


Accepting Diversity and Creating a Rewarding Workplace

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The PPIH Group advocates for a “corporate culture that recognizes diversity” in the collection of our corporate philosophies. The establishment of the Diversity Management Committee (hereinafter referred to as “DM Committee”) is aimed at strengthening this corporate culture, and will strongly promote the creation of an environment in which women can play an active role in various positions, including executive positions. In addition, the DM Committee actively plans and implements measures to promote diversity in a wide range of areas, including support for LGBTQ+ people, promotion of senior and non-Japanese employees, and promotion of employment of people with disabilities. Through our diversity management initiatives, we will strive to further enhance our corporate value as a global company operating in many countries.

Progress to date in promoting diversity

2009	Idobata Committee established
2015	cocoro Project launched to improve the rate of maternity leave utilization
2016	Set up a women’s consultation counter in each store area In-house daycare center “Donkids” opens
2017	Launched the LGBTQ+ Project Establishment of Diversity Promotion Office (integration of LGBTQ+ project)
2018	Life Partner Program Launched
2019	Selected for Bloomberg Gender Equality Index (GEI)
2020	Diversity Management Committee established
2021	Launched “RISE! 100,” a training program focused on producing female Store Managers Launched the “PPIH DIVERSITY” website for external use



“Diversity Management Committee” logo

Promotion Structure

The DM Committee is chaired by the Executive Officer (Director) in charge of diversity management and consists of multiple related departments working together in a cross-sectional manner. The DM Committee meets once a month to plan, formulate, and implement various measures to promote diversity. Important initiatives and policies are discussed and decided by the Board of Directors, and the DM Committee monitors the progress and reports to the Board.



Activities for the Diversity Management Committee

Promotion of women's participation and advancement	Targets	
	Increase the number of female Store Managers to 100	Improve the retention rate of female employees
	Numerical targets: 50 employees by FY2026, 100 employees by FY2030	Numerical targets (turnover rate): 8.8 % by FY 2026, 5 % by FY2030

Approach for women's participation and advancement

The DM Committee considers all stages of the promotion of women’s participation and career advancement to be connected. The Committee uses a “cyclical plan” that addresses the issues across all stages simultaneously.

Initiatives

- “RISE!100,” a training program that aims to produce 100 female Store Managers
- The “DM Certification Test,” a measure to promote understanding of diversity
- In-house educational activities
Training on “ESG’s and the promotion of women’s activities” aimed at managers
Women’s health seminar for executives, managers, and female employees
Introduction of female employees who are active in the company
Distribution of the Women’s Activity Report
Career Seminar for female employees by external speakers

Support for LGBTQ+ people

Initiatives

- Conduct LGBTQ+ training
- Participate in events and sell related goods

Outside evaluation

For the fifth year in a row, we received the highest rating of “Gold” in the PRIDE Index 2022, an evaluation index for initiatives concerning sexual minorities in the workplace formulated by the voluntary organization “work with Pride.”



The creation of a working environment which supports diverse forms of work

Efforts to become a corporate group that provides both “ease of working” and “job satisfaction”

In order to ensure that all employees of the PPIH Group can work with peace of mind and to the best of their ability, we have established a “Working Environment Improvement Team” and are working to improve the working environment by identifying problems faced by individuals and the entire group through questionnaires and individual interviews. We are striving to create an organization that is both comfortable and rewarding to work for, by building a working environment where each individual can speak up with confidence, and by organizing and improving problems based on our “employees’ voices.”

Conducting “Job Satisfaction Surveys”

In July 2020, we started a simple once-a-month survey. We highlight the problems that each employee faces, as well as the issues of the entire group, and take corrective actions.

Setting up “HR Career Call”

Operations began in February of 2020. We provide consultation on personnel evaluation and career development.

The establishment of an on-site day care center, known as “Donkids”

As a part of creating a working environment where employees with young children can work with peace of mind, the PPIH Group has established an on-site day care center known as “Donkids*.”

The creation of “Donkids” affects our staff positively, by reducing the amount of time needed for day care drop off and pick up, resulting in a working environment where our staff are able to work effectively with peace of mind. Additionally, by giving female employees who, due to waiting list issues, would usually be unable to work/advance their careers, the opportunity to return to work as early as possible, we are creating a working environment in which all employees are able to work equally.

* Donkids is a facility that utilizes the “Company-led childcare business program,” a Cabinet Office policy.

Comment from an expert on materiality

Further promoting and strengthening sustainability as part of our management strategy to become a visionary company

The PPIH Group is striving to promote and strengthen sustainability activities under its management strategy to become a visionary company. As part of those efforts, they have established several unique and effective case studies that I highly evaluate. These include the development of a cyclical model that views the promotion of women’s participation and career advancement as leading to corporate growth, combined with the appointment of women executives that exemplifies that thinking, as well as the development of environmentally friendly products that run counter to their image of having super cheap products.

PPIH’s sustainability initiatives cannot be said to have made an early start. Nevertheless, as was mentioned in the sustainability dialog, PPIH is not, in the first place, the kind of company that takes an early lead and then outpaces the field. Rather, PPIH is all about their driving force and sense of speed after making a start. In an era that some refer to as a sustainability revolution, I look forward to seeing how they can use that driving force to embody their corporate principle of “creative destruction and the ability to adapt” going forward.

The strength at PPIH is their total commitment to the frontlines, and in their efforts to promote sustainability as well, it will be important for the respective people and stores on the frontlines to each be aware of the priority issues in their work and to take the lead in finding solutions. In other words, they will need initiatives that are focused on the frontlines. I believe that, as a result, they will see the formulation of policies that are unique to PPIH, such as creative ideas emerging from the frontlines about how to address risks and opportunities in relation to, for example, adapting to climate change, or the establishment of new model DE&I cases in which frontline employees experience the efforts to promote diversity first-hand.

You can count on PPIH to launch many more astonishing initiatives in the future as well, and to continue to evolve as a company that is needed by society.

Hidemi Tomita

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