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Give Shape To Ideas

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JOGGO is a company committed to social business.

Social Business = Business that can solve social problems.

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JOGGO is a Borderless Japan’s group company.

Borderless Group is composed of companies which carry out nothing but “social business”.

・There are 42 social businesses in 16 countries worldwide (as of Dec. 2021).

・Established in Mach 2007　Annual sales: 5,540 million yen (FY2020)

Number of employees in the Group : approximately 1,500

What is Social Business?

A business can be expanded by pursuing efficiency meanwhile targeting at abandoned people, objects, places and society and even by including inefficiency. This is what the Borderless Group considers as “social business.” We challenge to solve various social problems including poverty, education, refugees and global warming.

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VISION of JOGGO

To create linking of special moments

We

deliver our products to our customers, and

while they keep using our products for a long time,

there comes a moment when our products deeply touch their heart, and

in this way, we create the “heart moving moments” of

each one of our craftspeople, staff and customers.

Towards a society where all people,

transcending the borders, religions and disabilities,

can share the joy together and connect with the “heart.”

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JOGGO’s Management Philosophy

Principle (basic philosophy) ：Passing on the better Earth to the next generations

Vision（our worldview）：Connecting through the heart moving moments

We, JOGGO, deliver our products to our customers. While they keep using our products for a long time, there comes a moment when our products deeply touch their heart. In this way we create the “heart moving moments” of each one of our craftspeople, staff and customers. We aim for a society where all people, transcending the borders, religions and disabilities, can share the joy together and connect with the “heart.”

Mission (our role) ：A choice for all: a choice that people can take “pride” in their work.

Some people, because of poverty, face difficulties in getting employed and can not become economically independent. Some people, because of disabilities, only have a limited vocational choice. JOGGO wishes that these people whether in Japan or overseas can succeed as professional leather craftspeople and take pride in their work.

Values（importance）：We place much importance on social impact that people continue to grow as professionals and also as human beings.

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Corporate Overview

CEO: Masayuki Ota

Established in March 2014

Business: JOGGO

Domestic e-commerce sales of leather products that are manufactured in our own factory in Bangladesh.

UNROOF Japan

Domestic e-commerce sales of leather products that are manufactured in our own factory in Tokyo.

Joint development of products with other companies and contract manufacturing of the leather products.

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Social problem to be solved : Poverty in Bangladesh

Background of this social problem

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Business Outline

Business Concept ：

A choice for all: a choice that they can take pride in their work

Our factory in Bangladesh prioritizes to employ people who face difficulties in getting a job.

people who could not have a proper education due to poverty

single mothers

people with disabilities

After hiring, we train them to be professional leather craftspeople and they will manufacture JOGGO’s products.

We provide them a secure working environment and assure them financial stability.

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People with disabilities,single mothers, andpeople with high degree of extreme poverty because a father has disappeared etc.

Our human resource management system gives priority in employing these people.

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Factory and Staff

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Work that you take pride in

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Characteristics of products

After receiving orders at the factory in Bangladesh, the sewing and manufacturing are all processed manually. We sell the products online to Japan and there is a list of 60 items (Stock Keeping Units) on our website. Real cow leather but not high prices (e.g. a breast wallet from ¥17,000 to ¥ 30,000)

Real leather products (60 items)

From a list of 14 colors, customers can select the colors they like for different parts of a product.

The one and only real leather product in the world can be made to order.

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ITEMS

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Quality

Compact Wallet

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Electronic commerce

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Internet advertisement

SEO (search engine optimization)

JOGGO account of SNS

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(Picture)

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UNROOF

Social problem to be solved : Employment of people with disabilities in Japan

Background of this social problem: Limits of companies and employers

1 Limited awareness

People with disabilities cannot work.

We must help people with disabilities.

2 Limited choice of job

People with disabilities can only do simple tasks.

We must keep giving the same task to people with disabilities

3 Limit of salaries

People with disabilities deserve low salaries because they have no abilities.

We need not to promote people with disabilities nor increase their salaries.

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Business Outline

Business Concept:

Creation of a society where everyone, with or without disabilities, can shine.

We employ people with psychological disabilities and developmental disorders through the same regular recruitment process as people without disabilities.

In our factory in Higashimurayama City, Tokyo, they work as leather craftspeople and manufacture our brand products as well as other companies’ products.

The job responsibilities and their salaries can be raised.

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Characteristics of Products (Our Own Brand)

After receiving orders at the factory in Kumegawa City in Tokyo, the sewing and manufacturing are all processed manually. The products are sold online to Japan through our website.

Durability is Essential

Using real cow leather made in Japan, we are determined to make our products highly durable so that our customers can use our products for a long time. Repair service is also available after a purchase.

Borderless Production

We have made it possible to manufacture borderless products with unisex design, left handed people friendly design, etc.

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Characteristics of Products  
(other companies’ OEM products)

Joint development of products with other companies and brands who sympathize with UNROOF’s business concept. The OEM (original equipment manufacturer) contract manufacturing of these products.

SHIPS X UNROOF

Wallets and card cases

Collaboration of both brands

Nakagawa Masashichi Shoten X UNROOF

Joint development of “Compact Wallet with Kohaze (little Japanese clasps)”

YAMAP X UNROOF

Joint development of “Deerskin Leather L-shaped Wallet” and “Deerskin Leather Smartphone Pouch”

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Commitment for Sustainability

ENVIRONMENT

Reduce unnecessary production

　　　　　　　　　　　 and inventory loss

We use highly durable real leather for our products and the craftspeople in our factory finish up each product by sewing one by one with great care. We expect our customers to use our products for a long time and thus we try to reduce unnecessary production and decrease environmental pressures. We also make our products after receiving orders, which enables us reduce excessive production and avoid generating inventory loss.

Up-cycle the by-product leathers

Leathers used in our products are all by-products of meat production process. We up-cycle the resource that was going to be wasted and make use of them. Thus we make an effort for more sustainable production.

Use renewable energy

Since August 2020, the Kumegawa Factory changed over its electricity to “Hummingbird Electric Power” which is an electricity service company under Borderless Japan. The renewable energy which does not emit CO2 is used and we reduce the environmental pressures.

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Commitment for Sustainability

SOCIETY

For the community

Create employment opportunities and support economic independence

Because of no schooling or disabilities, some people get rejected from a job and some are forced to work under a terrible condition. We give priority to employ those discriminated and biased people who cannot get hired by other factories. We will offer them a workplace where they can feel safe and stable salaries.

For the employees

Create an environment where people can work safely

In 2018 we opened a nursery in Bangladesh. This is offered for free to people who did not have a place or someone to leave their children with. In addition, aiming to create an environment where people can work with more ease and break the chain of poverty and get out of it, we are planning to build “Borderless Village” with infrastructure, medical facilities and educational institutions.

Remove disparities and realize diversity and inclusion

Our aim is to eliminate disparities in career choice and salaries that people with psychological disabilities and developmental disorders are facing. In future, we expect to expand our factories throughout the country and to create an environment where we can work together with people with different types of disabilities.

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Factory

Meals

Education

Health care

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Achievement (Social Impacts)

JOGGO

Social impact is given by the number of employees in the Bangladesh factory and their family members.

UNROOF

Social impact is given by the number of craftspeople working in the Kumegawa Factory.

(END)