

ESR JAPAN SUSTAINABILITY CASE STUDY

June 2019

Barnklübb – Children’s Day Care Centres



ESR Barnklübb, Nanko, Japan

LOCATION

Barnklübbs are being developed in ESR Japan warehouse projects over 100,000 m².

SUMMARY

Japan has a shortage of private day care centres for children. Waiting lists are common and costs are high for most families. To promote family-friendly practices, in all ESR Japan warehouse projects over 100,000 m², children’s day care centres (called Barnklübb) will be developed. These day care centres are being created to attract more female employees and ease their burden of balancing parenting with working outside the home.

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SPECIFICATION

In addition to responding to the traditional demands of clients using our facilities, ESR have another important priority: acting as a bridge between the local society and the environment. In recent years, we have centred our initiatives around addressing some of Japan’s most pressing issues, including a shortage of labour, job opportunities for talented mothers and day care centre space.

In identifying these key problems, we have sought to bring mothers keen to participate in the labour markets back into the workplace, as well as make positive environmental and social contributions, which benefit the local community and economy. The Barnklübbs are open Monday through Friday 8am to 7pm to take into account the schedules of working mothers.

The Barnklübb concept is complementary to the ESR Klübb lounges, which are private lounges in the warehouse projects with complimentary TV and WiFi, as well as a retail shops and other amenities, which provide employees with a space to relax and take a break. In addition, ESR have installed rooftop solar power plants on its warehouses to produce clean, renewable energy, in one of Japan’s largest rooftop initiatives to promote sustainability.



ESR Barnklübb, Ichikawa, Japan

ACHIEVEMENT

To date, ESR have developed 6 Barnklübbs in Japan, which have a total capacity to provide day care for ca 650 children. There are an additional three Barnklübbs under construction or in the design phase. The initial Barnklübbs are starting operations this year. ESR Japan have 13 completed warehouses project and 8 under construction.



ESR Barnklübb, Fujiidera, Osaka, Japan

COST

ESR develops the Barnklübb space as part of its larger warehouse project and then provides the space to the professional day care centre operators free of charge.

Employees and tenants do not need to pay for the use of the Barnklübbs, as all of the associated costs are borne by ESR and by utilising local government subsidies.

As these initial Barnklübbs are just starting taking in children this year, it is too early to give exact operational metrics, although we will report on our Barnklübb initiative on an annual basis going forward.



ESR Barnklübb, Ichikawa, Japan



ESR Barnklübb, Fujiedera, Osaka, Japan

STRATEGY

This Barnklübb initiative benefits ESR's tenants by helping them attract and retain employees, particularly younger mothers, which is especially important given the very low unemployment rates found in major urban areas of Japan. Other real estate developers are also reviewing this day care centre concept, which we see as a great benefit for the community as a whole.

ESR Japan was the recipient of the Social and Environmental Contribution award from the 2018 British Business Awards, due to its commitment to enhancing the workplace environment and encouraging women to re-enter the workforce.

INFORMATION

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ESR Barnklübb, Ichikawa, Japan