



Education Content Development Office



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We conduct research and development of unique educational content tailored for learners, particularly children.

Through the planning and production of learning methods, educational materials, books, and educational events, we are committed to creating and developing educational intellectual property (IP). At the same time, we leverage both internal and external expertise to shape better ways of learning.

In addition to developing and providing “Shogakukan’s Inquiry-Based Learning®”—a learning method unique to the Shogakukan Group—we are also engaged in the production and deployment of inquiry-based learning content for schools. Furthermore, by leveraging the expertise in educational material development and operations cultivated in the correspondence education sector, we are creating value that meets diverse learning needs through cross-functional development spanning educational materials, services, and projects.

In addition, we accumulate practical knowledge through book production, alliances with other companies, advisory services, and public sector contracts, which we use to create new businesses and services.

By combining the unique strengths of education and entertainment that define ShoPro, we aim to provide opportunities for people of all backgrounds and needs to “learn in a way that is useful for the future” and “enjoy the learning process.”

Moving forward, we will continue to respond to diversifying educational needs while sparking children's curiosity and dialogue, and creating experiences that inspire them to want to learn on their own.

