

Shiseido DE&I Lab: Researching the Relationship Between Diverse Talent and Corporate Growth

—”Shiseido DE&I Lab Site” Opens on March 8th, International Women's Day—

SHISEIDO DE&ILab

Shiseido will launch its "Shiseido DE&I Lab Site" on March 8th (Friday). In February 2023, the company established the "Shiseido DE&I Lab*1," an internal research institution dedicated to studying the relationship between the success of diverse talent and corporate growth. The aim of this website is to contribute to the promotion of DE&I in Japanese society by publicly sharing the research findings of the Shiseido DE&I Lab, as well as its past initiatives and learnings, both internally and externally.

*1 Launched in 2023, the internal research institution "Shiseido D&I Lab" studies the relationship between the success of diverse talent and corporate growth. : <https://corp.shiseido.com/jp/news/detail.html?n=0000000003555>

About the Shiseido DE&I Lab Site

Shiseido, under its corporate mission "BEAUTY INNOVATIONS FOR A BETTER WORLD," positions diversity, equity & inclusion (DE&I) as a key pillar of its management strategy, aiming to create an organizational culture that continuously generates innovation by leveraging the strengths of people with diverse backgrounds. As a leading Japanese company, Shiseido aspires to contribute to the growth of the Japanese economy through the realization of DE&I. On the DE&I Lab Site, the company will be publishing the learnings gained from its past initiatives such as its workstyle reforms for beauty professionals and women's management training programs under "actions," as well as its empirical research*2 results on the relationship between diverse talent and corporate growth conducted in collaboration with a team led by Professor Shintaro Yamaguchi from the University of Tokyo*2, under "research."

*2 Research led by Shintaro Yamaguchi and Yoko Okuyama (Assistant Professor at the Department of Economics, Uppsala University / Invited Researcher at CREPE, University of Tokyo) as a co-researcher.

[Main contents]

- Actions: Introduction of Shiseido's DE&I initiatives *To be released on March 8th (Friday)
 - Work Style Reform for Personal Beauty Partners (Part 1)
 - Work Style Reform for Personal Beauty Partners— 10 Years Later — (Part 2)
 - A DE&I Perspective on Marketing! “DE&I Input Session”
 - Actions to motivate women into management positions! — Shiseido Women's Leadership Development Session —
 - Innovation born from diverse perspectives: The secret story behind the development of Wet Force Technology
- Research: Empirical results from the DE&I Lab *To be released on April 8th (Monday)
 - From women's empowerment to gender equality: Overcoming gender inequality with DE&I
- English version of the site to be released on May 31st (Friday)
URL: <https://corp.shiseido.com/deilab/jp/>



Shiseido DE&I Lab Site image

Future prospectives of the Shiseido DE&I Lab

Shiseido regards the longstanding issue in Japan of "gender equality and women's empowerment" its initial key theme. To develop effective initiatives that address gender disparities, it is necessary to delve deeper into the promotion of women's empowerment. Future research will strive to visualize organizational biases and examine their impact on the advancement of women. Furthermore, it is said that diverse human resources, not limited to women but including those with diverse backgrounds in terms of attributes like age and nationality, bring different values and perspectives that can lead to innovation. Even with a diverse workforce, creating an inclusive organization that respects a variety of opinions and differences is essential for realizing innovation. Shiseido plans to verify the process of generating innovation from internal examples and identify which inclusive factors are more likely to lead to innovation and, consequently, corporate growth, exploring the causal relationship between the success of diverse talent and corporate growth.

<Reference information>

Shiseido's promotion of women's empowerment

Shiseido believes that the success of diverse talent generates innovation, leading to further growth of the company and the self-fulfillment of employees. Female employees make up 81.9% of the Shiseido Group, with a female management ratio of 58.8% across the group, 40.0% in Japan, and a female executive officer ratio of 40.0%*3. In Japan, the company aims to achieve a 50% female management ratio across all levels by 2030, symbolizing gender equality. Externally, the company's Representative Director, Chairman, and CEO, Masahiko Uotani, serves as the chairman of the "30% Club Japan"*4, an organization that aims to increase the proportion of women in executive positions in Japanese companies, and as the co-chair of the Diversity Promotion Committee of the Japan Business Federation, leading efforts to close the gender gap in Japanese society.

As a result of Shiseido's proactive efforts to promote women's empowerment both internally and externally, in 2023, the company was selected a "Nadeshiko Brand" for the third consecutive year. This is an award given by the Ministry of Economy, Trade and Industry in collaboration with the Tokyo Stock Exchange to listed companies that excel in promoting women's empowerment. Shiseido also ranked first for two consecutive years in Nikkei WOMAN's "100 Best Companies Where Women Actively Take Part" and was chosen for the first time, the number one company in Forbes JAPAN's "Forbes JAPAN WOMEN AWARD 2023."

<https://corp.shiseido.com/en/sustainability/labor/diversity.html>

*3 The management ratio is a preliminary figure as of February 2024, and the executive officer ratio is as of April 1, 2023.

*4 A campaign launched in 2019 to increase the proportion of women in executive positions in Japanese companies

<https://corp.shiseido.com/en/sustainability/society/>