

14. Public Information, Enlightenment, Research and Study

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 Act 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

- ① “National Conference for the Formation of a Gender-Equal Society”
- ② “Prime Minister’s Commendation for Efforts Toward the Formation of a Gender-Equal Society”
- ③ “Women’s Challenge Grand Prize”, “Women’s Challenge Support Grand Prize” and special prize
- ④ Contest for a slogan of the week

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.gender.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 Act for a Gender-Equal Society, a white paper on gender equality is submitted by the government to the National Diet each year. The white paper indicates the state of formation of a gender-equal society in Japan and explains the government’s policies for promoting formation of a gender-equal society. The 2011 white paper surveys and analyzes positive action currently implemented in Japan and foreign nations for each sector. In addition, this paper specifically provides information on specific best practices, aiming to accelerate specific projects in each area or each stakeholder.

The 2012 white paper features “Disaster Prevention and Reconstruction from a Gender-Equal Society Perspective”. It verifies, from the perspective of a gender-equal society, the situations of affected people at the time of the Great East Japan Earthquake and the government’s handling of recovery and reconstruction. It also clarifies lessons for the future, such as the necessity of women’s participation in decision-making processes related to handling disaster response.

Conduct Studies, and Collect, Organize, and Provide Information about Gender Equality

“Specialist Committee on Basic Issues and Gender Impact Assessment and Evaluation” under the Council for Gender Equality was established at the first specialist committee meeting held on March 28, 2011. At the same time the “working group on women and the economy” and the “positive action working group” also were established. The “working group on women and the economy” conducted the analysis of utilization of women’s participation and abilities in the economy and society, and considered promotional measures, etc. so that women could play active roles and utilize their abilities in society. The “positive action working group” considered the measures for promoting the positive action at the field of politics, administration, employment and science and technology mainly.

The Specialist Committee summarized a final report in February 2012, based on the respective final reports of the “working group on women and the economy” and the “positive action working group” after both the working groups held various discussions.

At the 40th meeting of the Council for Gender Equality that was held in March, 2012, explanations were made of things such as a report by the Specialist Committee and various ministries’ “plans for hiring female employees and expanding their recruitment”. In light of those reports and explanations, “efforts to be made from now on” were decided upon as efforts to ask the government to prioritize, based on awareness that women have the greatest potential for revitalizing Japan.