

**Japanese Social Enterprise, Rapport Hair Group
which encourage women to work continually,
collaborate with Change Fusion to job Creation and Employment**

**Rapport Hair Group, which operates 45 beauty salons in Japan,
will start a Beautician training program for disadvantage women
and creating jobs in Thailand in cooperation with Change Fusion,**

Rapport Hair Group (Headquarters: Ishinomaki City, Miyagi Prefecture; Representative Director: Wataru Hayase) together with Change Fusion Group (Founder and Managing Director: Sunit Shresta), which supports social entrepreneurs and makes social investments in Thailand, has launched the **Impact Salon Project**, which supports social entrepreneurs and makes social investments in Thailand, will launch the Impact Salon Project to develop a beauty salon and employment support business in Thailand.

Rapport Hair Group was founded in July 2011 in Ishinomaki City, Miyagi Prefecture, an area affected by the Great East Japan Earthquake, and has established a revolutionary work system for the hairdressing industry. As a result, we have created an environment that facilitates the return to work of the more than 750,000 potential beauticians in Japan, and as of March 2024, we have 45 stores in Japan.

Since our establishment in 2011, we have been addressing the "high turnover rate of beauticians (beauty salon work environment where it is difficult to continue working)," which is a problem not only in the affected areas but in the entire hairdressing industry, the "high mental barriers to returning to work," and the "social and cultural norms surrounding women" that lie behind such problems.

We have found that the know-how and systems we have developed in Japan are needed in Thailand, especially for women who have difficulty finding work, and have decided to launch this project in collaboration with the Change Fusion Group. In Thailand, we will start a hair salon, RAPOR Hair, to provide employment support for women who have difficulty finding work (ex-prisoners, victims of domestic violence, single mothers, etc.) and to create jobs in Thailand.

As a start of this collaborative project, we received a request from the Thailand Institute of Justice (hereinafter referred to as TIJ) to provide specialized training in hair coloring to three former female inmates on March 28 and 29, 2024.

By way of background, while more than 200,000 people are released from prison each year in Thailand, about 1/3 of them are re-imprisoned within 3 years. In addition, the number of female prisoners in Thailand is increasing, and many female prisoners, especially those who have committed minor crimes, are released after 2 to 5 years, but find it difficult to return to work. In response to this situation, TIJ is launching the Restart

Academy in 2023, a social rehabilitation support program for former inmates. The beautician training and return-to-work support program was launched in February 2024 as a job support (social reintegration support) especially for women, and we were asked to conduct this training through Change Fusion Group.



Above left: Mr.Hayakawa, Above right: Mr.Mitsui
Bottom left: Ms. Aya Mitsui,
Bottom center and Bottom right are students of this course.

Hayakawa Beauty Trading (Headquarters: Nagano, Japan; President: Yoshihiro Hayakawa) and Le shu Hair Salon (Headquarters: Matsumoto, Nagano, Japan; President: Keiji Mitsui) agreed to support this training program. Hayakawa Beauty Trading sponsored the dyes and other materials needed for the training, and Le shu designed and conducted the actual training.

In cooperation with Change Fusion Group, Rapport Hair Group will continue to provide training to support women who have difficulty finding jobs, and develop company-owned and franchise stores in Thailand to create jobs.

Please contact us if you are interested in becoming a franchisee, if you would like to request cooperation in training, or if you would like to request an interview for this project.

■ Message from Sayaka Watanabe, Chief Impact Officer of Rapport Hair Group



Since 2011, in addition to developing businesses in disaster-affected areas, we have been building a network of women social entrepreneurs in Asia and have been in touch with many women entrepreneurs and women who are struggling to find work. In the course of these activities, I met Sunit, founder of Change Fusion Group, one of the leading experts in supporting social entrepreneurship and social impact investing in Asia. During our friendship of more than 10 years, we have had many discussions about the need to create profitable and scalable social enterprises, the possibility of developing Japanese beauty service technology in Thailand, and the need to provide employment support for women with employment difficulties and their careers.

We are very happy to announce that due to a combination of timing and connections, Rapport Hair Group, together with Change Fusion Group, has started providing employment support training for women with employment difficulties in Thailand, as well as opening new stores. It is our great pleasure that our efforts and experience in Japan will gradually spread to other countries and help women to live independently through our business, which we believe will be an encouraging project for women in Japan. And we will continue to make efforts in Japan to address many issues such as gender inequality, the declining birthrate, and the aging population.

■ Message from Change Fusion Group



Haidy Leung (Business Development Lead)

This project is a pioneering example of cross-border collaboration as a social enterprise.

In the past, cross-border knowledge sharing has been realized on a project basis, but it has not led to the actual launch of a business beyond that point. I believe that this time, starting a concrete business together with Rapport Hair Group is very significant in terms of creating an impact beyond national borders.



Sunit Shrestha (Founder and Managing Director)

As Change Fusion, we have been conducting our business with the awareness that creating impact is a mainstream business practice. This project is part of our Lifestyle Impact Business strategy. We have invested in and supported impact tourism businesses and sustainable florists. Through the Impact Beauty Salon, we believe that people can make impactful choices in their daily lives.

We believe that beauty has the potential to create impact on similar gender issues that exist not only in Thailand, but around the world.



Group photo taken during a visit to TIJ on March 28, 2024
(with the deputy director of TIJ and the director in charge of social rehabilitation programs)

Rapport Hair Group

Business : Operation and franchise of beauty salon

Headquarter : Miyagi Prefecture, Japan

URL : <http://www.rapporthair.com>

Change Fusion Group

Business : Change Fusion, a nonprofit corporation, and Change Venture, a for-profit corporation (which also makes impact investments, etc.), provide support to social entrepreneurs, consulting services, impact investments, etc.

Headquarter : Bangkok, Thailand

URL : <https://change fusion.org/>

Contact :

Rapport Hair Group

info.rapporthair@gmail.com (Ms.Watanabe)

RAPPORT HAIR