

BELLSYSTEM24 wins the highest ranking “Gold” in the “Pride Index” which recognizes workplace LGBTQ initiatives for the third year in a row.

BELLSYSTEM24 Holdings, Inc. (President, CEO and Representative Director: Shunsuke Noda; Headquarters: Minato Ward, Tokyo; hereinafter, “we”) received the highest "Gold" ranking for the third consecutive year in "Pride Index 2021," the index for evaluating the initiatives for LGBTQ at workplaces of companies and organizations, which was developed by the work of Pride, an unincorporated association that supports the promotion and establishment of diversity management regarding members of the LGBTQ and other sexual minorities (hereinafter, "LGBTQ"), on November 11, 2021.

work with Pride



Logo mark of "Pride Index 2021 Gold"

The Pride Index has five evaluation indexes: "Policy," "Representation," "Inspiration," "Development," and "Engagement/Empowerment." We expressed our support for "Business for Marriage Equality," a campaign for equality in marriage (legislation of same-sex marriage), this year, set June 2021 as our original "Bell Pride Month" in imitation of Pride Month, an awareness building period regarding LGBTQ rights in the U.S. and other countries around the world, and have been promoting a number of activities such as the delivery of weekly awareness-building articles on our internal intranet site for the purpose of promoting understanding of LGBTQ issues. Because such activities were highly regarded, we received a high rating in all the items, as we did last year.

We have set "Creating a people-friendly workplace/community where diverse employees can enjoy working in a safe and supportive environment." as one of our Code of Conduct principles. As an LGBTQ-friendly company¹, we have conducted a range of initiatives for supporting LGBTQ activities at workplaces, such as explicitly prohibiting any harassment, including SOGI harassment² in our CSR policies and human rights policies, establishing labor regulations for employees with same-sex and de facto marriage partners, and promoting internal awareness-building activities through online training (e-learning), etc. that can be taken by all employees. Going forward, we will continue to work to develop an environment where employees from a variety of backgrounds can work for the long term with a sense of security.

¹ LGBTQ-friendly company

A company that is working to create a workplace where LGBTQ can work pleasantly regardless of whether an employee has come out as LGBTQ or not.

² SOGI harassment

Indicates all discrimination, harassing behaviors, speeches and actions related to sexual orientation and gender identification (SOGI).

History of our diversity promotion and LGBTQ initiatives

May 2012: Started internal networking activities related to the promotion of women's participation in society.

March 2011: Started activities for diversity such as the promotion of women's participation in society.

March 2016: Established the diversity promotion group.

May 2017: Started internal networking activities related to general diversity.

August 2018: Started LGBT awareness building activities through e-learning for all the employees.

October 2018: Received Bronze in the Pride Index 2018.

October 2018: Our voluntary employees participated in the LGBTQ enlightenment festival.

November 2018: Held a lecture meeting by external experts on LGBTQ issues for all employees.

March 2019: Started participation in recruiting events involving LGBTQ-friendly companies.

May 2019: Started activities of a sectional committee specializing in LGBT in our internal networking activities.

August 2019: Revised the personnel labor regulations to partially cover same-sex partners in our benefit package.

November 2019: Received Gold in the Pride Index.

February 2020: Enhanced our efforts for "elimination of any harassment," aiming to prevent any harassment including SOGI harassment.



The "LGBTQ ALLY" logo mark we created

November 2020: Received Gold in the Pride Index (for the second year in a row).

June 2021: Implemented the "Bell Pride Month" project, an LGBTQ awareness building activity.

August 2021: Expressed our support for "Business for Marriage Equality," the campaign for equality in marriage (legislation of same-sex marriage).

October 2021: Participated in "RAINBOW FESTA 2021," a ceremony to celebrate sexual diversity.

About BELLSYSTEM24: Corporate website: <https://www.bell24.co.jp/ja/>

BELLSYSTEM24 Inc. has more than 30,000 employees across Japan and have provided various services as a point of contact between companies and consumers since starting Japan's first full-scale call center service in 1982. In 2020, we set expansion of home-based contact centers to 4,000 seats, promotion of DX including data utilization, and strengthening of strategic and other alliances as our priority measures in the Mid-Term Management Plan 2022.

As an industry leader, we will continue to perform our mission of "Supporting Social Affluence with Innovation and Communication" through the development and provision of various solutions based on the operational knowledge accumulated by multiplying People by Technology.

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