

# Insights into the Progress and Practices -For Realization of Social Inclusion-

太陽の家の歩みと実践

～ソーシャル インクルージョンの実現へ～



Social Welfare Organization Japan Sun Industries

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@ Ritsumeikan Asia Pacific University 2012/07/18



**Japan Sun Industries、 Beppu Headquarters**

## No Charity, but a Chance!

～人間としての尊厳が保たれる社会の実現～

### ◇Basic Principles◇

- Provide Employment Opportunities for Persons with Disabilities (PwDs)
- Support PwDs to be able to live independently
- Contribute towards society and the international community
- Comply with the rules of society

# Japan Sun Industries structure

Social Welfare Organization  
Japan Sun Industries

Joint Venture Companies

**Beppu Head Office**

**Hiji Division**

**Oita Division**

**Kitsuki Division**

**Aichi Division**

**Kyoto Division**

**OMRON TAIYO Co., Ltd.**

**Sony/Taiyo Corporation**

**Honda Sun Co., Ltd.**

**Honda R&D Sun Co., Ltd.**

**Mitsubishi Shoji & Sun Co., Ltd**

**FUJITSU FSAS & SUN Co., Ltd.**

**DENSO TAIYO CO., Ltd.**

**OMRON KYOTO TAIYO Co., Ltd.**

# Japan Sun Industries, Headquarters and Divisions



**Beppu Head Office**



**Hiji Division**



**Aichi Division**  
**Aichi Prefecture Gamagori City**



**Kyoto Division**  
**Kyoto City**

# Enrollees in JSI

	Total	PWDs	Non-PWDs
Beppu/Oita	917	524	393
Hiji	357	212	145
Kitsuki	132	80	52
Aichi	229	186	43
Kyoto	172	118	54
<b>Grand Total:</b>	<b>1807</b>	<b>1120</b>	<b>687</b>

As of 2012.6.1



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# **Japan Sun Industries**

## **Beppu, Kamegawa Headquarters**

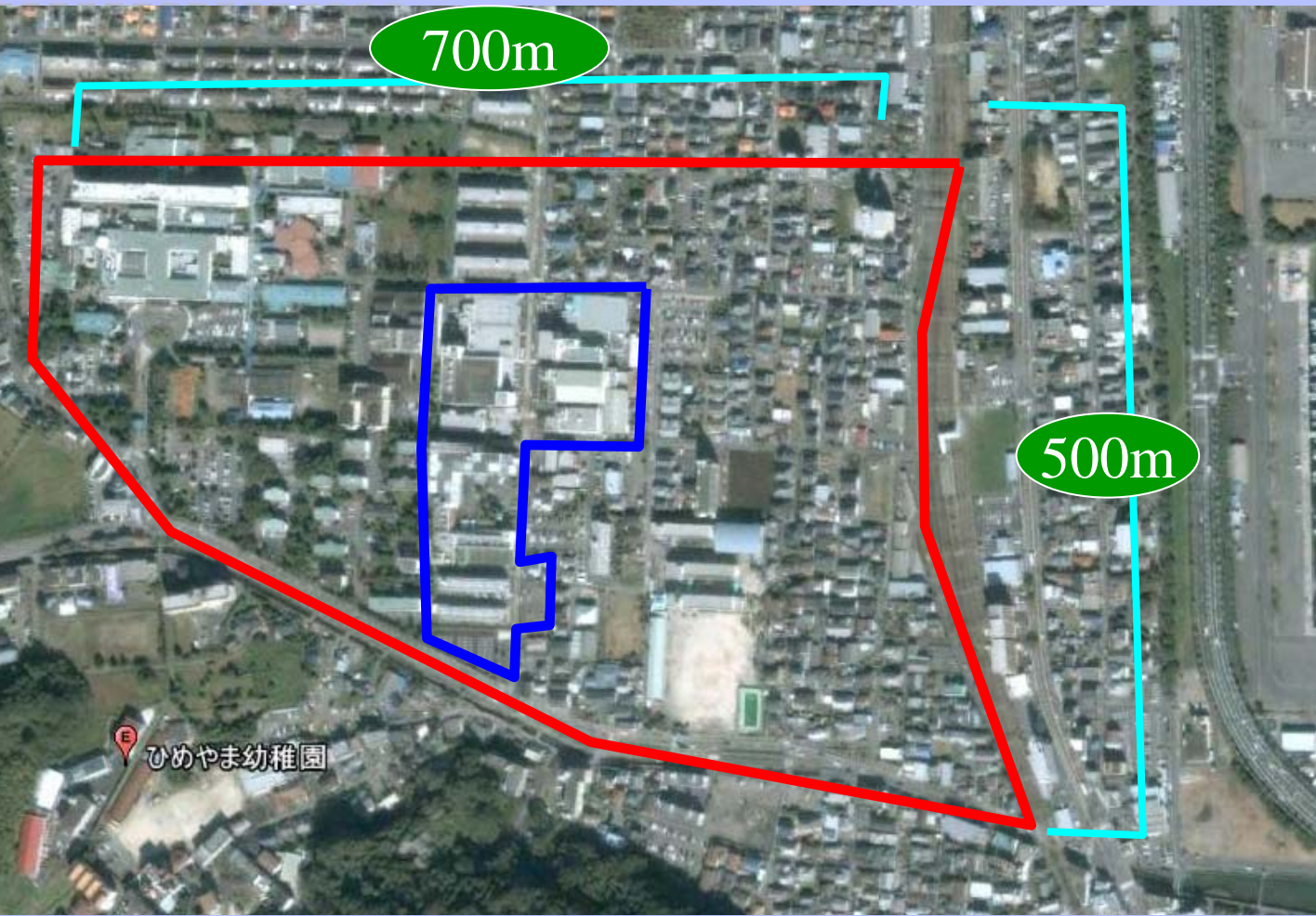
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# Location: JSI Beppu Headquarters





# A community with everything



- JSI
- JVs
  - Oita Bank
  - Super Market
  - Apartment
  - Medical Clinic
  - Bus stop
  - Sports center
  - Public Hot spring

- Post Office
- Drinking bars
- Restaurants
- Houses/Apartments
- Real estate
- Emergency Hospital
- 24 hours store
- Train, Bus Station
- School and colleges
- Pachinko

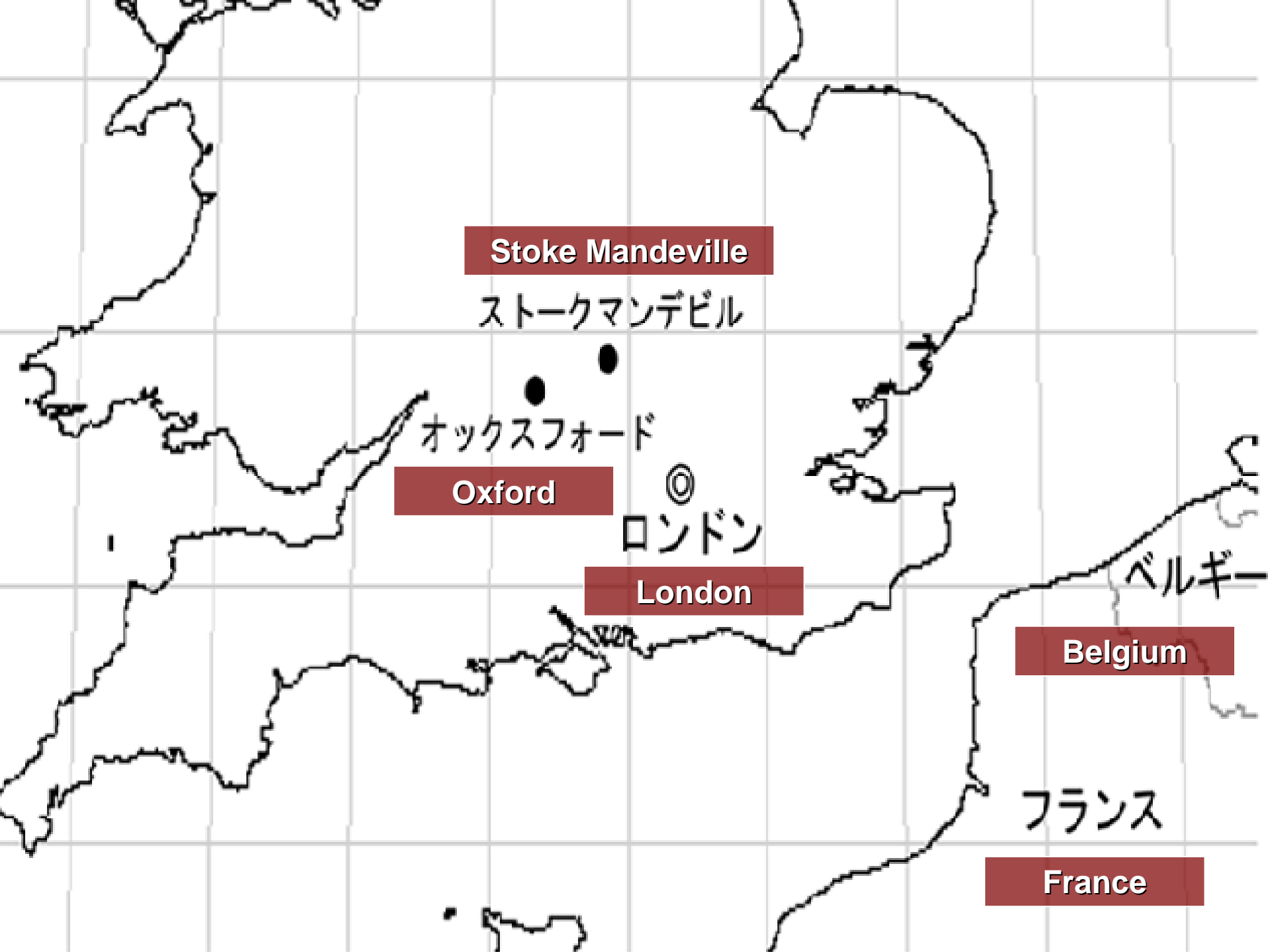
**Beppu City, Kamegawa, where JSI is located, is a small town with all the infrastructure and facilities. Thus, it is easy for PWDs to live in the town as they do not have to go far to meet their daily needs.**

# History

# Inspiration from Sir Guttmann



Sir Ludwig Guttmann (left) with the founder of Japan Sun Industries  
Dr. Yutaka Nakamura at Stoke Mandeville Hospital (1960)<sup>1</sup>



Stoke Mandeville

ストークマンデビル

オックスフォード

Oxford

ロンドン

London

ベルギー

Belgium

フランス

France



*Archery Competition on Hospital front lawns*



*Netball competition on hospital car park*

# Beginning of International Competition in Stoke Mandeville



Male: 14  
Female: 2

**This Int'l event was held on the same day as the London Olympics.  
16 wheelchair veterans (Persons with Spinal Cord Injury) from  
Great Britain took part in Archery competition**

# London Paralympics (1960)



# Motivation from 1964 Tokyo Paralympic



Foreign Athletes



Independent life



Japanese Athletes



Dependent life



After the games were over, foreign athletes enjoyed drinking and spent time as they liked. In contrast, Japanese athletes were treated as patients and either went to hospitals or facility centers like ours. This situation really motivated our Dr. Yutaka Nakamura to empower Japanese PWDs.



# Tokyo Paralympics (1964)



# Establishment of JSI (1965)



**No one is so disabled as to be unable to work**

**No charity, but a chance!**



# How JSI started empowering PWDs?



あなたの不要品が身体障害者に働く機会を与えます

Your unnecessary items can provide PWDs an opportunity to work. However, they actually were

# Political support for JSI

- No Political Support at all
- Support from “the man of the moment”
- Media Coverage



**Men of the moment who helped in media coverage**

1. CEO of a Rehabilitation Center
2. Mr. Taki, Governor of Oita Prefecture
3. Mr. Soichiro Honda, founder of Honda
4. Mr. Masaru Ibuka, founder of Sony
5. President of Mugi no Kai
6. Dr. Yutaka Nakamura, founder of JSI
7. Mayor of Beppu City

During the Opening of Welfare Factory in JVs of JSI



# Organizing International Sports and Events by JSI helped in gathering political support

FESPIC, Far East and South Pacific Games (currently, Asia Paralympic Committee (APC)) was started by JSI in the year 1975 with a view to promote sports for the disability in many underdeveloped countries in Asia and the Pacific.

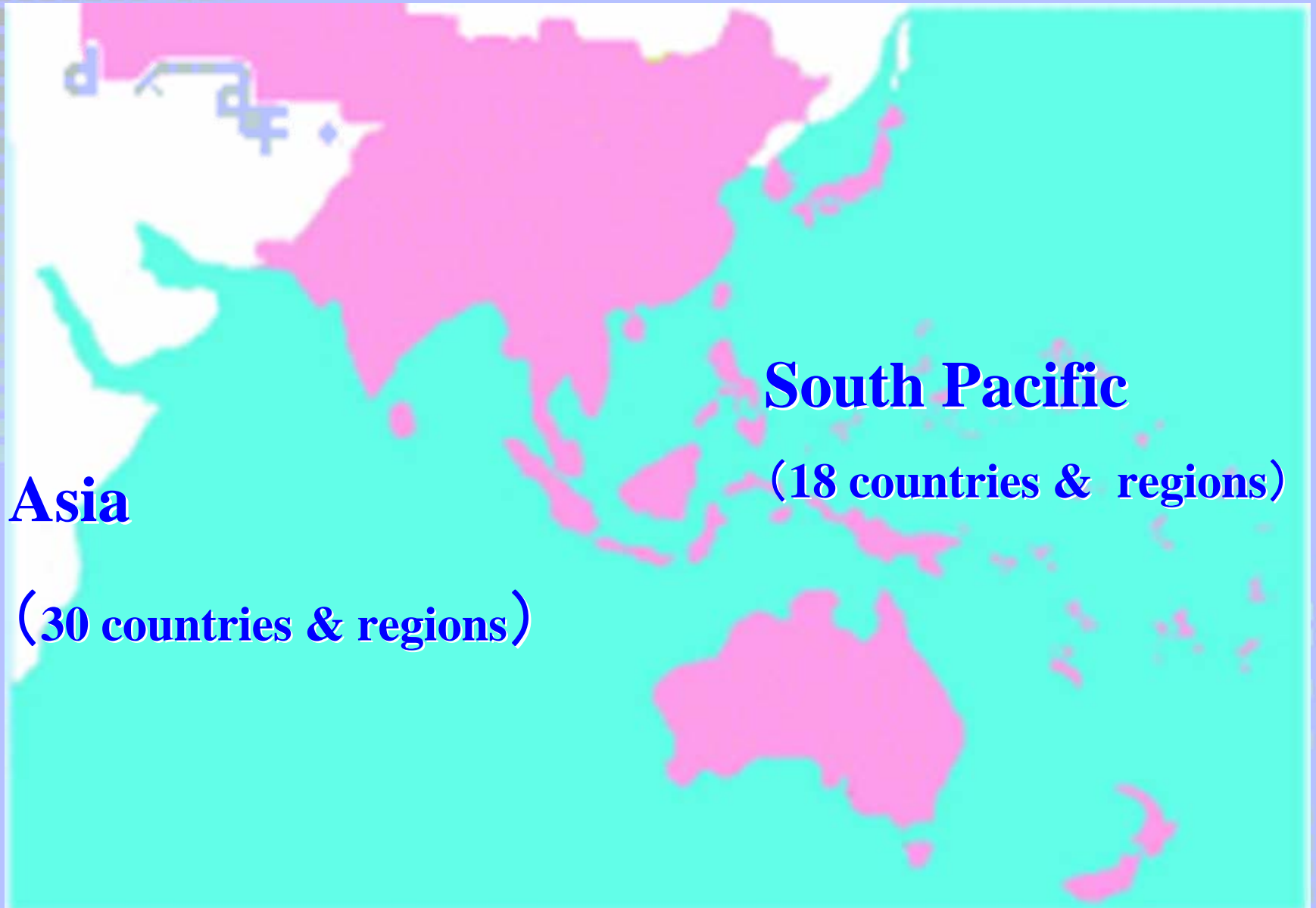
Opening of First FESPIC Games, Beppu and Oita 1975



# 1st FESPIC Games Beppu, Oita (1975)



# FESPIC Member Countries





# FESPIC Games History

<b>Edition</b>	<b>Year</b>	<b>Venue</b>	<b>Country</b>	<b>No. of Participating Countries</b>	<b>No. of Participants</b>
First	1975	Oita, Beppu	Japan	18	973
Second	1977	Parramatta	Australia	16	430
Third	1982	Satin	Hong Kong	23	744
Fourth	1986	Surakarta	Indonesia	19	834
Fifth	1989	Kobe	Japan	41	1,646
Sixth	1994	Beijing	China	42	2,081
Seventh	1999	Bangkok	Thailand	34	2,258
Eighth	2002	Bussan	Korea	40	2,199
Ninth	2006	Kuala Lumpur	Malaysia	46	3,641

# Promotion through

# Oita International Wheelchair Marathon



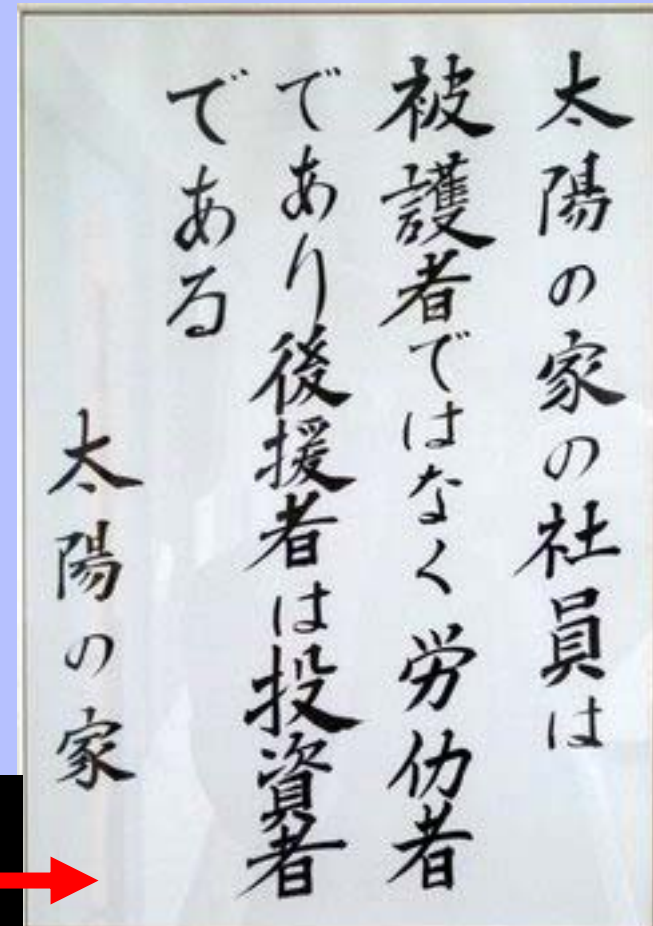
1<sup>st</sup> (1981)



31<sup>st</sup> (2011)

# Support from Government of Japan (GOJ) (Ministry of Health, Labor and Welfare)

- The existence of JSI was a headache for GOJ
- JSI wanted to exist as a company
- In 1972, the government started institutionalizing the welfare industry and in the first phase selected 3 such industries which included JSI as well.



“People with disabilities in JSI are its workers, they are patrons and investors of JSI.”



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# **The Establishment of Joint Venture Companies**

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# Joint Venture Companies

OMRON TAIYO Co.,Ltd.

Sony/Taiyo Corporation

Honda Sun Co., Ltd.

Honda R&D Sun Co., Ltd.

Mitsubishi Shoji & Sun Co., Ltd

FUJITSU FSAS & SUN Co., Ltd.

DENSO TAIYO Co., Ltd

OMRON KYOTO TAIYO Co.,Ltd.



**OMRON**

**SONY**

make believe

**HONDA**

The Power of Dreams

 **MITSUBISHI**<sup>®</sup>

**DENSO**

**FUJITSU**

# Establishment of Omron Taiyo Co. Ltd, in 1972 Japan's First Welfare Factory



**OMRON**

Omron was known as Tateishi Electric in those days

# Stable Job Opportunity for People with Disabilities



**Establishment of  
Sony/Taiyo Corporation**

**1978**



**Establishment of  
Honda Sun Co., Ltd.**

**1981**

# Entry into Tertiary Industries



**Establishment of Mitsubishi Shoji &  
Sun Co. Ltd in 1983**

**Provides jobs to even People with Cervical Cord Injury<sup>32</sup>**



# FUJITSU

富士通エフサス太陽株式会社



「世に心身障がい者であっても仕事に障害はあり得ない」の理念のもと  
当社は、障がい者の自立を支援し、社会に貢献いたします。

FUJITSU FSAS & SUN CO., Ltd. in 1995 <sup>33</sup>

# Expansion of Community Service



**Oita Bank, Taiyo Branch**  
**Established in 1980**



**Supermarket Business (Sun Store)**  
**Est. in 1977 Renewal Open: 2011**

# Relationship with Community People

Developing awareness with community people through media

Building facilities open for local people

Increase interaction between PWDs and local people



# Facilities Open for Community People



**Arena**



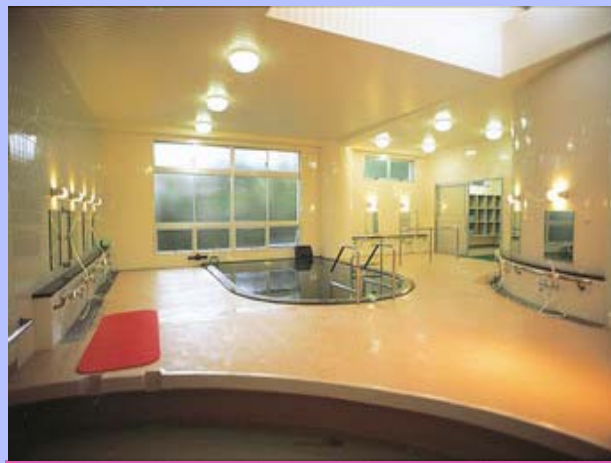
**Swimming Pool**



**Gymnasium**



**Community Hall**



**Spa - Onsen Taiyo no Yu**



**Supermarket Sunstore**

# 2012 Summer Festival

Everyone is welcome

When:

2012-07-21 Saturday 17:30~20:30

Where:

Japan Sun Industries,  
Kamegawa

Attractions:

- Marching band
- Cultural Dances, APU
- Food Stalls (APU students)
- Oita Heat Devils Performance
- Live Band Performance
- &....many more

MC

Tomomi Iwasaki

Iwasaki Tomomi

夏祭りだ 熱くなれ!

お待たせしました

2012 太陽の家

# 納涼大会

平成24年  
7/21 土  
17:30~20:30

場所 太陽の家 駐車場  
小雨決行

主催 社会福祉法人 太陽の家・太陽の家むぎの会

## プログラム

- 17:30~ ひめやまマーチングバンドによるマーチング
- 17:45~ APU学生による民族舞踊
- 18:00~ 子ども抽選会 プレゼンター:ヒートデビルズ
- 18:30~ 大分県庁職員吹奏楽団による演奏
- 19:00~ あやどれみチアによるチアリーディング
- 19:15~ 和太鼓"楽"による和太鼓演奏
- 19:30~ 初代「南こうせつとかくや匠」の  
大嶋さんべいさん、藤道一郎さん率いる  
「ブラザーズ」によるライブ
- 20:00~ おたのしみ大抽選会



司会/岩崎朋美さん

歴史資料館無料開放中!!

# Challenges : NOW



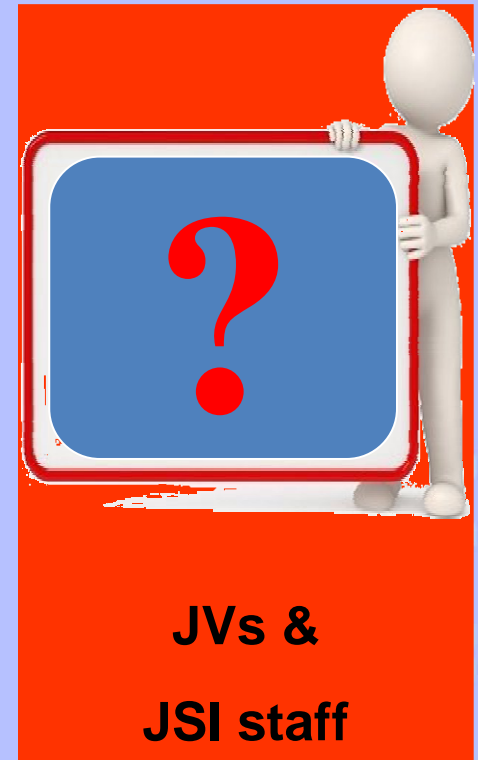
## JSI's New Philosophy

“Realization of Social Inclusion”

addressing

PWDs as well as

elderly, women and foreigners



**Report the no. of users and facilities provided**

**Government of Japan**  
Social Welfare Law for PWDs  
Employment law for PWDs

**Penalty if 1.8% PWDs are not employed**

- Receive Operational Costs
- Reward for employing more than 1.8% PWDs

**Reward if PWDs are more than 1.8%**

**PWDs**

**JSI**

- Facility centers
- PWDs Health Management
- Vocational Support
- Provide building for JVs

**JVs**

- Provide work place
- CSR
- PWDs counted to Parent Company

**Parent Company**

- CSR
- Can meet 1.8% PWDs employment set by law

**Donation for Welfare of PWDs**

**JSI Model**

# Most Suitable Industry for PWDs

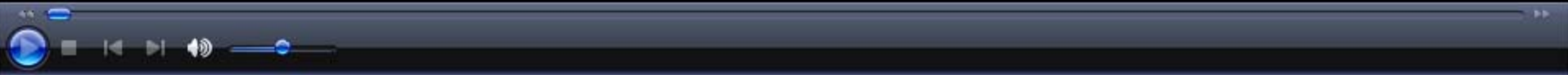
**PWDs can work in all industries with the help of Science and Technology**

**Creating suitable environments is important**

**Sony Taiyo promotes Cell Production System**

**Science & Technology + PWDs = CAN WORK IN ALL SECTORS**





# In-house Medical Support

**JSI runs Kamegawa Sun Clinic and a medical office**

**These facilities are open during office hours only**

**Refer to nearby hospital in case of emergency**



# Emotions of PWDs

Each member has respect for each other

Mitsubishi Shoji & Sun helps to inform internal staff members about the Persons with Mental Disabilities

Case workers provide individual consultation



# Upgrading Facilities

**Dr. Yutaka Nakamura, an Orthopedic Specialist, together with engineers and technicians created different facilities in JSI to meet the needs of PWDs**

**At present, under the Japanese law, all public facilities need to meet the Universal Design Standards**



**Takes in opinion from staff and users about the facilities**

**Maintains ISO standards for Quality and Environment Mgmt**

**Slope for PWDs and the elderly**

# Benefits of Empowering PWDs

**From an economic point of view, there is no benefit**

**Fosters kindness and calmness in internal environment**

**Company's CSR point of view**

**Japanese Law is Strict**

**Penalty for not recruiting PWDs**



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# Other Activities and Services

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# Sports for the Disabled



**Wheelchair Tennis**

# Trainees from Overseas

2010





# Overseas Lectures



*Promotion of Sports for the Disabled in Laos*

# Support for People with Severe Disabilities

Establishment of facility center for  
People with Severe Disabilities

This service contradicts with  
the founding principles of JSI

However, this is part of  
**Social Inclusion**



# Day-care Service For PWDs (Hiji)



# Welfare Home (Hiji)



Japan's Largest

Since April 1<sup>st</sup> 1988



# Prevention for Long-term Care Service at Sun Sports Center



# Multi-functional Home for the Elderly

## Sun House, Otemachi, Oita City

Short Visit

Short Stay

Day-care Service



Since April 1<sup>st</sup> 2012

# “Koujuen” - Special Nursing Home for the Elderly

**Social needs**

**Decrease the burden of family members**

**Decrease the medical cost**





# Activities with APU students





*Karki/Nepal*



Outdoor activities with children of PWDs and APU students

**Thank you for your attention!**



**ご清聴ありがとうございました**

