

How to Correctly Interact with a Diverse Range of People

We invite experts from outside the company, and hold seminars and dialogues (discussion and exchange of views) based on the themes of the Mandom Group's CSR Material Issues.

This year, we held two seminars to address issues relating to human rights and labor practices: LGBT Manners Training and Universal Manners Training.

— Main Objectives in Terms of CSR —

1. Promotion and realization of the Ten Principles of the UN Global Compact, which aim to foster a corporate culture appropriate for a global corporation

[Principle 1] Businesses should support and respect the protection of internationally proclaimed human rights.
[Principle 2] Businesses should make sure that they are not complicit in human rights abuses.
[Principle 6] Elimination of discrimination in respect of employment and occupation.

2. Contribution to Sustainable Development Goals (SDGs)

[Goal 5] Gender Equality
[Goal 8] Decent Work and Economic Growth
[Goal 10] Reduced Inequalities



3. Promotion of the measures toward solving Mandom Group's CSR Material Issues, aimed at achieving sustainable development and improving corporate value

[Issue No.03] Continuous investment in education on human rights
[Issue No.05] Achieving employee satisfaction (ES) and diversity
[Issue No.13] Detecting and contributing to new social paradigms

4. Fostering a mindset and developing skills enabling us to continually respond to related laws and regulations, and secure diverse human resources

LGBT Manners Training

On October 20 (Thu.), 2016, we enlisted the cooperation of the Japan Universal Manners Association (Mirairo Inc.) and carried out LGBT Manners Training.



[Lecturer] Ayumu Horikawa

Lecturer, Japan Universal Manners Association
 Lecturer, Mirairo Inc.



Born with the mind of a man in the body of a woman. After graduating from high school, he joined the Japan Ground Self-Defense Force. Later, he traveled around the world, and started a general support business for LGBT people. He has delivered more than 100 talks and training sessions of diversity education, primarily to educational institutions and administrative agencies, and has a column on gender and sex on the All About website. He is working hard every day to create a society where all people can be true to themselves.

LGBT is a general term, derived from the acronym for Lesbian, Gay, Bisexual (people who prefer the same sex or both sexes) and Transgender (people whose sense of identity doesn't correspond to their birth sex) i.e., people who feel a gender mismatch between their mind and body. According to a survey conducted by the Dentsu Diversity Lab (Dentsu Communication Institute), people classified as belonging to the LGBT community in Japan are reported to constitute about 7.6% of the total population, or 1 out of every 13 people. Through business activities such as the manufacturing and sale of cosmetics, the Mandom Group is engaged in

thoughtful action every day to enable more consumers to use our products in the various nations and regions of the world. To put into practice the Mandom Group's KohDoh principle of "creating lifestyle value with consumers, for consumers," we must respond appropriately to the expectations and demands of a diverse range of consumers. Also, we believe that understanding and consideration for LGBT people is essential in all phases of our business activities, inside and outside the company. This is why we decided to hold this training.

Main Points Learned in This Training



1. Basic knowledge about LGBT and recent trends
2. What are the expectations and demands that LGBT people have for companies?
3. To create a workplace environment that is comfortable for LGBT people regardless of whether they have come out
 -As a company, what response will be needed going forward, in terms of the personnel and labor management system, in-house facilities, etc.?
4. What are the proper manners when interacting with an LGBT person?
 -In the case of a person outside the company (person who has come out, person who has not come out)
 -In the case of an employee within the company (vertical or horizontal relationship, person who has come out or has not come out)
5. Other suggestions by the lecturer, etc.



The participants were Takeshi Mito, Executive Officer and General Manager of the Human Resources Division, and 20 employees selected from the Human Resources Division, General Administration Division, and Customer Relations Division. From the lecturer, Ayumu Horikawa, they learned about topics including basic knowledge on LGBT, the latest trends inside and outside Japan, and key points to consider as an organization and individual. During the training, a number of case studies based on actual

examples were presented in addition to the lecture. This was a valuable first opportunity for the participating employees from various divisions to discuss—across boundaries such as standpoint, sex, and age—how to interact with LGBT people. At the reception held at a different location after the training, participants engaged in lively dialogue and exchange of views with Mr. Horikawa, including questions they were not able to ask due to the limited time at the training.

Universal Manners Training (Level 3, Level 2)

"Universal Manners" is a form of consideration that involves thinking from someone else's perspective and acting based on a proper understanding of their situation. It is both a mental and physical approach to interacting with diverse types of people.

Last year, on April 27 (Wed.), 2016, a total of 36 employees underwent Universal Manners Training (Level 3), including Director and Senior Managing Executive Officer Tatsuyoshi

Kitamura. In the questionnaire after the training, participants indicated that they felt that more employees should learn universal manners, and that they themselves would like to take Level 2 training to learn practical support methods as well as acquire more detailed knowledge. Thus, additional Universal Manners Training sessions for Level 2 and 3 were held on December 6 (Tue.), 2016.



Morning Session Universal Manners Level 3

In Universal Manners Level 3, the participants learned from the lecturer, Ms. Hiromi Kishida, the basics of how to approach and talk to diverse types of people including the elderly and people with disabilities. This year, a survey to call for applicants was given beforehand to all employees working at the head office to broaden understanding of universal manners to a greater number of employees, as a result, 52 employees participated on the day.

Over the course of a 75-minute lecture and 45-minute group session, the participants learned many things they did not previously know or had misunderstood, such as the necessary basic knowledge and thinking required to deal with diverse types of people different from themselves, and the manners to be considered when dealing with such people.



External Site

▶ [Universal Manners Test Official Website \(Japanese Only\)](#)



[Lecturer] Hiromi Kishida

Lecturer, Japan Universal Manners Association
Lecturer, Mirairo Inc.



Born in Osaka Prefecture. While raising her daughter and son, the latter with a mental disability, her husband died suddenly of a heart attack in 2005. In 2008 she herself became paralyzed from the waist down due to an aortic dissection. In 2011 she joined Mirairo Inc. and began to offer counseling on Universal Design from the unique perspective of "changing barriers into value." She is also active as a Universal Manners trainer, giving over 150 lectures a year on how to interact with the elderly and people with disabilities.

Afternoon Session Universal Manners Level 2

In the Universal Manners Training Level 2, 27 employees, primarily those who took the Level 3 training the previous year (April 2016), learned about the specifics and techniques of more practical universal manners.

In the first half of the lecture (70 minutes), participants learned from the lecturer, Jun Haraguchi, who himself has a visual disability. The talk was based on the basic understanding of the elderly and disabled, and covered topics such as the types of disabilities relative to various environments, their current status, and basic approaches on consideration and support for each disability. Disability with respect to the environment varies depending on the situation. There are also differences between people in how disabilities are perceived, and how they provide support. What is important is to go beyond the manual or the preconceptions in supporting physically challenged people. The basic approach is to let them have options by first asking them what their current difficulties or desires are, so that it is them who tell you what support they need in each particular situation. This was confirmed by all the participants while referring to specific examples.

In the second half focusing on practical skills (150 minutes), participants learned the following sort of specific and practical information regarding methods, precautions, and other points on support for each type of disability.

- *How to deal with the elderly by wearing an experience kit
- *How to support wheelchair users
- *How to guide people with visual disabilities, and appropriate methods of communication which do not create unease
- *How to communicate with people who have hearing or language disabilities, etc.



In the questionnaire after the Level 2 training, many participants commented that they realized for the first time, by actually experiencing the unease of having a disability, how the support they had given previously was wrong or even dangerous. Regarding methods of communicating with those who have visual disabilities, some commented that they were able to learn basic techniques useful not only for interacting with the visually impaired, but also in everyday general communication. All in all, this was a very useful experience.

[Lecturer] Jun Haraguchi

Lecturer, Japan Universal Manners Association
Lecturer, Mirairo Inc.



Born in 1988 in Minamiawaji City, Hyogo Prefecture, he has been visually impaired (totally blind) since birth. After attending a school for the blind from elementary through high school, he went on to Otemon Gakuin University. While at the school for the blind, he belonged to a broadcasting club, and advanced to a national competition in broadcasting in the announcer category. He plays blind soccer on a club team, and is also engaged in activities to popularize it, primarily at elementary and junior high schools.



Conclusion Striving to Become Sustainable, Resilient Organizations

In this year's KohDoh Feature 02, we have presented two efforts based on the theme of "How to Correctly Interact with a Diverse Range of People": LGBT Manners Training and Universal Manners Training.

In considering diversity, we believe it is very beneficial to learn by interacting with and supporting diverse types of people, including people with disabilities, the elderly, non-Japanese, and LGBT.

In the group session for Universal Manners Level 3, the members first listed on a sheet of paper as many ways they could think of that they are "different from other people." There were many differences, some bodily features, others in terms of character, way of thinking, values, experience, things they are good at, and weak points.

We believe that having diverse types of people working at the same workplace, and by accepting these differences and

valuing each person as a precious human asset, makes an organization sustainable and resilient (flexibly strong), not uniform or overly individualistic. This year, the participating employees got a keen sense of the significance and value of promoting diversity as a company.

At Mandom, we have just started systematic efforts to make progress based on our CSR Material Issues, but going forward we intend to actively plan opportunities for dialogues with our diverse range of stakeholders, and thereby promote efforts to achieve CSR and sustainability. We look forward to your continued support.

Finally, we would like to express our sincere gratitude and appreciation to Japan Universal Manners Association and Mirairo Inc. for their assistance with this year's training.