

# SONY

## Press Release

**Sony Contributes to Shape a Better and More Sustainable Society for the Next Generation**  
*Sony Science Program and various community engagement activities nurture the next generation and address the needs of the community*

**Hong Kong, September 1, 2014** – Sony Corporation of Hong Kong Limited (Sony Hong Kong) has shown its commitment to building a sustainable society for the next generation through its corporate social responsibility (CSR) initiatives. Sony Hong Kong reinforces the company’s global CSR corporate philosophy of “For the Next Generation”, by organising Sony Science Program workshops and participating in various community engagement activities that nurture youth from all walks of life.

Sony's CSR activities reflect the corporate philosophy of implementing sound business practices; innovating to realise products, services and content that inspire and excite; assisting the communities in which Sony operates; and helping to shape a better, more sustainable society.

“Sony Hong Kong is committed to pursuing sustainable business practices while working to realise a better future for society. We have been engaging CSR in different aspects that nurture the young generation and promote environmental protection,” said Mr. Taisuke Nakanishi, Managing Director of Sony Hong Kong. “Employee participation is crucial to ensuring our engagement with the community is more meaningful. We encourage our employees to participate in CSR activities ranging from fundraising initiatives, volunteering to environmental protection programs that address the needs of the community.”

### Sony Science Program



*Sony Science Program workshop at the La Salle Primary School in July 2014*

Promoting science to children is essential for the development of society. **Sony Science Program** is one of the core CSR initiatives under the “For the Next Generation” philosophy, aiming at providing children with a hands-on experience that sparks their motivation and interest in applying science to create a better society. Sony Science Program is based on four key pillars: *explore*: to encourage children to learn the principles of science; *experience* – to let children feel the power of science for themselves; *inspire* – to let children have fun with science; and *innovate* – to enable Sony to enhance children’s daily life with technology.

Sony Hong Kong invited the local well-known young inventor, Mr. [Stark Chan](#), to be the endorser of Sony Science Program and to act as a role model for children to learn from his experience in acquiring scientific knowledge. In 2004, Stark achieved a Second Award in the Engineering Category of the [Intel International Science and Engineering Fair](#) for his invention – a robot for domestic security. In recognition of his achievements, Stark had the honour of a minor planet being named after him under the Ceres Connection program of the Lincoln Near Earth Asteroid Research (LINEAR) in the United States.



*Stark Chan*

“Through Sony Science Program, I am very happy to share my experiences with students hoping that I can encourage their interest in science,” said Stark Chan. “I believe that with science, we can build a better society for the next generation, and the Sony Science Program is a great way to inspire children to learn some basic scientific principles. Learning science can foster logical thinking and develop an analytical mind, which is beneficial in all kinds of learning.”

The Sony Science workshops were supported by a team of volunteer Sony staff and participating children made their own devices, such as 3D glasses, IC recorders, LED torchlights and D-cell batteries. To make the initiative more meaningful, all participants donated to Make-a-Wish Hong Kong to help other children realise their dreams.

### **Nurturing the Youth**



*Sony supported the ‘Youth to Sustainability Summit 2014’ organised by AIESEC in June 2014*

To further demonstrate Sony Hong Kong’s commitment to nurturing the young generation, Sony Hong Kong was the creative partner of AIESEC’s **Youth Sustainability 2014 Summit**. As part of the event, Sony Hong Kong co-organised the **Creative Thinking Workshop** under the Summit, promoting creativity among local and overseas students. Sony Hong Kong also collaborated with College of International Education of Hong Kong Baptist University to organise the “**AD HERE**” **Advertising competition**, giving contestants a brief insight into how the advertising industry operates and a valuable experience of a practical agency pitch.



Sony Hong Kong also supports Sony Corporation's global initiatives, contributing its efforts to shape a better and more sustainable world for the next generation. Since 2008, Sony has been supporting the [South Africa Mobile](#)

[Library Project](#), jointly overseen by the SAPESI (South African Primary Education Initiative) and South African Department of Education, providing children residing in rural areas of South Africa with free English story books to improve their literacy education. Sony Hong Kong has been calling for employee support over the years and it currently has book collection boxes set in two Sony Service Centres for the public to donate English story books until the end of September 2014.



Additionally, Sony Hong Kong has also called for employee support for Sony's global initiative, [Dream Goal 2014](#), in which Sony has harnessed the power inherent with football following the 2014 FIFA World Cup™ tournament where Sony was the official partner. The program was designed to support the youth and communities who are facing the social development issues.

### Active Participation in Community Engagement Activities



*Taisuke Nakanishi, Managing Director of Sony Hong Kong, received the Outstanding Corporate Volunteer Team Bronze Award*

Over the years, Sony Hong Kong has been supporting charity groups and NGOs by taking part in fund-raising programs and community engagement activities. In 2014, the company was again presented the **Outstanding Corporate Volunteer Team Bronze Award** of Hong Kong Outstanding Corporate Citizenship (HKOCC) Award by Hong Kong Productivity Council in recognition of its CSR efforts and contribution to the community through employees' participation in volunteer work.

For information about Sony Hong Kong's CSR, please visit [Sony website](#). For Sony's global CSR initiatives, please visit Sony website: <http://www.sony.net/SonyInfo/csr/>

**About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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