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Nurturing the Next Generation

Basic Approach

We support the healthy growth of children as future contributors to the creation of a sustainable society.

Morinaga Milk believes that since it is people who create society, supporting the growth of 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.

Additionally, we contributed 108 million yen in FY 2019 and 105 million yen in FY 2020 for social contribution activities to nurture the next generation.

KPIs

Direction of Activities	KPIs	Progress Details for KPIs
Provide a place to learn about food culture and nutrition to live healthy and enjoyable lifestyles (food education classes, KidZania)	Total participants over three-year period starting in 2019: 300,000	Approximately 130,000 visitors, including career education, KidZania visits, and plant tours (as of March 31, 2021) (▶ p. 77) Note: To prevent the spread of COVID-19, we stopped accepting plant tours, company visits, and onsite lessons from February 2020. Company visits and onsite lessons were subsequently resumed, but in an online format. Other programs for nurturing the next generation were also moved online.
Provide a place to learn about the gifts of nature and the techniques and research that utilize them (plant tours, Forest and Food Expedition Team, career education)		
Establish an environment in which the next generation can be raised	Provide ongoing consultation on infants through the Angel 110 hotline; handle calls from a total of 1 million people by FY 2020	Advice provided to over 990,000 callers (as of March 31, 2021) (▶ p. 79)



System

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

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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.

Note: To prevent the spread of COVID-19, we stopped accepting plant tours from February 2020.



Photo from FY 2019

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.



Photo from FY 2019



▶ Please see the "Online Initiatives" section (p. 80) for details.

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.



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Career Education

Visiting Classes at Elementary Schools

Morinaga Milk began these on-site classes in 2015 to create foundations in children for developing a healthy and rich well-being.

These 45-minute classes use the milk provided each day as part of school lunches to teach children how to interpret the nutritional information printed on the cartons and to think about what is important for physical fitness. From FY 2020, we also began a 45-minute program to think about deliciousness and health while learning about fermentation and manufacturing processes using yogurt as the theme.

REPORT ▶ Please see the "Online Initiatives" section (p. 80) for details.

Results

	2016	2017	2018	2019	2020
No. of times held	3	4	5	7	3
No. of participants	80	132	327	422	299

Career Education for Junior and Senior High School Students, and University Students

To foster sensibilities toward a career and working, and to contribute to solving social issues in the field of education, Morinaga Milk employees visit school or give online support for students and their learning. In 2014, Morinaga Milk began cooperating with the 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 to present their findings on issues we put forward, with the aim of fostering a source of vitality that can be tapped when the students transition to the working world.

Since 2016, we have also conducted a student visitor study program. Students visiting the head office for exploratory career study visits or as part of school trips listen to employees talk about their own careers and how their work is rewarding, and have a simple work experience. From 2020, this program was changed to include SDGs and is now held online. 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.

REPORT ▶ Please see the "Online Initiatives" section (p. 80) for details.

Results: Business Interns

	2016	2017	2018	2019	2020
No. of schools	23	20	19	23	25
No. of participants	1,048	874	774	1,142	980

Note: 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	2020
No. of schools	12	27	33	53	1
No. of participants	61	234	282	588	270

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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.



Photo from FY 2019



▶ Please see the "Online Initiatives" section (p. 80) for details.

Results

	2016	2017	2018	2019	2020
No. of times held	21	22	23	21	–
No. of participants	2,317	2,277	2,398	2,196	7,773

Note: 2020 figures are counted as the total number of recipients of virtual volleyball notebooks and persons who participated in online remote classes or roundtable discussions.

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, 2021, the consultation service received 988,279 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.

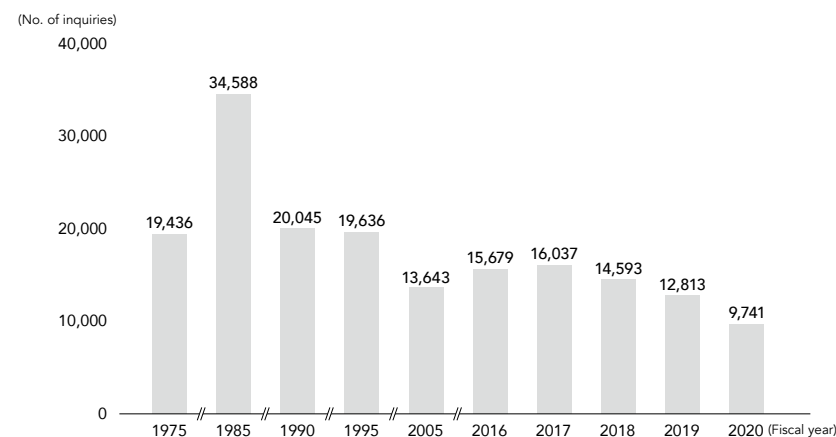
Beyond telephone consultations, Morinaga Milk also takes part in online training as part of the curriculum for nursing college students and holds childcare support seminars for employees.

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.



▶ Please see the "Online Initiatives" section (p. 80) for details.

Angel 110 Hotline Inquiries



Note: The hotline system was partially reduced in FY 2020 to ensure the safety of the counselors in light of the COVID-19 pandemic.

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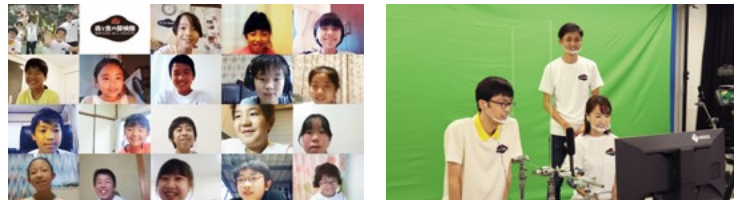
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Online Initiatives

To prevent the spread of COVID-19 and to respond to the recent shift to ICT in educational settings, Morinaga Milk is moving forward with online initiatives as a new format of communication. Since 2020, we have been developing program content that allows users to experience what could only be previously done in face-to-face visits while working to delivering the same level of value.

Forest and Food Expedition Team Online Roundtable

Morinaga Milk held an online roundtable discussion with 66 children who had participated in the expedition team in the preceding five years (2015–2019). By looking back at past activities and interacting with past participants, the resulting dialogue helped roundtable members realize how they have grown. We will continue to implement programs that allow participants to understand how their experiences have helped them grow.



Online Visits to Classes (Elementary School)

Using yogurt as a theme, Morinaga Milk has started an elementary-school program to promote fermentation, with our employees acting as instructors and using slides and videos as instruction materials. Time is set aside for children to interview the instructor, and the program moves forward with two-way online communication. Students learn about familiar dairy products, the mechanisms of yogurt fermentation, the relationship between yogurt and health, and production processes. In FY 2020, 266 elementary school students participated.



Online Company Visits (Junior High, High School, Technical College)

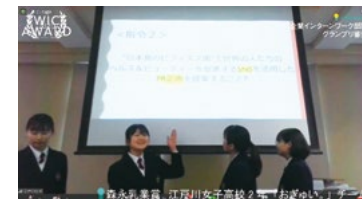
This program uses videos, individual work example, and real-time Q&A sessions to introduce what Morinaga Milk does to continue contributing to a sustainable society, how its employees work and how they spent their time as students. The program contributes to fostering student awareness about creating a future society through their profession and work while also considering their own connection to the future. Participating students said they were able to grasp the concept of career development, the social role of Morinaga Milk and the company stance toward its products. Instructors noted that they were able to develop concrete images and experience the possibility of such IT-based education, and hoped to continue cooperating with companies using such online tools.



Note: Text and photos are from in-person visits before the implementation of online visits.

Business Interns

In FY 2020, we asked 980 high school students from 25 schools across Japan to take on the challenge of developing a SNS-based PR project, "Promote the health and beauty of people around the world with bifidobacteria from Japan!" and help us create the future of our company together. By learning about bifidobacteria, students were able to learn about health and world affairs. Morinaga Milk employees worked with the student groups online to provide support. At the national tournament, "Ogyui," a group of second-year high school students from Edogawa Girls' High School in Tokyo who chose Morinaga Milk as their internship company, took the top prize for their project.



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Tour of Volleyball × Online Volleyball Class

Since the Tour of Volleyball was cancelled in FY 2020 to prevent the spread of COVID-19, we created a virtual volleyball notebook as an alternative. The notebook allows students, who were under practice and activity restrictions because of the pandemic, to experience simulated technical and nutritional guidance. Through Boards of Education nationwide, we distributed 7,000 copies of the virtual volleyball notebook in 22 prefectures. A follow-up remote class via Zoom was also held for notebook users. Follow-up exercises (technical guidance) and roundtable discussions (appealing to health and nutrition) were held with top athletes.

Participants commented that they found the collaborative event between nutrition and sports very interesting and that they were happy to learn about inside stories they would otherwise usually not hear about.



Angel 110 Hotline Online Roundtable

An online roundtable discussion with Angel 110 Hotline counselors was held for Morinaga Milk employees with the aim of helping to solve employee problems and concerns about child-raising. The discussion included not only advice from hotline counselors about topics such as playing during the COVID-19 pandemic, how parents should approach sibling quarrels, and child development, but also stories from more experienced parents for newer parents, etc., resulting in an active discussion about raising children.

