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Nurturing the Next Generation

Basic Approach

We support the healthy growth of children who will contribute to creating a sustainable society.

Morinaga Milk believes that since it is people who create society, cultivating people is something that must be done by society as a whole—it is not just the role of the education system.

With the rapid development of information technologies and globalization, it is becoming apparent that society is moving away from an era where future development remains an extension of current accepted practices. With the revised government guidelines for education in Japan, in terms of education Morinaga Milk aims to assist in developing the qualities and abilities the young need to innovate into the future.

Morinaga Milk has prepared a program utilizing its own knowledge to foster today's children with their future in mind. Morinaga Milk will continue to support the nurturing of the next generation.

System

Morinaga Milk CSR Committee meetings, which are chaired by the president, are held twice a year for monitoring and reporting on the progress of KPIs. In addition, Morinaga Milk implements PDCA cycles with the general managers of the relevant divisions responsible for "Priority Issue: Nurturing the Next Generation" and the general managers of the relevant departments responsible for promoting KPIs.

The CSR Promotion Department serves as the secretariat for next-generation education programs and works in cooperation with the relevant departments.



KPIs

Direction of activities	KPIs
Provide a place to learn about food culture and nutrition in order to acquire the basic skills to live healthy and enjoyable lifestyles (food education classes, KidZania)	Total participants over three-year period starting in 2019: 300,000 (1)
Provide a place to learn about the gifts of nature and the techniques and research that utilize them (plant tours, Expedition of Woods and Food, career education)	Same as above
Establish an environment for nurturing the next generation	Provide ongoing consultation on infants with the Angel 110 Hotline; handle calls from a total of 1 million people by FY 2020 (2)

Progress on main KPIs (corresponding to number on the table):

- (1) Approximately 100,000 visitors, including KidZania visits, factory tours, and company visits
Number of participants in company visits in FY 2019: approximately 600 (approximately twice the number for the previous year)
- (2) Advice provided to over 980,000 callers
In 2020, we will mark the 45th anniversary of the establishment of this service. We will continue to enhance our public information activities

Morinaga Milk's Activities for Nurturing the Next Generation

Plant Tours

Morinaga Milk gives plant tours at three of its plants (Tokyo Tama Plant, Chukyo Plant, Kobe Plant) to show consumers how its products are produced. On-site visits to the plant's sanitary production lines and other facilities demonstrate Morinaga Milk's commitment to manufacturing excellence and production grounded in safety and reliability.



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Little Angels Forest and Food Expedition Team

The "Little Angels Forest and Food Expedition Team" class is an outdoor educational experience for about 30 elementary school students from Grades 4 through 6. The children spend four nights and five days together exploring life in nature. They cooperate with their classmates in a series of eating, creating, and playing experiences such as harvesting vegetables, tending to animals at dairy farms, climbing trees, playing in rivers, building rudimentary structures, and taking plant tours, all with the aim of discovering the essentials of living by one's own devices in nature.



Pavilions at KidZania Tokyo and KidZania Koshien

KidZania provides an interactive experience where children can be leaders and learn about society while having fun. Empathizing with the KidZania concept of fostering realistic vocational experiences to equip children with the skills they need to survive in the future, Morinaga Milk is an official sponsor of "Milk House" pavilions at two KidZania cities—in Tokyo since 2012 and Koshien (in the Kansai area) since 2016. Children visiting Milk House work as "milk food marketers" to plan and create products that consumers will appreciate. The goal of these work-like experiences is to have children: (1) experience and understand the work involved in providing new "added value" to consumers, (2) learn more about milk and dairy products, and (3) understand and take an interest in the dairy industry.



Career Education

Visiting Classes at Elementary Schools

Morinaga Milk began these on-site classes in 2015 with the aim of leveraging our advanced milk technologies to create foundations in children for developing a healthy and rich well-being.

Elementary school is a vital period in a child's growth. Using the familiar ingredient of milk, these 45-minute classes teach children to interpret the nutritional information on milk cartons and to think about the meaning of why school lunches provide a serving of milk each day.

Results

	2015	2016	2017	2018	2019
No. of times held	1	3	4	5	7
No. of participants	31	80	132	327	422

Career Education for Junior and Senior High School Students

It has been pointed out that changes in social structures and values have resulted in less-than-ideal occupational and work attitudes. In 2014, Morinaga Milk began cooperating with Twice Research Institute to develop project-based learning geared toward junior high, high school, and university students to contribute to solving social issues in the education field.

In this program, students work as a member of the company to present their findings on issues we put forward. This program aims to nurture a healthy occupational, work and moral attitude that will serve as a source of vitality when the students transition to the working world.

Morinaga Milk employees participate and provide advice through school visits or by working with students over the internet to support their efforts.

Since 2016, we have also conducted a student visitor program. Students visiting headquarters for exploratory career study visits or as part of school trips listen to employees talk about their own careers or have a mini-work experience. By deepening student understanding about work and the ties between companies and society, Morinaga Milk contributes to creating opportunities for students as they consider possible careers.

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Results: Business Interns

	2015	2016	2017	2018	2019
No. of schools	20	23	20	19	23
No. of participants	1,000	1,048	874	774	1,142

*An increase in the number of participating companies and an increase in the number of available programs has resulted in a reduction in the number of participating students for each company.

Results: Exploratory Career Study Visits

	2016	2017	2018	2019
No. of schools	12	27	33	53
No. of participants	61	234	282	588

Tour of Volleyball

Since 2016, Morinaga Milk has been running volleyball clinics around Japan with technical guidance from former national team athletes. These clinics aim to support the growth of female junior high school athletes as well as communicate the importance of food through Morinaga Milk products and services.



Results

	2016	2017	2018	2019
No. of times held	21	22	23	21
No. of participants	2,317	2,277	2,398	2,196

Creating an Environment for Nurturing the Next Generation

Angel 110 Hotline for Free Childrearing Consultations

In May of 1975, when the number of nuclear families was surging in an environment of rapid economic growth, Morinaga started a free childcare telephone consultation service. This service helps mothers who were struggling with taking care of their children in a dramatically changing child-raising environment. The consultation service continues to welcome questions from mothers about their early stages of pregnancy, child-raising, and their children's early years up to elementary school. As of March 31, 2020, the consultation service received 978,338 questions. The questions have spanned the gamut of topics from eating habits ("How much and what should I feed my baby?") and parental fears ("I have no confidence in my child-raising skills") to child development.

Beyond telephone consultations, Morinaga Milk also takes part in nursing student programs and holds childcare support seminars for employees. The consultants listen to the anxieties, troubles, and doubts of the parents of young children, and think through things with them to help them find solutions in order to ease their worries. Morinaga Milk is committed to continuing offering support to anyone who finds themselves facing challenges in pregnancy or child-raising.

Angel 110 Hotline Inquiries

