

To the press

Human StarChild Indonesia Center × People Baby Research Team First overseas "Baby Observation Workshop" held for childcare support

Human Star Child Co., Ltd. (Head Office: Yokohama City, Representative Director: Yusuke Kawashita, Representative Director: hereinafter "we"), a subsidiary of Human Academy Co., Ltd., organised the "Baby Observation Workshop" with the "People Baby Research Team" managed by People Co., Ltd. (Head Office: Chuo-ku, Tokyo, Director and Representative Executive Officer: Masato Kiribuchi), a toy manufacturer that makes toys through observation of babies.

[Summary]

- The first overseas "Baby Observation Workshop" by "People Baby Research Team" was held with Human StarChild Indonesia Center
- As part of our childcare support, we provided opportunities to deepen understanding of children's behavior and help raise children
- We will continue to hold such events in various places both domestically and overseas to support childcare



[Overview]

Since its opening in 2018, StarChild Indonesia Center (Kuningan, Jakarta) has been providing Japan-quality childcare based on our original education method that utilizes flash cards and workbooks as well as English communication environment in Indonesia. In 2019 and 2020, our program was adopted as an EDU-Port Nippon's supported projects*, which is a Japan MEXT project for the overseas expansion in the educational field.

As we support the policy of People Baby Research Team to share the value of the workshop throughout the world, on March 17, 2024, the StarChild Indonesia Center and People Baby Research Team held a "Baby Observation Workshop" at our center with the aim of deepening understanding of children's behavior and supporting childcare.

This is the first workshop held in overseas for the People Baby Research Team with arrangements made based on the workshops held in Japan.

*EDU-Port Nippon's supported project

https://www.eduport.mext.go.jp/journal/project/humanholdings_2023/

■ Baby Observation Workshop

•What we provide

For babies: Time to move freely based on their curiosity in a safe environment.

For parents: Time to enjoy the behavior of their children together with the People Baby Research Team members who are "professional observers". By participating in the workshop, they can learn their child's "at the moment" curiosity, and get a perspective to think about what their children wants to do and the children's feeling through observation.



•Workshop content

1. Parents experience the difficulty of baby's vision by wearing "baby's eyeglasses". They try looking at such as various colors, mirrors, home goods, from the baby's point of view.



2. Babies freely plays with various materials, goods, toys, and other items that brings out baby's curiosity. Researchers observe how babies are playing. Then, awareness about babies' curiosity will be gathered in the "Share Tower" together with photographs.



3. Finally, parents refer to the awareness posted on the "Share Tower" to review the moment when their babies showed their curiosity. Then parents complete their "Today's Curiosity Card", based on looking back "What part of their body were they using?" "What was the point that bring out baby's curiosity?" "Which item did their child love today?"

Through this workshop, we provided a support for childcare not only in Japan but also in Indonesia. We will continue to provide childcare support globally.

■ People Baby Research Team

People Baby Research Team was established with the hope of "creating a society where everyone enjoys caring babies!" by working mothers at People Co.

●URL: <https://akachan-ken.com/>

■ People Co., Ltd.

Since the start of its toy business in 1982, People Co., Ltd. has believed that all babies' actions have meanings, and has continued "baby observation" in order to develop products that are truly necessary for babies by deeply understanding their "fundamental needs" (= curiosity) in the first place. People Baby Research Team is working to create a society that enjoys and supports the curiosity of babies by sharing the process of "baby observation" with childcare participants and society.

●URL: <https://www.people-kk.co.jp/>

■ Human StarChild Indonesia Kuningan Center

Opened in Jakarta, Indonesia in 2018 as a Japanese nursery center with English environment. The center offers original childcare programs and handmade meals that consider nutritional balance. In November 2019, the center has become HQS certified and renewed it in 2023.

◆Location: Jl. Prof. DR. Satrio No.43 7, RT.7/RW.2, Kuningan, Kuningan Tim.. Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta, Indonesia

◆Access: 3 minutes' walk from Kuningan City Mall

◆Capacity: 60 students

◆URL: <https://humanstarchild.com/jp/>

■ HQS Certification

We provide HQS Certification (HOiKU Quality Standard) which contains quality assessment, training, and consulting for childcare services for corporations that already conduct childcare services. We have standardized the safe and secure childcare services, operational and staff training know-hows that we have cultivated as our own standards. We will support the operation and establishment of nursery centers in compliance with these standards, mainly for centers that have concerns about their operational systems and quality of their services, and aim to accelerate the expansion of safe and secure childcare centers.

●<https://www.starchild.jp/business/hqs/>

■ Initiatives for Sustainability

We aim to create a prosperous society in which all people involved in childcare, including children, parents, and childcare staff, can live their own lives, under the slogan "Becoming a Star for Childcare and Enriching Society" since 2021. We believe that the realization of such a society will contribute to the realization of "Health and Welfare for All" in Goal 3 of "SDGs" which is the goal that should be achieved worldwide. Centered on our contribution to Goal 3, we will contribute to the achievement of SDGs from the three perspectives of "provision of childcare services", "quality improvement of educational contents" and "contribution to local communities," and aim to grow sustainably together with society.

●Human StarChild's sustainability initiatives: <https://www.starchild.jp/csr/>



■Inquiries about this matter ■ Human Star Child Co., Ltd. (PIC: Sugimoto, Takakura)
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■ Human StarChild

Starting with the opening of the StarChild Eda Nursery, a day-care center in Aoba-ku, Yokohama, in 2004, the StarChild brand was launched in three cities high demand for day-care centers: Yokohama, Kawasaki, and Saitama. In April 2023, we have opened StarChild Shirokane Takanawa Nursery in Minato-ku, Tokyo, and StarChild Higashi Nakano Nursery in Nakano-ku, Tokyo. In addition to operating 38 authorized childcare centers, we also operate 10 in-office childcare centers in the central Tokyo area on a consignment basis (as of April 1, 2024). The centers' features include safe and innovative childcare environments, such as well-designed facilities and meals made with carefully selected ingredients. We entered the afterschool care business in April 2024, and opened StarChild Bunkyo-ku Sendagi Center. We are also entrusted for the management of the Kamariya Elementary School afterschool care in Yokohama City as well.

In 2015 we became a subsidiary of Human Academy Co., Ltd., which operates an educational business, to focus on the training of childcare professionals and childcare research, such as original training programs that combine the know-hows of the Human Academy, with the aim of providing high-quality childcare services.

● Human StarChild website: <https://www.starchild.jp/>

■ Human Group

Human Group is engaged in a wide range of businesses with its educational business at its core, including human resources, nursing care, childcare, beauty, sports, and IT. We have developed our own business model by addressing a variety of social issues that change with time, such as educational disparities, labor shortages, aging society, and the problem of children on waitlists, under our management philosophy of "Isei Ijin (for the public good)" since our founding in 1985.

The Human Group, which has continued to face people and society, is actively working on SDGs (Sustainable Development Goals), which are now set as targets to be achieved worldwide. By contributing to SDGs, we will contribute to the creation of a better society by accelerating the realization of "Isei Ijin".

● Human Holdings website: <https://www.athuman.com/>



Human Star Child Co., Ltd. Company Profile

- Representative: Representative Director Yusuke Kawashita
- Address: Fifth floor of Yasuda Building 6, 3-29-1, Kanagawa-ku, Yokohama-shi, Kanagawa
- Established: June 1994
- Capital: ¥90 million
- URL: <https://www.starchild.jp/>

Human Academy Co., Ltd. Company Profile

- Representative: Representative Director Kenji Imahori
- Location: Nishi-Shinjuku Prime Square 1F, 7-5-25 Nishi-Shinjuku, Shinjuku-ku, Tokyo
- Established: April 2010
- Capital: ¥10 million
- URL: <https://manabu.athuman.com/>

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