



Florence



Overview

Company name	NPO Florence
Head Office	KDXzinboutyou Bld.4F, 1-14-1, Kandajimbocho, Chiyoda Ku, Tokyo To, 101-0051, Japan
Foundation	April 12, 2004 Became Government certified NPO on December 7, 2012
Directors	Chairman/Founder: Hiroki KOMAZAKI
Advisor	Shintaro OKUNO
Staff (as of Jul., 2016)	• Head office : 93 • Child care worker : 320 • Other staff : 20 Total 433
Business portfolio	• Sick Childcare Division • Small-size Childcare Service Division • Child-care For Children with Special Needs Division • Baby Adoption Division

Hiroki Komazaki

Florence Tokyo, Japan
Founder/CEO 2003 – present

- Founded the largest nonprofit organization in Japan with over 400 employees
- Launched the first membership-based service in Japan providing in-home daycare to sick children in Japan. Currently serving 5,000 working parents and their children
- Run 15 small-size nurseries addressing daycare shortfall since 2010
- Started Japan's first nursery service specializing in children with special needs (2014)
- Started adoption matching service to prevent abuse and neglect death of newborn babies

Japan Sick Childcare Association Tokyo, Japan
Founder, Representative Director 2012 – present

- Offer educational courses and certify professionals in providing daycare to sick children

Japan Small-size Nursery Association Kanagawa, Japan
Founder, Representative Director 2012 – present

- Engage in public advocacy and lobbying to increase supply of small-size nurseries
- Won authorization for small size nurseries (6-19 children) by government social welfare system
- Promote networking among nursery providers and conduct relevant research

Japan Medical Care Children Association Tokyo, Japan
Founder, Representative Director 2015 – present

- Advocate for legislation improving access to specialized medical care for disabled children



Public Sector Appointments

- [Ikumen Project](#), Ministry of Health, Labour and Welfare (Chairman) 2010 – present
- [Council for Children and Child-rearing](#), Cabinet Office, Government of Japan 2013 – present
- [Council for Children and Child-rearing](#), Tokyo Metropolitan Government 2013 – present

Awards

- Grand Prize, [1st Nikkei Social Initiative Award](#) (as Florence), Nikkei Shimbun, 2013
- [100 Small and Medium-sized Enterprises Saving Japan](#) (as Florence), Newsweek Japan, 2011
- [Nikkei Raising Children Award](#) (as Florence), Nikkei Shimbun, 2008
- [Women Challenge Support Award](#) (as Florence), Gender Equality Bureau at Cabinet Office, 2008
- Top 100 Social Entrepreneurs Changing the World, Newsweek Japan, 2007

Publications (all in Japanese Language)

- [I Changed Society – Seven Ordinary People Who Changed Politics](#) (with Noriko Akiyama), Iwanami Shoten, 2016
- [Introduction to Social Business](#), PHP Institute, 2015
- [Life Strategy for Working Couples](#) (with Yoshie Komuro), Eiji Press, 2011
- [How to Spend In Order to Change Society](#), Eiji Press, 2010
- [Working Style Revolution](#), Chikuma Shobo, 2009
- [Work to Change Society – Life as a Social Entrepreneur](#), Eiji Press, 2007

Vision and Mission

Vision

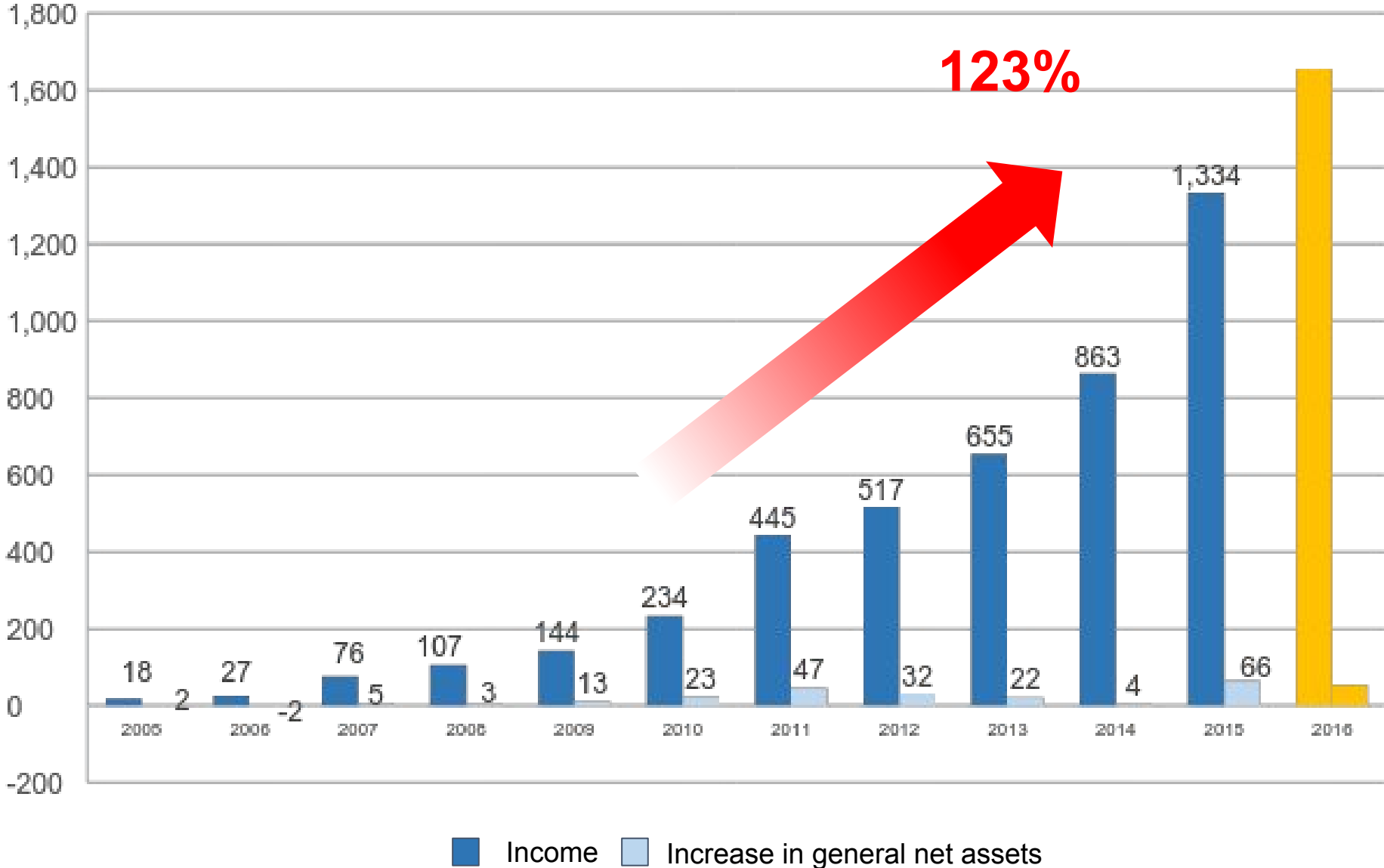
Society fulfilled with smiles of diverse families, where all children are embraced, and parents are challenging anything with child-rearing

Mission

Solving social issues interfering happiness of parents and children

Financial Results (FY2016)

(Million JPY)

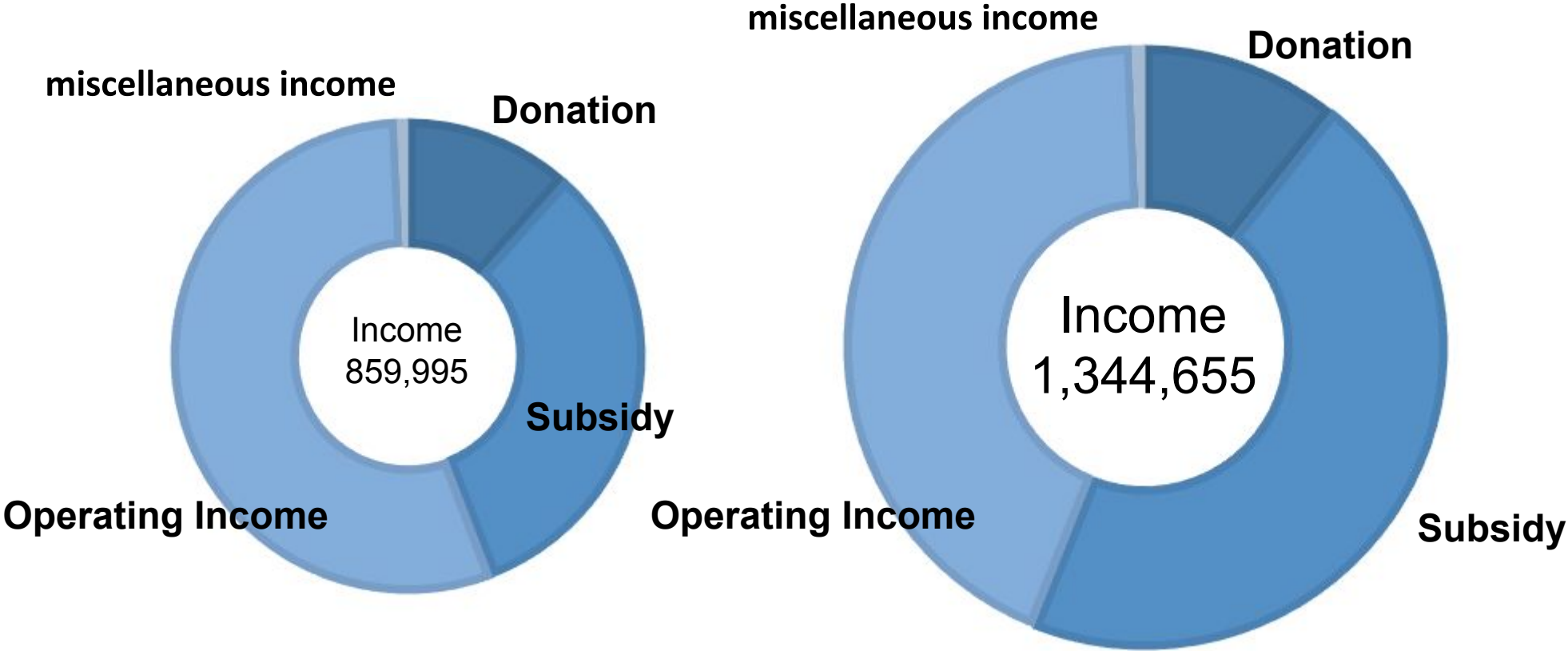


Change in Breakdown of Income

(Thousand JPY)

2014

2015



Sick Childcare Division

When children become ill and are unable to attend their normal daycare/preschools, their parents typically need to take holiday. Infants are particularly prone to fevers, making it difficult for parents to balance work and family life. This is compounded by the scarcity of services specializing in sick children.

To tackle this issue, Florence developed an innovative in-home daycare service for sick children, featuring a monthly subscription-based business model. As of May 2016, Florence operates mainly in the 23 wards of Tokyo with over 5,000 subscribed families. This has increased awareness of the sick childcare issue and inspired similar services in other regions.

<Our purpose>

Offer alternative solution to all the parents when their children get sick, and be a good hand for both parents and children.

<Social background>

63.1% of mothers, with children under 12, are working while raising their children and, lack of sick-child care is becoming a problem for many parents mainly in urban area of Japan.

<Our action>

- create the sick child care service with a non-facility-based system and a monthly membership plan for the first time in Japan.
- 100% assurance of dispatching nursing staff for the request until 8 a.m. on the day.
- provide a one-to-one basis sick-childcare.

Small-Size Childcare Service

A background image showing a woman with dark hair, wearing a white top, smiling warmly at a young child. The child is wearing a red top and a green bib with yellow stars. They are in a bright, indoor setting, likely a childcare center.

Most nursery schools located in urban districts are at capacity, with long waiting lists. Particularly for infants and toddlers the lack of supply is a serious issue. Florence approached this problem by converting individual apartment rooms into small-size daycare centers for infants. The lack of a playground is not an issue for this age segment, and lower capital expenditures enable opening/closing of facilities in response to demand.

<Our purpose>

Zero waiting children for nursery school.

<Social background>

In Japan, more than 40,000 children are on the waiting list to attend nursery school. Number of waiting children are rising every year, and it prevents mothers to continue their carrier at work. This problem arising from lack of nursery schools is mainly in urban area of Japan. In urban areas, it is difficult to have sufficient space to build a school that can reach government requirement, and also the tight budget is another factor that causes this problem in Japan.

<Our action>

- Place 4 childcare worker for 12 children to provide hospitable care.
- Become a model of "small-size nursery school" as a pioneer in Japan.
- This model became a national policy and there are now 1655 small-size nursery school nationwide.

Child-Care For Children with Special Needs

Employment rates for mothers of disabled children are extremely low. Especially when specialized medical attention is required, disabled children are often turned down by nursery schools, forcing parents to leave their jobs to become full-time caretakers.

Florence opened the first nursery for disabled children in 2014. In addition, a one-on-one service was started in 2015. Ongoing cooperation with national Diet members aim to build a regulatory framework for ensuring childcare access for disabled children.

<Our Purpose>

Provide hospitable care for children with special needs.

<Social Background>

Medical progress allows many children to survive from severe medical complications, and on the other hand special needs for these children are increased rapidly. However, there are very few nursery schools that can take care of children with special needs, such as tube feeding and tracheotomy, in Japan. According to a research, 95 percent of mothers cannot continue their career even if they are willing to work.

<Our Action>

- Establish nursery school for children with special needs, providing “all-day nursing” with medical care for the first time in Japan.
- Provide home based one-to-one childcare for children with special needs.
- Our service covers from age 1 year old to 5 years old.

Baby Adoption Division

Some birth mothers go through a labor in the bathroom at home, and soon after the delivery the baby is abandon in places such as parks and the shore in some cases. These tragedies happen as a result of unexpected pregnancy, poverty, social isolation, lack in mental health, and rape.

To avoid abuse and neglect death of newborn babies, consultations of birth mothers from the early pregnancy period are held. When the mohter decides that she is not capable of nurturing a baby by herself, the baby is placed to adoption. We believe every child has the fundamental human right to a loving, permanent family.

<Our Purpose>

Prevent abused and neglect death of newborn babies.

<Social Background>

In every two weeks a newborn baby is killed as a result of abuse or neglect in Japan.

<Our Action>

- Starting baby adaption division from April 2016
- Detailed consultation of birth mothers from the early pregnancy period
- Rigorous screenings and training programs to prospective parents earned from our childcare business
- Promoting and strengthening the adoption system in Japan