

Meiden obtains the highest mark in the PRIDE Index 2023, an index to evaluate inclusiveness for LGBTQ+, for second consecutive year

Meidensha Corporation (Meiden) has for the second consecutive year obtained gold status, the highest evaluation on the PRIDE Index set by Japanese nonprofit organization “work with Pride (wwP).” The index gauges corporate efforts to support inclusiveness for sexual minorities (LGBTQ+).



The PRIDE Index comprises five pillars for evaluation, as listed below. Its aim is to realize wwP’s goal of making workplaces friendly to LGBTQ+ employees in Japan through efforts that transcend the boundaries of companies and organizations.

1. Policy: Action Declaration
2. Representation: LGBTQ+ network
3. Inspiration: Raising awareness
4. Development: Human resources management policy and programs
5. Engagement/Empowerment: Social responsibility and external activities

Based on these five pillars, corporations are graded into three levels: gold, silver and bronze. This is the second time that Meiden has obtained the gold evaluation, after 2022.

The Meiden Group’s basic policy is to promote understanding of sexual minorities (LGBTQ).

■ Meiden’s policy to promote understanding of LGBTQ

We aim to correctly understand LGBTQ people and do our best to create a work environment that respects everyone’s sexuality and individuality, and allows all employees to demonstrate their full abilities and deliver their best performance.

As parts of its efforts to promote understanding of LGBTQ employees, the Meiden Group has announced its policy on human rights, stopped asking job applicants to specify their gender, provided basic education on LGBTQ issues, and has provided counselling to LGBTQ employees. In October 2022, the Group introduced the Meiden Partnership System, which treats common-law marriages (including those between same-sex partners) the same as legal marriages. The system also allows employees to specify the sex that they identify as a member of, regardless of the gender listed on their family register.

■ Example of Meiden's endeavors in fiscal 2023

- LGBTQ seminar

In June 2023, Meiden held a seminar by inviting an outside lecturer, and an LGBTQ guest speaker to promote understanding of LGBTQ-related issues. Over 1,200 employees attended the seminar.

- Making the Meiden Group's original "LGBTQ Ally" icon

To declare that it is a "LGBTQ Ally," or a supporter of sexual minorities, the Group made an original icon for stickers, which have been distributed to employees who wish to have one.



- Participation in Out Japan LGBT-Ally Project

Under the slogan of "Anyone Can Be an Ally," the project, sponsored by Out Japan Co., Ltd., is aimed at gaining as many allies as possible. By joining the project, Meiden dispatches employees to online events introducing its endeavors to promote understanding about LGBTQ and support PRIDE events held across Japan in the form of banner ad payments.

The Meiden Group is committed to spreading correct knowledge about diverse sexualities and deepening understanding of them to eliminate prejudice and discrimination on the grounds of a person's sexual orientation and gender identification that is different from the one assigned at birth. By doing so, the Group will continue to nurture a workplace culture that allows all employees, including LGBTQ people, to work energetically and develop their abilities to the fullest.

<Meiden Goal> Meiden: A company with DEI (diversity, equity and inclusion)

M: *Minna* (Everyone)

E: Equity (Do not hold back, do not let others become hesitant in dealing with you)

I: Inclusion (Vigorously)

D: Diversity (Anyone can be a central player)

E: *Egaku mirai e* (To the future you envision)

N: *Nakutewa naranai* Meidensha (An indispensable company, Meidensha)