

Community

Community

Sony continues to undertake a wide variety of community engagement initiatives based on the Sony Group's community engagement policy, which is to undertake activities in fields where it is best able to do so to help address the needs of the communities in which Sony operates. In the phrase "For the Next Generation" to describe its CSR activities, Sony strives to have a positive impact through these activities by leveraging its products, business activities and employees, independently and in partnership with various organizations.

Vision of Sony's Founder



In Sony's Founding Prospectus, one of its founders, Masaru Ibuka, set as a primary goal "the promotion of education in science among the general public."

[More information](#)

Community Engagement Policy, Main Scope and Structure

Sony contributes in a manner that capitalizes on its unique capabilities with the Sony Group's community engagement policy.

[More information](#)

Project List



In addition to the science education for children, as a global company, Sony is keenly aware of the importance of the Millennium Development Goals (MDGs) and implements a diverse array of activities around the world, not only where it operates but also elsewhere, aimed at contributing to the achievement of these goals.

[More information](#)

Expenditures for Community Engagement Initiatives in Fiscal Year 2011

In fiscal year 2011, the Sony Group spent approximately 4.3 billion yen on community engagement initiatives.

[More information](#)

Participation by Sony Employees



Sony promotes a variety of activities in the community that capitalize on the capabilities of its employees.

- Volunteer Systems for Employees
- Engaging Employees
- Sony's support for recovery efforts in the wake of the Great East Japan Earthquake

Contributing to the International Community through Business Activities

Sony is particularly aware that emerging economies face significant development challenges and is exploring new business approaches to address such problems and contribute to the international community.

- [More information](#)

Sony Museums and Foundations

- [More information](#)

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Vision of Sony's Founder

In Sony's Founding Prospectus, one of its founders, Masaru Ibuka, set as a primary goal "the promotion of education in science among the general public." He was convinced that enhancing scientific literacy would be critical for the recovery of post-war 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 schools in the pursuit of science education excellence.



Masaru Ibuka



Research presentation by schools assisted under the Sony Fund for the Promotion of Science Education (1982)

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Community Engagement Policy, Main Scope and Structure

Sony's Community Engagement Policy

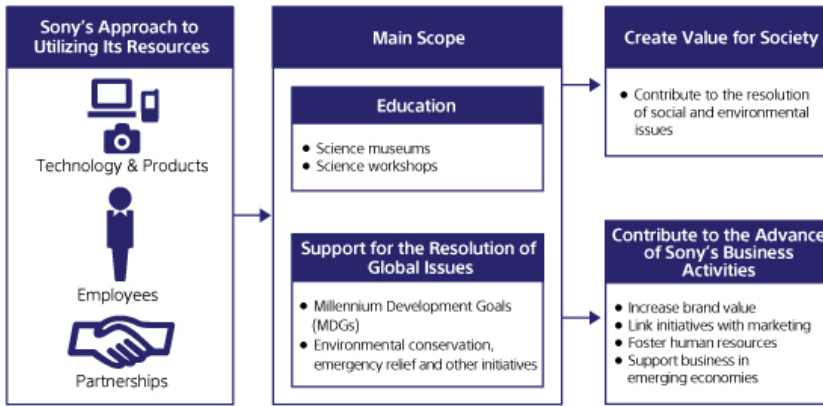
Sony defines its community engagement policy as
"Undertaking activities in fields where Sony is best able
to do so, to help address the needs of communities."

For the Next Generation

Guided by the "For the Next Generation" philosophy, Sony has broadened the scope of its activities beyond the science education initiatives introduced by Masaru Ibuka to include support for arts education, leveraging its resources in the entertainment field to assist efforts in music areas. Sony also strives to fulfill its responsibilities as a global corporate citizen through efforts to support the MDGs,*1 which seek to resolve such key global development challenges as environmental conservation, poverty, education and by providing assistance in the aftermath of major catastrophe or crisis situation, thereby contributing to the realization of a sustainable society.

In addition to monetary donations, Sony contributes in a manner that capitalizes on its unique capabilities. Initiatives that leverage Sony technologies, products, services and content resources. In addition, the volunteer involvement of approximately 180,000*2 Sony Group employees worldwide, serve to enhance employee awareness of global issues, as well as to enhance motivation. Sony is also working with nongovernmental organizations (NGOs), international agencies and other groups that bring together networks and local expertise that Sony does not have, partnership that yields more effective results. Sony also links marketing activities that leverage its close relationship with customers to further enhance the initiatives. Employees' participation in the initiatives will enhance efforts to foster human resources, contributing to both the resolution of social and environmental issues and to the advancement of Sony's business activities.

Sony's Community Engagement

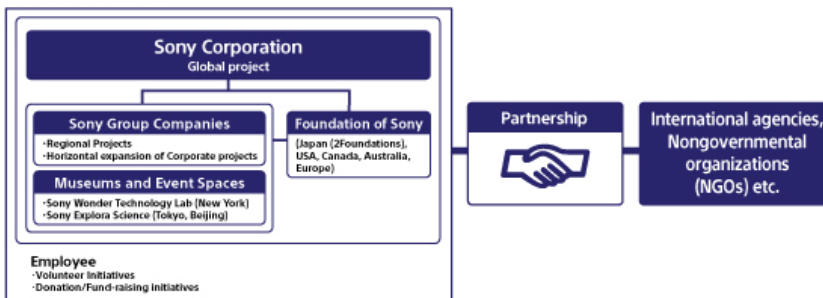


- *1 The Millennium Development Goals (MDGs) form a blueprint for responding to the world's main development challenges by 2015. The MDGs are drawn from the actions and targets contained in the Millennium Declaration that was adopted by 189 nations at the UN Millennium Summit in September 2000.
- *2 Cumulative participants in fundraising initiatives, blood drives and other activities.

Framework for Community Engagement

In addition to Sony's global program, which is spearheaded by its headquarters in Tokyo, Sony Group companies worldwide, as well as six foundations, promote initiatives tailored to local needs in accordance with the Sony Group's community engagement policy, cooperating with various international organizations including NGOs. Additionally, employees are encouraged to play an active role in their communities through participation in, for example, volunteer and fundraising programs.

Organization chart



Community

Project List

Education

• Sony Science Program

The original education workshop program designed for children to learn about the principles and rules of science

• Sony Student Project Abroad

International youth program as part of Sony's social contribution activities

• South Africa Mobile Library Project

Sony's activity to bring books to children in remote areas

• Sony Music Foundation

The Sony Music Foundation advances and popularizes music as form of art by means of promotion of international exchanges, encouragement of creative development, and fosterage of young and talented artists.

• Sony Education Foundation

The Sony Education Foundation provides support for educators and institutions with the sense of purpose needed to awaken enquiring and creative attitudes in children through the study of science.

Environment

• People Need Nature to Thrive

Sony's contribution to conserve the biodiversity on this beautiful planet with Conservation International

• Project for Forest Conservation in Sumatra

Sony helps to protect a World Heritage site forest on the island of Sumatra, with WWF Japan

International Cooperation

• EYESEE

Digital photo project, organized by UNICEF and Sony

• Malawi Folktales Project

Recording the intangible cultural heritage before it disappears.

• Public Viewing in Tanzania

Supporting efforts to prevent HIV/AIDS with Sony film and music contents

• Dream Goal 2010

Using the power of football for social development on FIFA World Cup 2010

• South Africa Mobile Library Project

Sony's activity to bring books to children in remote areas

Support for major disasters

• Restart Japan

Initiative to provide aid and recovery assistance with a focus on psychological care, education and creative activities for children, with Save the Children Japan.

• Sony Group Support for Recovery Efforts in the Wake of the Great East Japan Earthquake

Sony's support for Japan Earthquake relief efforts with its human resource and technologies.

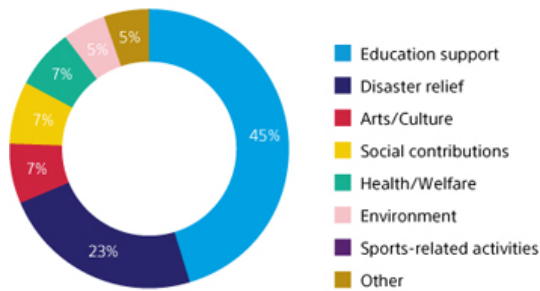
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Expenditures for Community Engagement Initiatives in Fiscal Year 2011

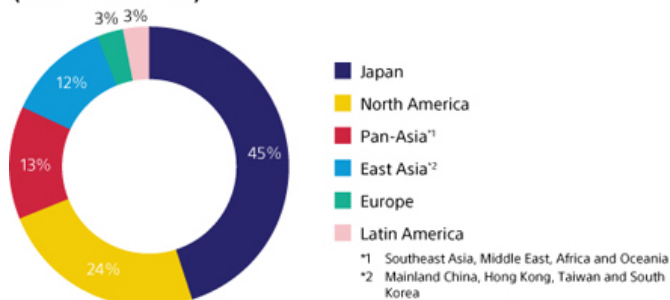
In fiscal year 2011, the Sony Group spent approximately ¥4.3 billion on community engagement initiatives.*1, Sony's activities focused on education, particularly science education. In fiscal year 2011, Sony also assisted recovery efforts in areas devastated by the Great East Japan Earthquake, resulting in expenditures for disaster relief accounting for a greater percentage of total expenditures than average.

*1 Cumulative figure. In addition to donations, sponsorships and independent program expenses (including facility operation expenses), this amount includes the market prices of products donated.

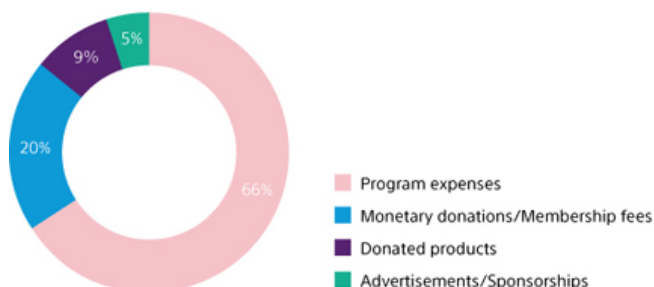
Community Activity Expenditures by Field (Fiscal Year 2011)



Community Activity Expenditures by Region (Fiscal Year 2011)



Community Activity Expenditures by Category (Fiscal Year 2011)



Community

Volunteer Systems for Employees

Employee volunteer promotion program: SOMEONE NEEDS YOU

Sony has a global in-house volunteer program known as SOMEONE NEEDS YOU (the name developed using the letters S, O, N and Y), the aim of which is to encourage employee involvement in efforts to help local communities. Under this program, Sony Group companies create volunteer programs tailored to local needs and encourage continued employee participation in the community. In fiscal year 2011, a total of 180,000 Sony Group employees* participated in volunteer initiatives through SOMEONE NEEDS YOU.

* Cumulative participants in fundraising initiatives, blood drives and other activities.

Leave for volunteer purposes

To support employee participate in volunteer activities initiatives, Sony Corporation has an employee volunteer support system making it easier for employees to participate in volunteer activities by allowing them to use accumulated holidays for initiatives requiring extended leaves of absence.

Matching gift programs, fundraising initiatives

Many Sony Group companies have "matching gift programs," whereby Sony matches charitable donations made by employees up to established limits to encourage employees' fundraising efforts.

The number of organizations recognized by Sony Group companies in Japan as being valid donation recipients has been broadened to include legal entities for social interest authorized by Japan's Ministry of Finance, foundations, aggregate corporations, authorized NGOs and social welfare corporations.

In addition to the matching gift programs, Sony has implemented several methods for donation to make it easier for employees to participate in efforts to raise funds for emergency humanitarian assistance. Donation by bank transfer became available with the cooperation of Sony Group financial services company, Sony Bank Inc. Also, donation by Rakuten Edy-a prepaid electronic money service incorporating FeliCa, Sony's contactless IC card technology-is also possible.



A Sony employee making a donation using Rakuten Edy

Community

Contributing to the International Community through Business Activities

ODA Program

Since 1975, Sony's international cooperation activities have reflected the unwavering commitment of its founders to help build emerging economies and provide training for human resources using its position as an electronics manufacturer. Through Japan's Overseas Development Assistance (ODA) program, Sony has supplied equipment and provided technical training for more than 100 countries. Recipients of this aid include state-run broadcasting organizations, universities, health institutes, libraries, theaters and art museums.

BOP Businesses

Sony is particularly aware that emerging economies face significant development challenges and is exploring new business approaches to address them. Efforts to date include inviting experts from outside the Company to hold seminars for pertinent employees with regard to promoting base-of-the-pyramid (BOP) businesses.



Visiting a clinic in rural India

Additionally, Sony conducted a study in conjunction with Japan's Ministry of Economy, Trade and Industry (METI) to assess the practicality of compact decentralized power generation and storage systems in rural India in January 2010. The research sought to identify local needs and available fuel supplies, among other objectives.

In addition, Sony is a participant in "Preparatory Survey for BOP Business Promotion," an initiative undertaken by the Japan International Cooperation Agency (JICA) that aims to resolve developmental issues faced by impoverished people in developing countries. This program provides JICA support for preparatory surveys related to BOP business projects undertaken by companies. Sony Computer Science Laboratories, Inc. and Sony Corporation are carrying out a survey for BOP business in Ghana related to off-grid energy solutions in unelectrified areas.

As another example of BOP business, Sony has extended FeliCa contactless IC card technology for use in Bangladesh. In the capital city of Dacca, where buses are the principal mode of transportation, traffic jams are a major problem. Moreover, the use of paper tickets purchased by the roadside for every trip significantly hinders ease of use, as well as encourages fare dodging. In 2011, the city began introducing FeliCa-based IC cards as a convenient alternative that will greatly improve the efficiency of buses, including maintaining a record of every individual who boards and disembarks, as well as relieve traffic jams and improve the transparency of fare income for operators.



Commuter in Dacca, Bangladesh, pays her bus fare using a SPASS IC card

Sony will continue to promote efforts aimed at contributing to society around the world through its business activities.

Community

Sony Museums and Foundations

Sony organizes exhibitions of various kinds, including exhibitions at educational museums that are designed to stimulate interest in media, science, technology and entertainment.

Sony ExploraScience (Tokyo and Beijing)

In these science museums produced by Sony, visitors can actually see, touch and enjoy the principles and laws of science in action and the progress and fascination of digital technology.

- Sony ExploraScience (Tokyo)
- Sony ExploraScience (Beijing)

Sony Wonder Technology Lab (New York)

This interactive museum brings technology and creativity together to make learning experiential, entertaining and fun. The Lab's exhibits showcase the positive impact technology can have on virtually any discipline, from medicine to movie-making.

- Sony Wonder Technology Lab (New York)

Sony Archives (Tokyo)

Sony Archives showcases the pioneering products that Sony has given the world as well as a variety of documents.

- Sony Archives (Tokyo)

Sony Foundations

- Sony Education Foundation (Japan)
- Sony Music Foundation (Japan)
- Sony Foundation Australia Trustee Limited website (Australia)
- Sony Canada Charitable Foundation (Canada)
- Sony Institute of Higher Education Shohoku College (Japan)