



Future Skills

Empowering Skilled Trades to Build a Better Tomorrow

At LIXIL, our Purpose is to “make better homes a reality for everyone, everywhere”. Yet that purpose remains an aspiration without the skilled hands that bring it to life. Every product we design relies on their expertise to deliver on its promise, reaching people at scale only when installed with precision and care.

For us, advocating for skilled trades is not only a business priority, but a social responsibility. That is why LIXIL is investing in the future of the skilled trades — cultivating talent, partnering for success, and driving global advocacy for the people who build our shared future.

Social Background: The Global Skilled Labor Crisis in Numbers

Global
Skilled Labor
Shortage

75%⁽¹⁾

Severe Labor
Shortages
Across Sectors

Over **85 million people**⁽²⁾

Estimated
Economic Loss Due to
Talent & Skills Shortages

Approx. **USD 8.5 trillion**⁽²⁾

(1) Manpower <https://go.manpowergroup.com/talent-shortage-2024>

(2) Korn Ferry <https://www.kornferry.com/insights/this-week-in-leadership/talent-crunch-future-of-work>

Key Focus Areas

LIXIL supports diverse skilled trades through three key focus areas:

#01 Cultivating Talent

Providing training that covers a wide range of skills — from foundational installation to advanced, sustainable techniques — and inspires the next generation through a variety of global and regional programs.

Initiatives

- Regionally tailored training support including **GIVE**, **TradeUp**, **IITA**, and **LBTC**.
- Support for a diverse workforce, including young professionals and women.

#02 Partnering for Success

Equipping trade professionals with advanced product and service solutions tailored to their customer needs, enabling their businesses to thrive.

Initiatives

- Driving business expansion through skill acquisition aligned with customer needs.
- Contributing to increased employment and retention of diverse talent by fostering a stable business environment.

#03 Driving Global Advocacy

Partnering with industry associations, educators, and policymakers to strengthen career pathways and call for greater respect, recognition, and opportunity for skilled professionals.

Initiatives

- Expanding training support systems in collaboration with organizations such as the **OECD** and **WorldSkills**.
- Enhancing the value of skilled trades and supporting the expansion of their career opportunities.

Overview of Key Initiatives

Program Name	Key Initiatives	Additional Details
GROHE GIVE	Provides plumbing fixtures, equipment, and educational materials to vocational schools, primarily across Europe, Africa, and Asia.	Officially launched in 2021 (piloted in the UK in Nov 2019). Partnered with 70+ schools, primarily in Europe, Africa, the Middle East, and Asia / Training 2,500+ students annually.
American Standard TradeUp	Partners with vocational schools across North America to run diverse programs aimed at addressing plumber shortages, cultivating young skilled professionals, and raising career awareness.	Launched nationwide in the US in 2017. Trained 1,000+ students and plumbers through partnerships with 40 organizations.
Partnership with Tools & Tiaras	Partners with US non-profit Tools & Tiaras Inc. as part of TradeUp to offer hands-on trade experiences and training programs for girls and women.	Partnership established in July 2019.
IITA	Operates the INAX Institute of the Tiling Arts (IITA), an in-house specialized institution promoting the succession of tiling installation craftsmanship.	Established in April 1989. Produced 1,000+ graduates in Japan.
LBTC	Co-established and operates LIXIL Building Material Technical College (LBTC) with partner contractors specializing in building sashes and curtain walls.	Established in April 2017. Produced 440+ graduates in Japan.
SATO	A social business aiming to build sustainable sanitation markets in regions with inadequate sanitation infrastructure. Runs training support programs to equip local artisans with skills to sell, install, and maintain toilets.	Launched in 2013. Currently active in 60 countries and regions across Africa, Asia, and Central America. Achieving improved sanitation and hygiene for 103 million people globally by 2025.

Our Journey



Policy Advocacy

- Modernizing TVET Curricula** ... Participating in international working groups such as the Organisation for Economic Co-operation and Development (OECD) to advocate for public policy formulation and the introduction of modular micro-credentials.
- Collaboration with Industry Associations**
 Serving on boards and committees of organizations like Plumbing Manufacturers International (PMI) and Alliance for Water Efficiency (AWE) to drive industry standardization.

