

## 10. Cooperation with Local Governments and NGOs, PR/Awareness-raising Activities

### Liaison Conference for the Promotion of Gender Equality

The Liaison Conference for the Promotion of Gender Equality was inaugurated in 1996 with a view to exchanging information and ideas widely liaising with people in various fields of society and promoting national measures to promote the creation of a gender-equal society.

The Conference holds twice-yearly general assemblies and also organizes forums to exchange information and ideas between the general public in various fields of society to actively pursue initiatives for the creation of a gender-equal society.

### Gender Equality Forum, Programs Encouraging Gender Equality Declaration Cities, Summit Meeting of Gender Equality Declaration Cities

Since FY 2000, the Cabinet Office and local governments have jointly held the “Gender Equality Forum.” Individuals representing various fields in society have attended the forums to raise awareness about gender equality through lectures and sub-sessions.

Also, since FY 1994, municipalities other than government-designated cities have become “Gender Equality Declaration Cities” and implemented “Programs Encouraging Gender Equality Declaration Cities” to encourage various initiatives for gender equality. The Cabinet Office and these “Gender Equality Declaration Cities” have co-hosted the “Summit Meeting of Gender Equality Declaration Cities” with a view to deepening collaboration and coordination among the Cities through exchanging information, thereby raising awareness about the issue on a nationwide level.

### Promotion of PR/Awareness-raising Activities through a Variety of Media, Various Training Sessions

To promote understanding by the general public about the purpose and basic principles of the Basic Law for a Gender-equal Society and to facilitate various initiatives for the creation of a gender-equal society, a campaign entitled “Gender Equality Week” was inaugurated in 2001 to be held each year from June 23 to 29. During the week, various events are organized in collaboration with local governments, women’s groups and other relevant organizations.

#### Main events

- i. “National Conference for the Formation of a Gender-equal Society”
- ii. “Chief Cabinet Secretary’s Commendation for Efforts Toward the Formation of a Gender-equal Society
- iii. “Women’s Challenge Grand Prize” , “Women’s Challenge Support Grand Prize” and special prize
- iv. Contest for a slogan of the week, production and distribution of a poster

In addition, with a view to promoting understanding by the general public about measures for the creation of a gender-equal society and ensuring cooperation from the general public for such measures, various information brochures, publications, video/DVDs have been produced. A dedicated website (<http://www.gnder.go.jp/>) has also been set up to implement PR/awareness-raising activities.

Training sessions and meetings are also organized for officials in local governments in charge of administration closely related to residents and for those engaged in community activities to increase their understanding about governmental measures.

### White Paper on Gender Equality

Pursuant to Article 12 of the Basic Law for a Gender-Equal Society, an annual report (White Paper) is produced to indicate the state of formation of a Gender-equal Society in Japan and explain the policies to be implemented by the national government in the light of the state of deliberation at the Council for Gender Equality.