

Social Capital



Creating new value on the strength of relationships cultivated with people and society

Domestic Education Business

Improving customer satisfaction and education in communities

We are working hard each day to maintain and improve customer satisfaction in Shinkenzenmi and Kodomo Challenge by providing educational materials that support each and every enrollee.

We are also contributing to education in communities in our cram-school operations with Class Benesse, accelerating the expansion of franchises while also collaborating more with other cram schools for English proficiency tests in the four skills.

- Dedicated smartphone app "Teiki Tesuto: Yoku Deru Kiso" (regular tests: basics that are frequently useful) offering courses for high school students: 90% or higher satisfaction rate*1
- "Iid Awards" customer satisfaction survey for correspondence courses: Kodomo Challenge awarded the top prize*2

*1 From 2,264 responses received from questionnaires for students enrolled in Shinkenzenmi

*2 From an internet survey for parents of 4,947 children taking correspondence courses. Published on the educational information website of IID Inc.



Nursing Care and Childcare Business

Creating new value based on comments from our worksites

The Benesse Senior/Nursing Care Research Institute presented its own original Dementia Care Method at the inaugural Japan-UK Dementia Conference, held to spread awareness of the importance of international collaboration in combating dementia. As the internal think tank of Benesse Style Care, the institute created this methodology by analyzing and systematizing a series of case studies.

The institute also oversees product development together with residents of elderly homes through the use of living labs. Comments from residents are used in joint development with manufacturers to make slip-resistant socks that are easy to put on, offering the elderly more opportunities to be a part of society.



At the inaugural Japan-UK Dementia Conference

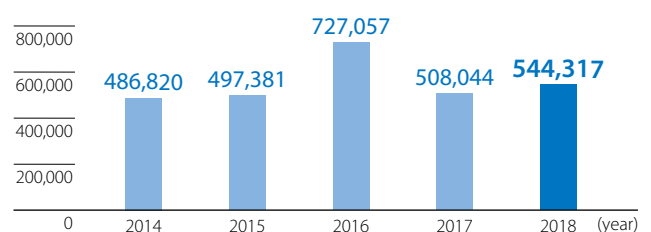
Creating sustainable communities with Benesse well-being as a starting point

Benesse Art Site Naoshima is the collective name for our art-related activities taking place on the islands of Naoshima, Teshima, and Inujima on the Seto Inland Sea in conjunction with the Fukutake Foundation. These activities have been developing communities in the area for at least three decades.

Our objective is to make this a special place unlike any other by spending time creating art amongst the nature and unique culture of each island. Visitors can be inspired to reflect on the meaning of well-being as they mingle with the art products on each island, experience the classic Japanese landscapes of the Seto Inland Sea, and interact with people in the communities. Recent years have also seen high numbers of

visitors from Japan and overseas with at least 500,000 visitors annually to each island, invigorating the local economies and communities while at the same time demonstrating greater social value creation by the Benesse Group.

Annual tourist visitors to Naoshima Town



An important expression of our Sustainability Vision



Tamotsu Adachi
Representative Director,
President and CEO

Since our Benesse Art Site Naoshima activities are deeply connected to Benesse’s corporate philosophy, we consider them important enough to refer to as part of our identity.

In March 2019 the Group announced our Benesse Group Sustainability Vision. One of the themes of this vision is “value co-creation with communities,” which we define as “working with local residents to generate new value in learning, culture, art, and other realms in order to build a more fulfilling society.” This theme was made part of our vision with the aim of finding solutions to learning problems in each community, while maintaining mutual relationships and growing together with them through our Benesse Art Site Naoshima activities.

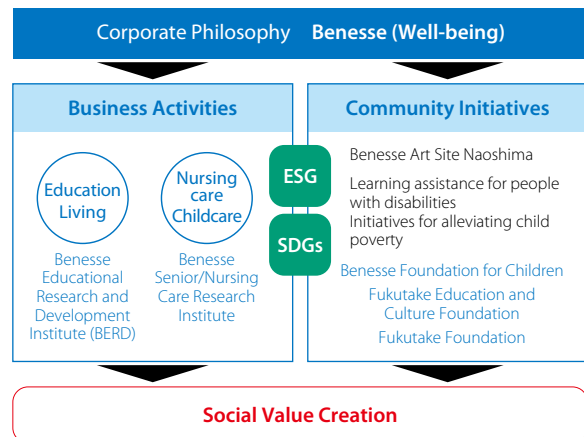
Together with our group employees, the Fukutake Foundation, local residents, visitors to Benesse Art Site Naoshima, and other stakeholders, we will reflect on what “well-being” means for people and engage in activities that turn this well-being into a reality.

Foundation activities —Initiatives geared toward the creation of well-being—

Our commitment to the Benesse corporate philosophy of well-being is not limited only to our business activities, but also reflects in the activities of our foundations that engage in community initiatives. Our two foundations to create social value by aiding regional development and assisting children.

Fukutake Foundation

The Fukutake Foundation (formerly the Naoshima Fukutake Art Museum Foundation) was established along with the opening of the Chichu Art Museum in 2004 and assumed its current name after a merger of two aid foundations in October 2012. The foundation carries out three different types of activities, one of which is museum operations mainly in Naoshima, Teshima, and Inujima, the second being to assist culture- and art-driven regional development activities throughout Japan, and the third being to independently and jointly organize events such as Setouchi Triennale. We will continue working to build even better communities, where elderly people everywhere are happy, and everyone can think deeply about the Benesse principle of well-being.



Benesse Foundation for Children

The Benesse Foundation for Children was established in 2014 and changed into a public interest incorporated foundation by approval of the Cabinet Office on April 1, 2015. Since then, the Benesse Foundation for Children has been working to create environments where children can learn with peace of mind, to assist children dealing with economic issues, sickness, disabilities, or other obstructions to their learning, and to aid the learning and upbringing of children who have been affected by disasters (emergency assistance). The foundation is also ambitiously attempting to go beyond assistance for overcoming problems to also nurture and educate children who will play prominent roles in building an even better society.