

Uzabase / D&I Report 2022

# Diversity & Inclusion

“Awaken a world of play in business, with our insights”.

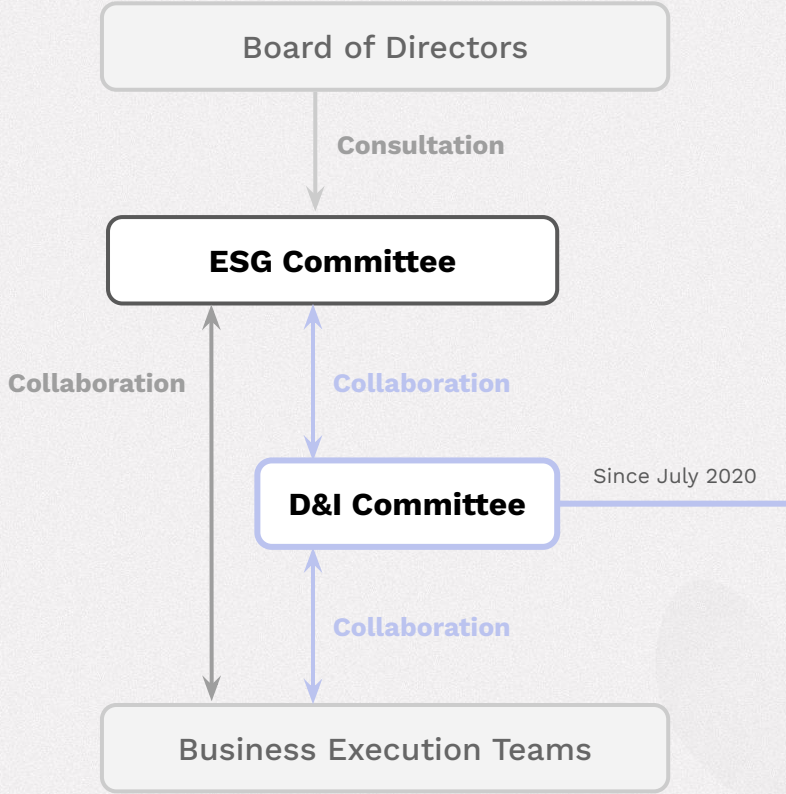
In line with our Purpose, Uzabase aims to deliver value to business professionals around the world by creating platform solutions that cater to the needs of a diverse range of users.

To achieve this, we ourselves need to be diverse. As one of our 7 Values says, “We need what you bring”. This means having respect for each other and creating opportunities to unleash the full potential of each and every person working at Uzabase. This thinking is what drives the growth of our business and our teams.

We aim to create an organization where diverse talents have ample opportunities to unleash their full potential. By putting this goal into practice and spreading the news about what we learned from it, we believe we can help create a society where diverse talents can truly flourish.

### ***We need what you bring***

We communicate openly—expressing ourselves honestly and listening with respect turning our differences into strength. The unique way you see the world makes all of us smarter. The way you express yourself inspires us to be more creative. Speak your mind. Share from the heart. Express your talents and be yourself. We celebrate diversity of experience, thought, ethnicity, gender, religion, sexual orientation, and culture. Whatever your path, we need your point of view.



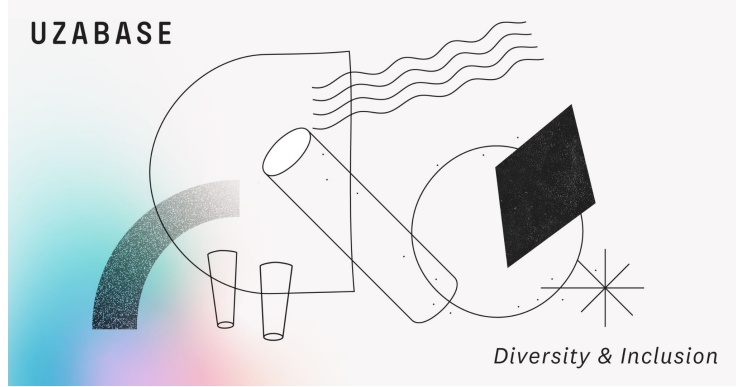
**D&I Committee members**

 Akisa Ohori	 Azusa Shibayama	 Irena Inumaru
 Kaori Watanabe	 Saki Ino	 Yuka Ota
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 External Director Masahiro Kotosaka	 CPO/CAO Shinobu Matsui	 Executive Advisor Yasuko Otsuka

\*names in alphabetical order



# D&I Committee Launched in June 2021 and D&I Commitment Announced as a Management Objective



Seeing how our company grew in size over the years and noting the changes in society's views on sustainability and the role of businesses in it, Uzabase decided to launch a project on diversity and inclusion in FY2020. As a result of this project we arrived to the conclusion that D&I initiatives must be implemented in a more systematic manner, and, they are not something that only one company should be doing. In FY2021, we officially launched the D&I Committee and [announced our own D&I Commitment](#) as an official management policy.

## 1 Ensuring information transparency

- Ensure that information is shared openly, with the exception of private and confidential matters
- All information, including executive compensation and company-wide salary tables, is fully disclosed
- internally; 360-degree feedback also implemented to ensure transparency of evaluations
- Enhanced interpretation and translation teams to overcome language barriers

## 2 Set up a D&I Committee and disclose D&I-related metrics and policies

- Established the D&I Committee, including external directors
- Committed to regular disclosure of D&I-related metrics and initiatives

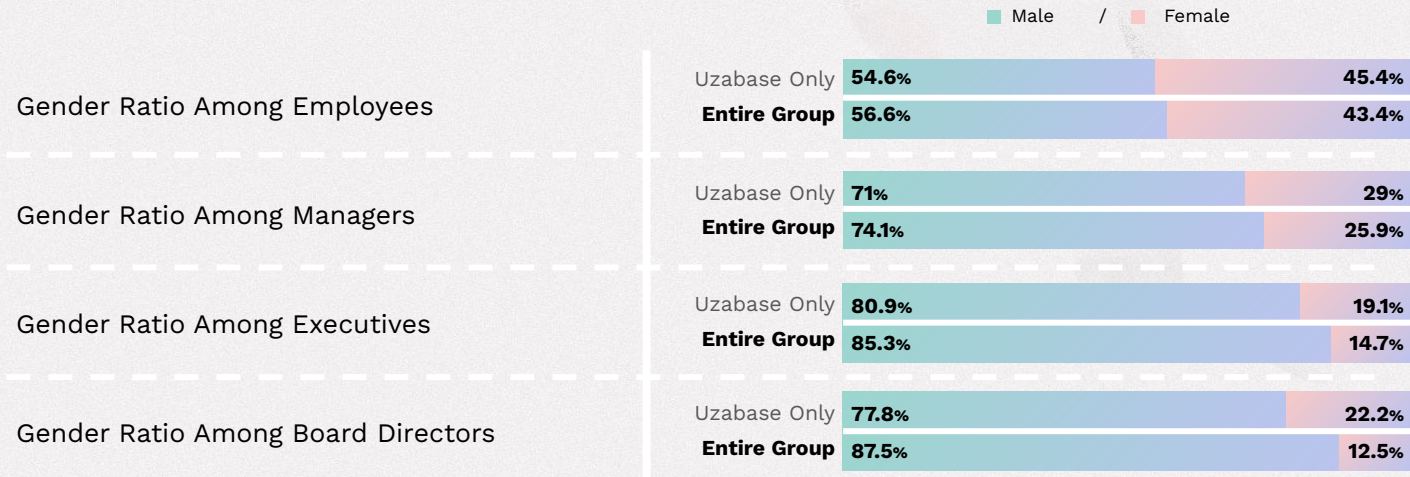
## 3 Help people overcome hurdles arising from structural issues in society

- "Design Your Own Working Style" - freedom to choose where and when to work
- Childcare allowance for sick children, daycare fee subsidies, nursing care support allowance
- Partnered with an external consultation service for fertility treatment, held seminars for employees
- Same-sex partnership system and same-sex marriage & common-law marriage certification system
- COVID-19 vaccination organized by the company, paid leave after vaccination (including care for family members)
- Acceleration of employment of DiversAbility members (people with disabilities) and development of an onboarding system for them

## 4 Reduce the gender disparity among regular employees and leaders

- Empowerment measures and mentoring programs to give people the courage to take the first step
- Support for internal communities, such as Career Juggling (for working parents) and Rainbow
- (LGBTQI+)

## Current Status of Diversity at Uzabase(1)

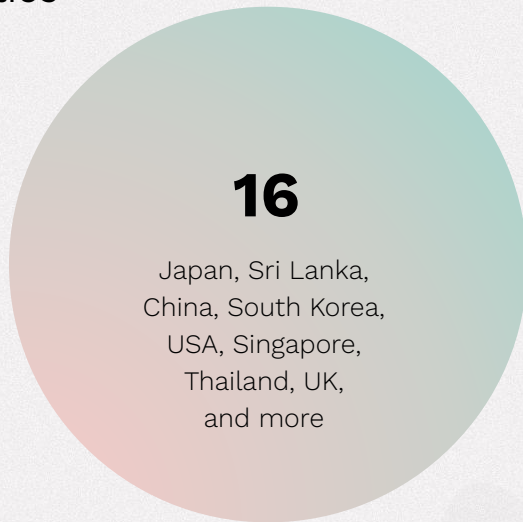


	Uzabase Only		Entire Group	
	Male	Femal	Male	Female
Gender Ratio Among New Hires in 2021	53.4%	46.6%	58.2%	41.8%
Parental Leave Taken	57.1%	100%	38.1%	100%
Came Back to Work After Parental Leave	100%			
Flex Time & Remote Work Implementation	100%			

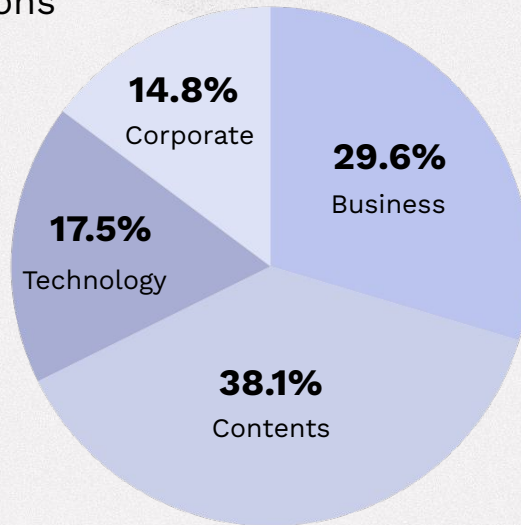


## Current Status of Diversity at Uzabase(2)

### Nationalities



### Professions

**Content**

Designers (UI/UX), analysts, editors, translators, etc.

**Business**

Sales, new business development, inside sales, marketing, etc.

**Technology**

Engineers, programmers, etc.

**Corporate**

Legal, HR, accounting, etc.

# Distinctive HR System to Fully Support the Value of “We Need What You Bring”

## Design Your Own Working Style

**Working style diversity gives the freedom to unleash individuality and talent across different teams**

In order to make our Purpose a reality, we need a diverse team composed of different personalities and talents. For these teams to coexist and respect each other, we need diverse working styles. By sharing the value of “Be free and own it”, we make it happen.

**Fulfill our job responsibilities in a way that fits individual lifestyles, making sure that everyone can work happily and perform to their fullest**

We respect the freedom of each team member to choose their own lifestyle, including that of their family and partners. This respect helps them focus on their work even better, achieve higher performance, and fulfill their responsibilities.

### **Free to choose where and when to work**

Some of our employees work remotely from rural regions or from abroad

Various forms of employment and levels of work commitment to attract **the best talent** (incl. side jobs)

**Many employees are working parents**, with 100% coming back to work after parental leave (both men and women)



## Details on Current Initiatives(1)

### HR Handbook

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Our HR system at Uzabase has been designed to reflect the company's Purpose and Values. This handbook visualizes the ideas behind our HR system and serves to provide everyone with a deeper understanding of the concepts behind each of our systems and how they have been designed.

#### **Background**

In 2020, as part of the D&I promotion project, we conducted a company-wide survey to see if there is true equality of opportunity across the UB Group. One of the issues that came to light was a lack of common understanding regarding the background and details of the systems and programs in the company, leaving some employees unconvinced. This HR Handbook intends to address that issue.

[Click here](#) to read the full HR Handbook (external website)





## Details on Current Initiatives(2)

### Maternity & Paternity Leave Handbook

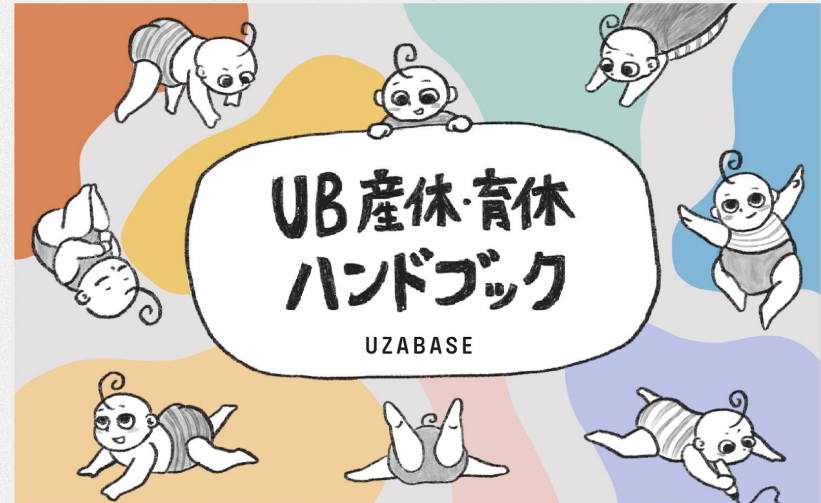
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This Handbook describes the application process for maternity/paternity leave within the Uzabase Group, tips on how to communicate that within the company, interviews with employees who have taken such leave, and other useful information to help address any concerns or uncertainties.

The Handbook received an even better response than we anticipated, and a lot of our female and male employees reached out to the People Experience team to discuss these options. The reaction was particularly great from our male employees, many of whom expressed the desire to take a paternity leave in the future, even if they have no current plans to do so.

[We want everyone to work with a peace of mind: how the Maternity & Paternity Leave Handbook got made](#)

(Japanese only)



## Details on Current Initiatives(3)

### 多様なRole Modelの社内外への発信

Across the entire Uzabase Group, only 26% of our managers are women, while the overall share of women is at 42%. In reality, there is no lack of people, regardless of their gender, who really want to become leaders. The challenging part is that many of them can't take that crucial first step towards making it a reality. To address this, we published 11 articles on D&I topics via UB Note.

#### [UB Note - Diversity & Inclusion](#)

(Japanese only)





## Details on Current Initiatives(4)

### D&I Casual Mentoring Program

We have created a casual mentoring program that invites everyone to ask leaders from diverse backgrounds across the Uzabase Group for advice, even on a one-off basis.

In our professional life there are moments when we feel doubts about our current career path or working style, but don't know who to talk to. How do you manage both parenting and work? I've been asked to become a leader, but can I really do it? Such questions often come up, especially among those who are preparing to become leaders. The casual mentoring system is designed to help our employees feel more at ease to discuss any concerns they may have.

[A stress-free way to have a 1on1 chat with executives from another business: how the casual mentoring program was made](#)

(Japanese only)



**半澤 瑞生** @mimi

お名前をクリックすると、予約ページへ遷移します。

Communications & Marketing Division  
SPEEDA R&D/INITIAL Team Manager

#2Bマーケ

#38歳

#私のキャリア

#カオス

#CareerJuggling

#保育園2児ママ

#採用

#キャンプ

**| 業務内容**

SPEEDAプロダクトに関するUIデザインを行っています。  
SPEEDA R&D、SPEEDA Expert の担当がメイン。

**| 経歴**

2016- UZABASE Inc.  
SPEEDA/INITIAL/FORCAS Marketing & Branding Div.

**| ストレngthスファインダー**

1. 最上思考 / 2. 包含 / 3. 着想 / 4. ポジティブ / 5. アレンジ

**| 相談キャパシティ**

月2-3名 各1時間

**| 16Personalities**

ISFP-A 冒険家

**| メンターの人となり**

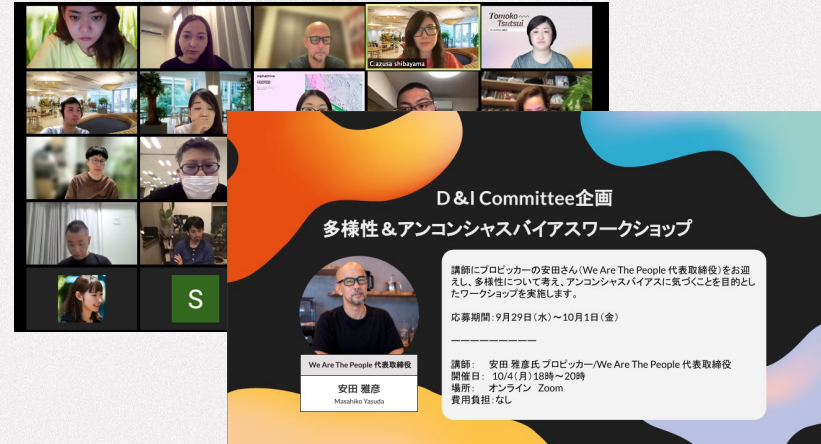
半澤さんの記事は[こちら](#)！

## Details on Current Initiatives(5)

### Seminar on Unconscious Bias

Masahiko Yasuda, the CEO of We Are The People and a ProPicker on NewsPicks was invited as a speaker for a workshop aiming to start a conversation about diversity and recognizing unconscious biases. Participants mainly included board directors and company leaders.

Participants were divided into small groups to discuss ways for organizations that value diversity to deal with unconscious bias based around the D&I philosophy of the Uzabase Group. This workshop provided an opportunity to think about how to apply D&I principles in their own daily life, both individually and as a group.





## Details on Current Initiatives(6)

### Next-Generation Empowerment Community

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Across the Uzabase Group, there are many students working as interns and young employees in their 20s who are actively involved in the business. As part of this project, we have established a community of young employees from various teams, mostly targeting those under 25 years old or people in their first to third year of employment. The goal is to create an environment where young employees can support each other in the challenges that they tackle on a daily basis, moving as “One Uzabase” with the younger generation at the helm.

With a meeting held once every quarter, the initiative is mainly designed to support the acquisition of soft business skills like self-management. In the past, we have held workshops to picture the future of the business and reflect on our values and the experiences that made us who we are.



## Details on Current Initiatives(7)

### Eliminating Information Gaps Due to Language

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The Uzabase Group has offices in four countries, and more than 100 of our employees work outside of Japan. In addition, the Group has employees of 17 nationalities. However, a large part of communication is still done only in Japanese, resulting in an information gap between members who speak Japanese and those who do not. To help bridge this information gap, we are currently implementing a number of initiatives (listed below).

- Company-wide Town Hall Meeting held in Japanese and English
- Separately organized an English Town Hall Meeting (once a month)
- Bolstered our interpretation and translation teams  
(simultaneous interpretation can be added to almost any meeting upon request)
- Minutes of the Board of Directors meetings and other internal documents shared in Japanese and English
- All major announcements made in Japanese and English
- Implemented machine translation to globalize communication on Slack



## Details on Current Initiatives(8)

### Fertility Treatment Consulting / Seminars on Topics Related to Sex & Gender

As part of UB Care benefits, a counselling service for fertility treatment (Stork Benefit) was added in FY2021. A relatively high number of people have already used this service, and we have received several positive comments from Uzabase members, mentioning that it really helped them psychologically. In addition, we held a number of seminars on infertility treatment, basic knowledge on menstruation, and other sex and gender-related topics.

#### About UB Care

UB Care is a benefit program to assist people in various stages of their lives, in accordance with our value of “We need what you bring”. In life, there are times when we can work to our full performance and when we can't, often due to various life events, such as pregnancy, childbirth, childcare, marriage, nursing care. or medical treatment. There are times when we can't do it on our own, when we need someone's help. And then there are issues stemming from the way society is structured. At Uzabase, we aim to be a workplace where our members can do their jobs with a peace of mind, even in trying times.



### コウノトリBenefit 利用マニュアル

#### UZABASE

初めての方はまずこちら



初心者向け使い方ガイド



オンライン面談を申し込む



こんにちは！コウノトリBenefitへようこそ。

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まずは、定期的に情報が受け取れるLINEアカウントに登録してみましょう！

本サービス利用中に取得した情報は

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## Details on Current Initiatives(9)

### Diversability Hiring & Onboarding

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At Uzabase, we refer to the employment of people with disabilities as Diversability Hiring. Our hope is that our future Diversability colleagues understand that we really do need what they bring, and are able to make the most of their strengths at our company, delivering new value to our users by looking at things from new perspectives which we perhaps could not see before. We also believe that it is important for us to fulfill our social responsibility as a public company on our path towards a sustainable society.

We are also trying to update our onboarding system on a daily basis so that Diversability members who have just joined are able to fit in quickly and without issues (specific initiatives are listed on the right).

- Created the Diversability Hiring Handbook
- Created the Diversability Onboarding Handbook
- Partnered with external experts to consult the teams and Diversability members



## Details on Business-Specific Initiatives(1)

### NewsPicks for WE

At the end of 2021, NewsPicks launched a community-based project together with IBM Japan to take a closer look at career development opportunities for women and empower them to take the next step.

- Leadership development courses for women
- Content on female leaders who can serve as role models
- Case studies of companies leading in D&I initiatives
- Opportunities for women to exchange opinions and share knowledge on their work

Through these initiatives, we aim to increase the share of women in decision-making positions across various companies and in the business world in general. This will help us contribute to the achievement of the 2030 goal proposed by Keidanren (Japan Business Federation) to ensure that 30% of executive positions in Japan are held by women.



## Details on Business-Specific Initiatives(2)

### Beyond Diversity

To coincide with Gender Equality Week in June 2021 and further accelerate the movement for women's empowerment in Japan, NewsPicks produced video content and Brand Story-type articles focusing on the initiatives of various companies who take concrete steps to address the issues faced by women in Japanese workplaces and the working styles that fit them.

The initiative was jointly organized by Uzabase and NewsPicks, and Uzabase was also featured in one of the video interviews describing the various D&I efforts it undertakes as a company.

