

Mandom granted “Kurumin” Certification**An Estimated 40% of Eligible Male Employees to Take Childcare Leave This Fiscal Year**

Mandom Corporation (Head Office: Osaka, President Executive Officer & Director: Motonobu Nishimura, hereafter referred to as “Mandom”) was certified by the Ministry of Health, Labour and Welfare (hereafter referred to as “MHLW”) on February 2019 as a company that supports childcare, and obtained the “Kurumin” mark under the Act on Advancement of Measures to Support Raising Next-Generation Childcare (hereafter referred to as “the Act”).

Mandom is working to create a better work environment and make it easier for male employees to take childcare leave, and 40% of eligible male employees are estimated to take childcare leave in FY2019*¹. Mandom respects employee diversity, which is why it continues to improve its work environment and encourages employees to take childcare leave.

*1 Based on applications made as of the end of October 2019

Mandom granted “Kurumin” certification as a company that supports childcare. How the company encourages its employees to take childcare leave.

Mandom respects employee diversity, which is why it is taking various measures so everyone can be actively involved in their work. Mandom believes that it is necessary to support employees according to their changing lifestyles, and therefore is working to improve internal work environments so employees can work comfortably for many years at the company.

Mandom has helped employees reorganize their work schedules to match their situations at home so that they can continue working comfortably after changes in their life stage, such as going through childbirth and providing childcare, by encouraging both male and female employees to take childcare leave. This allows employees to concentrate on managing their home and the health of their family. Thanks to these efforts, the support system has been updated to allow almost all female employees to take childcare leave and continue working while having and raising children.

In recognition of these efforts, MHLW certified Mandom as a company that supports childcare and granted it the “Kurumin” mark in February 2019.

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What is the “Kurumin” mark?

It certifies that a company supports childcare.

Under the Act, any company will be certified with the Kurumin mark by an MHLW Minister if they prepare a general employer action plan to achieve its goal as specified in the plan and meet certain requirements. An application is needed to acquire this certification.

(Mark) “Kurumin” mark obtained in 2019, Company supporting childcare



Obstacles male employees face when taking childcare leave & new solutions proposed by Mandom

An internal survey conducted last year revealed that more than 70% of both male and female employees are in favor of taking childcare leave, and that about 80% of male employees want to take childcare leave when it applies to them.

On the other hand, respondents who answered that they “will not/cannot take” childcare leave cite reasons of reluctance, including “inconvenience for team members” (64%), “corporate culture not ready for childcare leave” (35%), “economic difficulties during childcare leave” (31%), and “temporary leave from work will probably have a bad influence on pay raise and promotion” (30%).

In April 2019, Mandom developed two strategies to help encourage male employees to take childcare leave and improve working relationship to support them.

First, Mandom announced recommended use of at least a week of childcare leave to the whole company, and applied a rule to allow those employees to use a maximum of five days of unused annual paid leave based on the expired annual paid leave reserve system^{*2} to compensate for salaries lost.

Second, the company made it compulsory for eligible male employees with a pregnant spouse to consult with their superiors and the Human Resources Division. These consultations were held to confirm male employees’ intentions to take childcare leave and their current working situations, as well as to share a realistic image of what taking childcare leave is like.

The two strategies aim to ease employees’ anxieties about temporary leave from work and reduce economic burden while promoting understanding and cooperation with superiors and colleagues. The ultimate goal is to nurture a corporate culture where employees are not hesitant to take childcare leave.

In fact, these strategies seem to be effective in achieving that specific goal. Eligible male employees have adopted a more positive attitude towards taking childcare leave, and their superiors and colleagues are becoming increasingly accepting of it as a norm at the company. In FY2018, 13% of eligible male employees took childcare leave. This year, under the two strategies mentioned above, the estimated rate of the eligible employees, including those who plan to take childcare leave by the end of the fiscal year, is 40%^{*1}, which indicates that employees’ awareness towards the matter is changing.

Mandom respects employee diversity and will continue its efforts to become a company where all employees can be actively involved in their work.

*1 Based on applications made as of the end of October 2019

*2 A system to allow employees to use unused annual paid leave which otherwise expires in two years according to the Labor Standards Act if the purpose of use is acceptable to the company

Outline of the survey mentioned above

Date of implementation: October 2018

Subjects: Male and female employees of Mandom Group in Japan, n = 423