

Sumitomo Life announces a PoC in Singapore to support persons with disabilities

Sumitomo Life Insurance Company (“Sumitomo Life”, President & CEO: Masahiro Hashimoto) is performing a proof-of-concept (“the PoC”) to address issues related to the employment of persons with disabilities (PWDs) in collaboration with Trifam Pte. Ltd. (a Singaporean startup focusing in the field of employment issues regarding PWDs), and Digital Business Innovation Center (“DBIC”), which is a part of NPO Center For Innovation Leaders (Japanese NPO that specializes in accelerating open innovation in leading Japanese enterprises). The PoC is being performed at Bridge+ (coworking space that brings together different persons and diverse entities), which is run by CapitalLand Ltd. (one of Asia’s largest diversified real estate groups, headquartered in Singapore).

Diversity and inclusion in workplace environment are a critical factor in building a sustainable society, and it is becoming enterprises’ responsibility in many countries. However, PWD jobseekers still face significant difficulties despite their abilities and willingness to work, and likewise, enterprises face some challenges in hiring, assessing, engaging and retaining PWD talent.

Sumitomo Life has actively engaged in PWD employment mainly through its subsidiary. In order to further promote these initiatives, Sumitomo Life will test ideas and approaches that were cultivated in Japan and Singapore to address employment issues for PWDs through the PoC. The PoC is performed in Singapore, where it is possible to approach innovation more flexibly in terms of laws and regulations.

■ Overview of the PoC

Objective: Enhance employment opportunities and widen the sphere of activities of PWDs

Details : Conduct a trial concerning coworking spaces and matching/assessment solutions that contribute to the enhancement of employment opportunities of PWDs

Duration : September 9, 2019 - September 20, 2019

Operators: Trifam Pte. Ltd.

NPO Center For Innovation Leaders (DBIC)

Sumitomo Life

Location : Bridge+ 2 Science Park Dr, #01-03, Singapore

■ About Trifam Pte. Ltd

Establishment : March 2018

Business description : Financial Independence Support for PWDs

Name of the representative: Cindy Chng (Co-Founder & Executive Director)

Overview : Trifam Pte. Ltd. is a rising social enterprise startup focusing on PWDs' employment issues. They work with PWDs and a wide range of stakeholders to bring innovation into the PWDs community.

■ About NPO Center For Innovation Leaders (DBIC)

Establishment : July 2009

Business description : Development of human resources, construction and provision of social innovation platforms to promote digital transformation and innovation

Name of the representative: Hiroshi Yokotsuka

Overview : Digital Business Innovation Center (DBIC) was established within NPO Center For Innovation Leaders to become a hub for digital technologies and innovation. 31 companies are listed as DBIC's member organizations as of June 1, 2019, and are embarking on a wide range of collaboration and new business creation. DBIC launched Singapore Innovation Program in 2018, which is a program designed for Japanese enterprises to create innovation in Singapore, in collaboration with CapitaLand Ltd..

■ About Bridge+

Bridge+ is a coworking center run by CapitaLand Ltd., one of Asia's diversified real estate groups. Its flagship coworking center is located in the heart of Singapore Science Park, and also operates centers in Shanghai, Suzhou, Hangzhou in China, and Bangalore in India. Through coworking offerings, Bridge+ brings together different persons and diverse entities, which further extend into community building.

■ About Sumitomo Life Digital Innovation Labs

In April 2018, Sumitomo Life opened Sumitomo Life Digital Innovation Labs in Tokyo and Silicon Valley as hubs to accelerate innovation of businesses and offer services in the era of digital transformation. The PoC is one of the approaches made by Sumitomo Life Digital Innovation Labs. Going forward, Sumitomo Life continues to aim the creation of innovative businesses and services by collecting the latest technologies and swiftly executing PoCs.

※For more information, please visit the news release of Sumitomo Life at

<http://www.sumitomolife.co.jp/english/newsrelease/pdf/nr20180213.pdf>

END