

Shiseido Headquarters Shiodome Office Achieves Highest “S-Rank Evaluation” in “CASBEE-Wellness Office Certification”

Shiseido's headquarters Shiodome office, "GLOBAL VISION CENTER," has been awarded the highest S-rank evaluation in the "CASBEE-Wellness Office Evaluation Certification" as an office that considers the health, comfort, and intellectual productivity of its building users. This award recognizes Shiseido's efforts to create a comfortable working environment based on the company's health management and safety measures, the global headquarters leading the regional headquarters, as well as its office planning that combines function and design to express the worldview of all Shiseido's brands, driving beauty innovation.



CASBEE-Wellness Office

The CASBEE-Wellness Office evaluates the specification, performance, and construction of buildings that support the maintenance and enhancement of the health and comfort of building users. It evaluates not only elements that directly affect the health and comfort of workers in the building, but also factors that contribute to the improvement of intellectual productivity and performance related to safety and security.

*Cited from https://www.ibec.or.jp/CASBEE/certification/WO_certification.html (Available in Japanese only)

Evaluated Points

1. Health and comfort

Office spaces are arranged according to activity-based working (ABW) and include multi-purpose meeting spaces and conference rooms. The worldview of the global brands is also reproduced on each floor, creating a workplace where brand marketing can always be kept at the forefront.

The New Value Creation floor is an extraordinary space inspired by a forest with light and flickering that reproduce circadian rhythms and fragrances from diffusers, creating a space that is pleasant to the senses and stimulates them.

2. Improved convenience

The cafeteria has been designed to foster communication between employees over meals. Placed on one of the middle floors, it is easily accessible from both the lower and upper levels of the building.

Adjustable tables have been installed in easily accessible locations in key areas such as elevator halls, restrooms, and meeting rooms, and sufficient passage width has been secured to accommodate

wheelchair users and visually impaired individuals, creating an inclusive environment.

3. Safe and secure

The building is equipped with devices that minimize structural swaying, enhancing seismic resistance. High security is also maintained through an entry and exit management system, mechanical security, and a disaster prevention center that is staffed 24 hours a day.

Easy-to-understand illustrations with Japanese and English descriptions are displayed within the building along with our original pictograms.

4. Operational management

A fire safety plan has been put together, and initiatives to encourage participation in planned, legally required fire drills are implemented. A maintenance and preservation system (for asset, property, and building management) has been established, ensuring routine maintenance and planned preservation.

A disaster support cooperation agreement has been signed with Minato Ward and supplies for accommodating people who are unable to return home in the event of a disaster are stored on the premises.

5. Programs

Various health promotion and beauty enhancement programs are offered, including those addressing women's unique health problems and support for balancing cancer treatment with work. The company is committed to health management and actively supports and promotes the health and well-being of its employees.

Overview of the GLOBAL VISION CENTER

Fully operational since June 2021, the GLOBAL VISION CENTER, our global headquarters, has updated its office functions and working environment to better lead regional headquarters. It promotes beauty innovation by combining the workplace concept of the "intersection of creativity" with function and design that allows one to experience the worldview of all the brands.

An online broadcasting studio has been set up in the center to quickly disseminate information to the global community both inside and outside the company. Also, to foster a corporate culture of diversity and a culture in which employees can respect each other and continue to innovate, a safe and comfortable environment for everyone has been established with the promotion of a universal design and the creation of spaces for collaboration inside and outside the company, such as the New Value Creation floor where employees can freely think in an extraordinary space, and a cafeteria that promotes communication among employees over meals. The interior design was made to express the brand's worldview across the entire floor, and by utilizing the architectural characteristics of the atrium and alternating the floors of the brand and corporate departments, it has enabled employees to feel the brand's worldview and develop a sense of involvement in the brand business, thereby contributing to beauty innovation for a better world.

Shiseido's Sustainability

Since our establishment in 1872, we have been creating social value by respecting people, society, and nature. Based on our idea of "PEOPLE FIRST," we believe that human resources are a valuable asset to a company and that investing in human resources enhances corporate value. As such, we are continuing to evolve our personnel system and policies. In order to continue realizing our corporate philosophy of "BEAUTY INNOVATIONS FOR A BETTER WORLD," we are promoting a culture of acknowledging and respecting individual differences, regardless of gender, age, or nationality, and encouraging discussions for new value creation. We are addressing social issues with a unique approach befitting a beauty company and aiming to realize a sustainable society where everyone can enjoy a lifetime of happiness through the power of beauty by 2030. We are promoting initiatives for creating social value and solving social and environmental issues through our main business.