing more with less, reducing the environmental impact from its use of energy and resources while providing its customers with high-quality, high-performance products and services.

Sony employees will be encouraged to study constantly to learn about a broad variety of environmental issues. Sony will also cooperate closely and continuously with stakeholders in a joint quest to improve the world that we share.

From the Sony Environmental Vision

The Global Environmental Policy has matured into the Sony Environmental Vision.

Commitment to Create a Sustainable Society

Sony recognizes the relationship between its business activities and environmental issues and will take vigorous measures to help improve conditions globally for sustainable development. The following summarizes Sony's stance on four important issues related to environmental sustainability.

Climate Change

Sony is working to help prevent global warming and other aspects of climate change pertaining to its business activities. In addition, Sony is committed to the continuous reduction of greenhouse gases generated by its sites, its suppliers and vendors, its customers and society.

Chemical Substances

Sony's production processes presently require the use of some chemical substances that, if not properly handled, could cause environmental risk. Sony will apply a precautionary approach to the use of new chemical substances and search for technological substitutes for potentially hazardous materials. Sony is committed to the progressive and continuous reduction and, whenever possible, the phase-out of potentially hazardous materials and chemicals in its business process.

Natural Resources

The Earth has limited resources, including raw materials, energy and water, that must be used and reused efficiently. Sony is pursuing a continuous increase of resource productivity in its business processes and the reduced use of virgin materials, energy and water whenever possible. Sony is consequently promoting the reuse and recycling of resources.

Natural Environment

The biodiversity of the Earth must be maintained, and Sony actively supports protecting the biodiversity of the world's forests and oceans. Sony realizes that food and water will become more significant issues around the world as the global population continues to increase. Sony recognizes the importance of these issues.