

Teaching children about important aspects of society through the *Shimajiro: A World of WOW!* series



This is a scene from the first *Shimajiro: A World of WOW!* episode which was broadcast in 2018. In this episode, Shimajiro becomes aware of artificial legs and then goes to see how they are made before having fun running around with an athlete. The *Shimajiro: A World of WOW!* website: <https://kodomo.benesse.ne.jp/open/tv/en/>

As part of the Kodomo Challenge correspondence educational service for infants, Benesse and TV Setouchi Broadcasting Co., Ltd. jointly produce *Shimajiro: A World of WOW!*, a television series that provides valuable learning opportunities for small children and helps them to build awareness in a natural way.

We are currently responding to changes in society by enhancing the content of our initiatives to reflect the SDGs philosophy. Together with Shimajiro, an inquisitive tiger boy character, they have fun learning about questions that are difficult to explain to young children, such as how to live one's own way, how to understand diversity, and the meaning of gender. The program not only helps parents and guardians to find ways to teach children about complex issues, but also allows adults to discover new concepts as their children take up new learning challenges.

Kaigo Antenna—Addressing issues that affect nursing care staff throughout Japan

Benesse Style Care has built extensive knowledge through its business activities, including the operation of aged care facilities. By sharing that knowledge, it is contributing to the development of care systems to meet the needs of elderly people in a super-aged society. In September 2019, it established the Kaigo Antenna website as a comprehensive source of information for people working in the nursing care field. Expertise and methods based on over 25 years of experience are available free of charge through this site, which is open not just to staff, but to all people working in the field throughout Japan. Benesse Style Care is helping workers to find the knowledge they need to address workplace problems.

The website is designed to improve quality throughout the nursing care sector. Explanations of related technology are extensively illustrated to facilitate understanding. Much of the content is based on input from Benesse Style Care's own staff.



There are also over 3,000 care home recreational activities developed under expert supervision, and over 300 nursing care illustrations free for use. After completing the free registration process, users can access and download materials according to their needs.



Udemy—Ongoing education for adults



As the Japanese partner for the Udemy, one of the world's biggest video learning platforms, Benesse Corporation provides an online forum for those who wish to teach and those who wish to learn. The Benesse Group is accelerating new initiatives, including training services for corporate customers, in response to social issues in Japan, including a shortage of DX specialists, and the need for workstyle innovation. By continuing to learn after joining the workforce, people can enrich their lives and open up new options for the future. The Benesse Group is working to create a society in which everyone can enjoy careers and lifestyles that match their own aspirations.

Health Textbook for the era of the centenarians

There is a growing interest in the question of how people will live in a super-aged society. In 2020, Benesse Corporation and Benesse Style Care collaboratively published *the Health Textbook* under the supervision of Hirosaki University's Center of Innovation. Full of knowledge and practical information about health, the book was created to encourage parents and caregivers in their 30s and 40s to pay more attention to their own health, in part for the sake of their children. It leverages expertise accumulated through the Benesse Group's educational activities to create fun ideas to encourage continuing engagement. Through its use in corporate and community training programs, the book is helping to raise awareness of how the quality of life can be improved.



Benesse Business-mate—Creating job opportunities for people with disabilities



We look forward to the development of a society in which everyone can experience the joy of work. Benesse Business-mate, a special subsidiary of the Benesse Group, is working to realize this dream by providing opportunities for people with disabilities who want to work. It is diversifying its operations to match the characteristics of individual people with disabilities, including the recruitment of people capable of developing systems to automate tasks and improve efficiency. This exploration of new approaches to employment is motivated by the happiness that people experience when given opportunities to use their abilities to help others.

