

The Benesse Group's Basic Policy on Sustainability

“Benesse = well-being” is our starting point for the creation of new social value.

Benesse Group Sustainability Vision



Click to learn more about the Benesse Group's sustainability vision.

“Well-being” in society and for the future.

Building a rich and sustainable world for a future of endless change.

We view all issues from the perspective of people.

We want to build a society in which every person can discover their aspirations and take up new challenges.

Each individual employee practices our corporate philosophy, as expressed in the name “Benesse = well-being.”

We want to bring the benefits of that philosophy to people, to communities, to society, and to the future.

The Benesse Group Sustainability Vision consists of five action policies. These were formulated through comprehensive discussions about our basic approach to ways in which we can use the unique capabilities of the Benesse Group to contribute to the solution of social issues in today's rapidly changing social environment. We then considered specific initiatives in a process that culminated in 2019 in the identification of a set of priority activities that now form our “Materiality.”

Throughout this process, we sought to ensure objectivity in our analyses by seeking input from our employees while also engaging in dialogue with a wide range of stakeholders, including experts, NPOs, and our business partners.

We will continue to make people the focus of our activities.

Five activity policies

Materiality (priority activities)

Learning throughout life

Embracing the concept of joyful learning, we will deliver high-quality learning for all generations in Japan, Asia, and the rest of the world.

- Learning as something new
- Learning throughout life
- Learning opportunities for all

Preparation for a super-aged society

We see meeting the needs of a super-aged society as the “18th goal” to go with the 17 SDGs, and we will lead the world in providing supportive nursing care services for all.

- Services focused on the individual
- Caregivers—the ultimate specialists
- Care for the future

Sharing knowledge with society

We will share our experience and knowledge with society and work with our partners to generate “well-being” in order to address the challenges that people face.

- Sharing our know-how and knowledge

Value co-creation with communities

We will work with local residents to generate new value in learning, culture, art, and other realms in order to build a more fulfilling society.

- Community-focused education and care
- Bringing knowledge from the world to local communities
- Community revitalization through art

Creation of a healthy society

We will also actively develop business in new fields beyond education and nursing care that will be needed to generate “well-being” in the future.