



POPPINS EDU-CARE NEWS

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Chairperson
Poppins Holdings Inc.

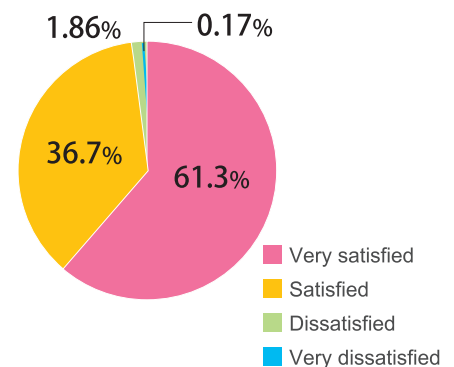
Nariako Nakamura

Greetings from the Poppins Holdings Inc. Chairperson

Entering its 34th year in 2020, the Poppins Group has grown into a company of over five thousand people. The year ahead marks a turning point for the company as we progress to a new stage. Last year, we put our efforts into revising the procedures that form the key foundations of our company, including auditing structures, governance, compliance, and internal controls. Thanks to the cooperation of our staff and customers, I believe the Poppins Group has grown stronger as a company and as an organization. This year we set our sights even higher, ensuring that all employees embody the Poppins values of supporting working women and offering the highest standard of service. In 2020, the Poppins Group remains dedicated to delivering excellence and gaining the absolute trust of our customers.

1. Nursery school satisfaction at 98%! ISO Customer Satisfaction Survey 2019

Seeking to maintain and raise the satisfaction of our customers, Poppins conducts annual customer satisfaction survey based on the quality code set by ISO9001 (4,623 households, 87.0% response rate). Among our nursery school customers, 98.0% indicated satisfaction with our services (+0.5% on last year). Moreover, following the release of a new tool for communication between nursery staff and guardians in February 2019, the level of satisfaction with our online member portals jumped to 96.7%, a significant rise on last year. As well as improving efficiency for our nursery staff, the online tool was also able to promptly provide information for the many guardians worried about school closures due to typhoons, delivering peace of mind to our customers in a year of frequent natural disasters. In the year ahead, we will continue striving to provide better services through initiatives aimed at improving the quality of both teaching and facilities. For details, please see <https://www.poppins.co.jp/news/11353/>.



ISO9001 Customer Satisfaction Survey Results
(December 2019)



President
Poppins Corporation

Maiko Tadokoro

Message from Poppins Corporation President

Poppins enters its 34th year having provided trusted service to thousands of children and families since the company's founding. This fills me with immense pleasure. I am also deeply grateful for the support we receive on a daily basis from parents and stakeholders. As always, at the heart of Poppins is care; we will aim to continue contributing to society by providing the highest standard of Edu-Care and nursing care services to support working women. In the year ahead, we will be focusing on IT and global projects. This will include establishing a Digital Transformation (DX) department within the company to create new value by utilizing the latest digital technology. For Poppins, technology is not adopted for the sake of technology, but as a way to improve the efficiency of the services we provide so that we can focus on our top priority: care and the human touch that comes with it. We will also further strengthen partnerships with top schools such as Harvard University, Stanford University, and Norland College, while continuing to explore diverse collaborations overseas. In 2020, Poppins remains committed to the highest standards of quality, as we strive to fulfill our mission.

2. Industry-first ISO27001 (information security management system) certification as a childcare service company



ISO27001 certification mark

Seeking to provide greater peace of mind to our customers, Poppins became the first corporate entity providing childcare services to obtain ISO27001 (information security management system) certification. ISO27001 is a management system for the protection and appropriate use of various information assets. Poppins has always employed thorough management practices throughout the company, including the locking of confidential information storage locations and restricting staff access to certain types of information. However, by relying on third-party evaluation rather than self-assessment, we believe adopting this standard offers even greater peace of mind for those who use our services. We will continue striving to deliver better services through initiatives aimed at improving the quality of information management, as well as our childcare and nursing care. For details, please see <https://www.poppins.co.jp/news/11364/>

3. Poppins and Smart Sitter participate in Tokyo Metropolitan Government's Babysitter Recruitment Seminar

Since 2018, the Tokyo Metropolitan Government has run a program to assist users of babysitting services, aimed at eliminating nursery school waiting lists. To expand the recruitment of babysitters for this program, a Babysitter Recruitment Seminar was held on 21 December in Shibuya, with Poppins and Smart Sitter among the exhibitors. Poppins was also entrusted to set up a childcare space at the seminar. For details, please see <https://www.poppins.co.jp/news/11324/>



Poppins childcare space

4. Poppins receives Two Stars as an Osaka City Leading Company in Female Participation



Osaka City Leading Company in Female Participation designation

Based on standards set by Osaka City, the Osaka City Leading Company in Female Participation designation is awarded to businesses proactively engaged in creating better work environments for women. After applying through our Osaka Branch, Poppins received a two-star rating on 1 October 2019. Companies with the designation have their names and related initiatives published on Osaka City's website for female participation, and are invited to participate in seminars and job fairs organized by the city's Diversity Promotion Bureau. These companies are also registered under Osaka Prefecture's Danjo Ikiiki Genki Sengen, which commends businesses for efforts in gender equality. Poppins hopes to use this opportunity to increase social recognition of our initiatives.

※Reference

[Program information] <https://www.city.osaka.lg.jp/shimin/page/0000282105.html>

[Poppins introduction] https://osakaladygo.info/419_poppins

Smart Sitter becomes first matching service to join ACSA, receives Kids Design Award for second year running

Smart Sitter celebrated its fifth anniversary in July 2019 by becoming the first matching service to be accepted as a member of the All Japan Childcare Services Association (ACSA). This expands local government assistance for Smart Sitter to a total of 22 municipalities. The service was also selected for the 13th Kids Design Awards, the second time in as many years. Organized by the Kids Design Association with the support of three government bodies (Ministry of Economy, Trade and Industry, Cabinet Office, Consumer Affairs Agency), the Kids Design Award was established to select and publicly honor outstanding products and services. The 13th Kids Design Awards announced 264 recipients, with Smart Sitter selected in the category for "Designs to support comfortable child-rearing". By offering more thorough training and enhanced insurance, Poppins will continue to improve this innovative, high-quality matching service. For details, please see <https://smartsitter.jp/information/203>



Kids Design Award

5. Opening of Poppins Nursery Schools



Nicot Higashi-Nagasaki 3-5y.o. room



Nicot Higashi-Nagasaki hall, Piazza

Poppins has opened two new schools since September 2019, bringing the number of facilities we operate to 308 nationwide.

[Opened in September]

Nicot Higashi-Nagasaki (licensed nursery school)

[Opened in October]

Kyoto University Hospital Nursery School, Kirara (nursery school within Kyoto University Faculty of Medicine)

6. 14th San Francisco Early Childhood Education Training

This year, the fourteenth Early Childhood Education Training (planned & conducted by Poppins International Institute for Child Sciences) was held in San Francisco, USA. Stanford University hosted three lectures, including one by Dr. Carol Dweck, renowned for 'Mindset', her research into the psychology of success. The program also included visits to six early childhood education facilities, where participants exchanged ideas with teachers, many of whom possess doctorates in the field. It was impressive to see these educators bring expertise and objectives to their interactions with children. We were also struck by the teachers' great passion as they explained that, for them, teaching is also learning. Comments from participants: "Being in the position to supervise and set policies for our school, I realized the importance of new perspectives and observing other countries (the outside world) to gain a proper overview of your own school and environment"; "As an educator, I realized the importance of knowledge management and treating the things that children do with teachers as learning experiences." For details, please see <https://www.facebook.com/PoppinsCorporation/posts/2602509316451809>



Synapse School

A 'Fantastic Mistakes' wall demonstrates to children the concept that "mistakes are not something to be feared, but a wonderful opportunity for learning". It was eye-opening to realize that these very words are rooted in the adult preconception that mistakes are to be feared.



Lone Mountain School

The facility director's approach seems to most closely resemble Poppins schools, creating hands-on lessons by delving deeper into the children's proactive discoveries. For example, focusing on autumn produce and the fall harvest led to corn, making things with corn, and then looking at the farmers who grow it. We learned much by seeing the teachers' intent, objectives, and enthusiasm.

7. Poppins Ashiya Salon 5th Anniversary Event

Thanks to the continued support of our customers, the Poppins Ashiya Salon Day Service celebrated its fifth anniversary. The occasion was commemorated with a Spanish food and flamenco show event on 19 October, featuring professional guitarist Mitsuru Nakayama, cantaora (singer) Emiko Nakayama, and three bailaora (dancers). This was followed by a Christmas party on 14 December with heart-warming home-cooked dishes and a splendid live performance by pianist Junko Tomioka and Rei Sanjo, formerly a leading 'male role' actress in the Takarazuka Revue's Star Troupe. Poppins received high praise from elderly Ashiya residents and their families, who told us they were able to enjoy the sights, sounds and tastes of Ashiya Salon as never before. For details, please see <https://www.poppins.co.jp/vipcare/ashiya>
[Inquiries]0797-26-8455



Flamenco show

8. Poppins Keiki Hawaii Early-Spring Program 2020 on now!

Poppins Keiki Hawaii offers the only licensed kids' rooms operated by a Japanese company in the state of Hawaii. In the ocean-view suites of the Sheraton Waikiki, we look after children visiting from around the world. Our most popular activity is the bodyboarding and pool sessions, held on beautiful local beaches. Meanwhile, the indoor program features favorites such as making ocean-themed accessories and having fun in English with our bilingual teachers. Children aged five or over can also enjoy activities at the Waikiki Alohilani Resort Hotel, including pool sessions, art, English lessons, and excursions. This year, major renovations at the Sheraton Waikiki mean that we may not be able to offer our usual kids' room program during certain periods (from mid-Feb). However, we have prepared day excursions and in-room babysitter services to provide visitors with fun memories of their time in Hawaii. For details and schedules, please see our Facebook page <https://www.facebook.com/poppinshi/> [Reservations] https://www.poppins.co.jp/contact/hawaii_reserve/



Bodyboarding at Waikiki Beach

9. PALIS holds first Sports Day! Students give their all in Original Performance

Poppins Active Learning International School (PALIS) recently held its first Sports Day at a nearby gymnasium. Our students took on the challenge of an original performance combining dance and group gymnastics, as well as competitions involving the vaulting box and horizontal bars, capped off by a team relay race. The children's energetic efforts were greeted by many cheers of encouragement from the parents, with some moved to tears. Located in the beautiful surrounds of Yebisu Garden Place, Poppins Active Learning International School offers various activities for pre-school children aged 11 months and older. There are also English classes for children up to grade 3. With open-house information sessions, Sunday programs and seasonal classes, there are many opportunities to experience the high-quality English language edu-care offered by PALIS. For details, please see <http://www.poppins-palis.jp/> [Inquiries] 03-5791-2105 or palis@poppins.co.jp



Horizontal bars: 1, 2, 3... hang in there!



Ball games: Giving it my all, with a little help from Mum!

10. Kids Ski Lessons at Active Learning School (Tokyo Midtown Roppongi)



After gradually getting used to the slope and speed, sliding down became a fun game.

Kids skiing lessons are an annual event at the Tokyo Midtown Active Learning School. This year again saw many children take part, enjoying the sensation of wearing ski boots and sliding down artificial slopes set up inside the school. These lessons are not only good practice before trying the real thing, but also help develop children's concentration and physical coordination. Steely determination on the way down turned into relieved expressions at the bottom, the exhilaration creating smiles that won't soon be forgotten. The lessons are held every year, so we look forward to seeing you next time! For details, please see <http://www.poppins.co.jp/activelearning/index.html> [Inquiries] 03-5785-2131 or activelearning@poppins.co.jp