

Implementation Guidelines for Utilization of Public Procurement and Subsidies Toward
the Promotion of Women's Empowerment

March 22, 2016
{ Decided by the Minister of State for Gender Equality }

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These implementation guidelines have been established to ensure the smooth implementation of the Initiatives for Utilization of Public Procurement and Subsidies Toward the Promotion of Women's Empowerment (decided by the Headquarters for Creating a Society in which All Women Shine on March 22, 2016; hereinafter referred to as "Initiatives"), based on Article 4.3 of the Initiatives.

Article 1. Public Procurement

1. Evaluations when Making Procurements Related to Work-Life Balance

In general, driving work-life balance initiatives will increase productivity through measures such as enhancing business efficiency by reexamining and improving business operations, enhancing the sophistication of planning capabilities by recruiting and retaining diverse talent such as women, and improving the ability to respond to market changes. This in turn can lead to not only improving price competitiveness but also maintaining and improving the quality of projects.

Taking this into consideration, companies that promote work-life balance shall be evaluated based on the following in line with the contents of the contract.

This initiative corresponds to measures based on Article 24 of the Act on the Promotion of Women's Active Engagement in Professional Life (Act No. 64 of 2015).

(1) Scope of Initiative

"Procurements in which factors other than price are evaluated" specified in Article 2.1(1) of the Initiatives shall be based on scoring auction or proposal competition (hereinafter referred to as "Scoring Auction, etc.") and the initiative shall be carried out for Scoring Auction, etc. (however, this excludes cases where

evaluating a company that promotes work-life balance in individual procurements would lower the quality or hinder the execution of the project, as in cases where evaluation factors other than price have been specifically stipulated in laws, regulations, or cabinet decisions, such as in procurement related to purchasing or leasing automobiles in accordance with the Basic Policy on the Promotion of Contracts of the State, Incorporated Administrative Agencies, and Other Entities, Which Show Consideration for Reduction of Emissions of Greenhouse Gases, etc. [December 7, 2007 Cabinet Decision]).

(2) Companies Eligible for Evaluation

Companies that fall under any of the following clauses (hereinafter referred to as “Companies that Promote Measures Such as Work-Life Balance”) shall be eligible.

- (a) Companies promoting work-life balance that have been certified (when there are multiple certification standards, it shall be limited to fulfilling standards related to working conditions such as working hours and other work-life balance matters; the same applies below) based on the Act on the Promotion of Women's Active Engagement in Professional Life, Act on Advancement of Measures to Support Raising Next-Generation Children (Act No. 120 of 2003), Youth Labor Welfare Act (Act No. 98 of 1970), or other relevant laws and regulations
- (b) Companies (limited to those with 100 or less regular employees) that have developed a General Employers Action Plan (limited to cases in which the plan is still ongoing) based on Article 8 of the Act on the Promotion of Women's Active Engagement in Professional Life
- (c) Companies (limited to those with 100 or less regular employees) that have formulated or changed a General Employers Action Plan (limited to cases in which the plan is still ongoing) on or after April 1, 2025 based on Article 12 of the Act on Advancement of Measures to Support Raising Next-Generation Children

(3) Evaluation Method

Companies specified in (2)(a) above shall be evaluated based on their certification status, and companies specified in (b) and (c) shall be evaluated based on the status of the development of the plan.

Foreign companies participating in procurement involving the WTO Agreement on Government Procurement (hereinafter referred to as “GPA”) shall be handled in the same manner as Companies that Promote Measures Such as Work-Life Balance

by verifying that they have fulfilled the standards equivalent to the certification requirements based on relevant laws and regulations.

When driving such initiatives, Companies that Promote Measures Such as Work-Life Balance must be properly evaluated in line with the actual circumstances. Therefore, “Examples of Evaluation Standards for Companies that Promote Measures Such as Work-Life Balance During Procurement” are indicated in Attachment 1, and each ministry and agency shall set appropriate standards that take into account the perspective of promoting women’s empowerment based on the objective of the relevant contract and carry out fair and objective evaluations to ensure that companies using fraudulent means will not be selected, while referring to Attachment 1 in accordance with the characteristics of the case.

In the event that it is discovered that a company was certified by fraudulent means in a certification program that was established as a standard and said certification is revoked, necessary action such as suspension from bidding shall be appropriately taken.

In addition, as a measure to ensure that companies’ efforts to promote work-life balance are substantial, the Cabinet Office shall publicize the purpose and other aspects of this initiative to companies, and the Ministry of Health, Labour and Welfare and other agencies shall exhaustively publicize certification programs, publish action plans based on laws and regulations, inform employees of said plans, and publish information on the status of efforts, and the relevant Prefectural Labour Bureau shall provide appropriate guidance.

(4) Implementation Period

In principle, criteria to evaluate Companies that Promote Measures Such as Work-Life Balance in procurements in which factors other than price are evaluated shall be set in fiscal 2016.

However, in the event that it is difficult for a ministry or agency to fully implement the abovementioned initiative in fiscal 2016 due to reasons such as the circumstances of the companies eligible to participate in the tender, said ministry or agency shall publish a schedule and implement the initiative in stages.

2. Increasing Opportunities to Become a Candidate Supplier

Increasing the number of supplier candidates and opportunities to receive orders among Companies that Promote Measures Such as Work-Life Balance, companies engaging in gender equality and work-life balance measures (hereinafter referred to as

“Gender Equality, etc.”) and companies that have women participating in corporate management (hereinafter referred to as “Companies that Promote Measures Such as Work-Life Balance, etc.”) are likely to substantially increase procurements from such companies.

In addition to the initiative in 1 above, concrete initiatives to increase opportunities for companies to become candidate suppliers such as the following could be carried out to the extent possible while bearing in mind issues such as improving transparency, ensuring fair competition, and the burden on the company and ordering party.

- (a) Increase opportunities for Companies that Promote Measures Such as Work-Life Balance, etc. to receive orders by conducting awareness-raising activities targeting such companies, such as informing them of how to learn about procurement projects.
- (b) In the event that there are Companies that Promote Measures Such as Work-Life Balance, etc. that meet the predesignated selection standards when inviting bids through selective tendering, include said companies in the bidders.
- (c) In the event that a discretionary contract is entered into due to a low target price, let one or more Companies that Promote Measures Such as Work-Life Balance, etc., be the estimate providers when estimates are requested from two or more parties.

If carrying out such initiatives, it will be necessary to identify a large number of companies striving to be recognized as Companies that Promote Measures Such as Work-Life Balance, etc. in a wide range of project fields in advance, as it may be difficult to evaluate each company’s individual efforts on Gender Equality, etc. and also to ensure that companies using fraudulent means are not selected. Possible ways to address this are utilizing means such as the Ministry of Health, Labour and Welfare’s Women’s Empowerment and Work-Life Balance Support website, the Ministry of Health, Labour and Welfare’s system for registering initiatives related to positive action, certification programs established based on laws and regulations such as the Act on Advancement of Measures to Support Raising Next-Generation Children, and award programs such as Diversity Management Selection 100. Information on specific methods shall be provided by the Cabinet Office as necessary. In addition, foreign companies participating in procurement involving the GPA shall be handled in the same manner as certified companies by verifying that they have fulfilled standards equivalent to the certification requirements based on relevant laws and regulations.

3. Important Reminders when Setting Deadlines

One point to bear in mind when placing orders is that setting significantly short deadlines in consideration of the quantity and level of the requested work will not only decrease the possibility of companies engaging in work-life balance and other work style reforms taking the order, it is also undesirable in terms economic efficiency since setting a deadline with ample leeway would increase the number of companies that can participate and make the bidding more competitive. Therefore, it is appropriate for the ordering party to give consideration to setting a sufficient lead time by carrying out planned ordering.

4. Accelerating Corporate Efforts on Promoting Women's Empowerment

The understanding of companies regarding the promotion of women's empowerment and the contents of various laws and regulations should be sought through means such as distributing pamphlets on promoting women's empowerment and work-life balance by leveraging opportunities such as bidding, based on the premise that it will not influence the selection of suppliers. Examples of possible efforts to require of companies are as follows.

- Setting a corporate policy on women's empowerment in writing and disseminating and announcing it to employees
- Setting targets for the proportion of women executives and managers, and announcing said targets along with the results
- Creating and announcing a declaration that indicates that the company is striving to promote women's empowerment

Article 2. Subsidies

The relationship between positive actions that utilize subsidies (subsidies covered under the Act on Regulation of Execution of Budget Pertaining to Subsidies, etc. [Act No. 179 of 1955; hereinafter referred to as the "Subsidies Regulation Act"] and other laws, hereinafter referred to as "Subsidies, etc."; the same applies below), equality under the law in the Constitution of Japan, and the Subsidies Regulation Act and other laws, needs to be ascertained.

In terms of the interpretation of the Constitution of Japan, in general the standard of "rigorous rationality" (i.e., that the objective is important and there is a substantial relationship between the objective and means) shall be used. From this perspective, when rigorous means are taken (e.g., creating a subsidy for women only), it is highly likely that the relationship between means and objective will be rigorously investigated. On the other hand, if moderate means (e.g., establishing a framework to preferentially

allocate a portion of the subsidy to women) or minimal means (e.g., publicity to encourage women to apply) are taken, the relationship with the objective can be interpreted loosely.

In addition, measures such as using the subsidy fairly and efficiently (Article 3 of the Subsidies Regulation Act) or not attaching conditions that exceed the restrictions necessary to achieve the objective of the subsidy when granting the subsidy (Article 7, Paragraph 4 of said Act) could be related to the Subsidies Regulation Act.

Examples of subsidies to promote women's empowerment currently permitted under legislation such as the Constitution of Japan and the Subsidies Regulation Act are as follows. Each ministry and agency could actively consider using subsidies to promote women's empowerment while referring to said examples when requesting a rough estimate. When carrying out initiatives such as the following, care must be taken to create a framework to enable proper screening of subsidized companies, while referring to Attachment 2 "Examples of Evaluation Standards in Public Procurement and Subsidies," to ensure subsidized companies do not profit by dishonest means from perfunctory initiatives.

1. Subsidies Aimed Directly at Promoting Women's Empowerment

The following are possible direct methods for utilizing subsidies as a means to achieve the policy goal of the Fifth Basic Plan for Gender Equality (December 25, 2020 Cabinet Decision), which states, "Advance initiatives with the aim of achieving a proportion of women in leadership positions of approximately 30% as early as possible during the 2020s. In addition, using that level as a steppingstone, aim to increase the proportion of women in leadership positions beyond 30% so as to build a society in the 2030s where everyone can thrive without being conscious of sex or gender, and where there is no bias toward the gender of those in leadership positions.

- (a) Creating subsidies that support efforts by women
- (b) Creating subsidies that support efforts by companies, such as setting targets for promoting women and carrying out efforts to achieve those targets

In the event there is a substantial gap between men and women, such as the proportion of women in leadership positions being far below 30% in a given field, it is possible that there could be policy issues in need of resolving in order to eliminate said gap. In that case, it shall be deemed reasonable from the perspective of equality under the law in the Constitution of Japan to establish subsidies that have the direct objective

of promoting the empowerment of women in said field, which is recognized to be of great importance.

Concrete examples for (a) above include establishing subsidies to provide women entrepreneurs financial support for expenses needed to start a business or subsidies for organizations that help women who are thinking of starting a business. In that case, it is possible to simultaneously offer subsidies that have the objective of developing women entrepreneurs in said field along with subsidies that have the objective of developing entrepreneurs, but while the objective of the former is to eliminate the gap between men and women in the social structure, the main objective of the latter is to promote the development of entrepreneurs in said field; therefore, offering them simultaneously itself will not to be denied. However, methods that are part of the main subsidy list are also possible, as described below (see 3 below).

In addition, possible examples for (b) above include subsidies granted to companies that set targets for promoting women and carry out efforts such as training to develop women leaders to achieve those targets, in order to provide financial support for expenses needed for said efforts.

2. Subsidies for Creating Environments that Contribute to Promoting Women's Empowerment by Supporting Work-Life Balance and Other Means

It is also possible to establish subsidies that help create an environment that contributes to promoting women's empowerment instead of efforts that directly promote women's empowerment.

For example, efforts that consider childrearing households, such as creating childcare centers or an environment that flexibly allows working from home, could substantially help promote women's empowerment.

To the extent that they would be useful for achieving the objective of such subsidies, it is possible to carry out measures such as making efforts to promote women's empowerment a condition for the subsidy, providing preferential treatment to companies that carry out such efforts by increasing the amount of the subsidy, and establishing a category for preferentially selecting efforts by women when selecting subsidized projects. However, in that case, it must be sufficiently verified as to whether the establishment of such conditions and other measures would have the secondary effect of weakening companies' efforts.

3. Measures in Subsidies for which the Main Objective is a Policy Objective that Differs from Promoting Women's Empowerment

The following measures could be taken for subsidies that have a policy objective that differs from promoting women's empowerment but where promoting women's empowerment contributes to that objective and subsidies that have a secondary objective of promoting women's empowerment even though their main objective is a policy objective that differs from promoting women's empowerment.

(1) Preferential treatment such as setting a priority category or increasing the amount of the subsidy

Companies that Promote Measures Such as Work-Life Balance, etc. could be offered preferential treatment similar to that in 2 above in subsidies that have a policy objective that differs from promoting women's empowerment but where promoting women's empowerment contributes to that objective (this includes preferential treatment offered to each actor in subsidies that place importance on the empowerment of diverse actors besides women such as young people and elderly persons).

In that case, recognition that there is a substantial gap between men and women in the relevant administrative field and the necessity of eliminating said gap should be shared, and objectives such as promoting women's empowerment should be specified in relevant laws and regulations, basic plans, etc. In addition, in the event that a council or other organization has deepened discussions on the promotion of women's empowerment in a given administrative field and cultivated a common understanding that working to promote women's empowerment in said field is also beneficial for tackling policy issues in said field, offering a variety of preferential treatment measures would be considered acceptable even for subsidies that do not have the direct objective of promoting women's empowerment.

Even in the absence of such relevant laws and regulations, basic plans, etc., it is possible to offer preferential treatment if it is more objectively demonstrated that not doing so would result in maintaining the gap between men and women or that promoting women's empowerment would contribute to achieving the original objective of the subsidy.

Furthermore, in the event that there is a gap between men and women as mentioned above and promoting women's empowerment would contribute to achieving the main objective, it is possible to consider taking certain preferential treatment measures like that in 2 above by making the promotion of women's empowerment the secondary objective.

(2) List of projects related to promoting women's empowerment to choose from

A possible method for establishing initiatives that encourage efforts by women or the promotion of women is to have a list of eligible projects in subsidies in which the main objective is a policy objective that differs from promoting women's empowerment.

Rather than establishing a category, subsidy applicants would be free to choose from the projects on the list. This would enable more moderate methods than in (1) above, but because it would be positioned as a means to achieve the policy objective of the subsidy, it would be necessary to objectively demonstrate the necessity of promoting women's empowerment in the applicable field in the same manner as (1) above and that the policy objective of the subsidy could be achieved by establishing said list.

Specifically, a list of projects that include projects that address issues unique to women along with business matching projects, financing support, and other measures could be established in subsidies that have the objective of supporting entrepreneurs. In that case, it would be necessary to confirm that projects to address issues unique to women do not diminish the subsidy's original objective of supporting entrepreneurs.

This method of establishing such a list would allow for a more flexible execution of the budget than creating a subsidy for each project. It is also a more moderate method and would contribute to the efficient execution of the budget.

(3) Combination of measures

Methods that combine the measures indicated in (1) and (2) above are also possible.

For example, if a list of training programs to choose from is established for a subsidy that aims to improve workers' capabilities, then a list of programs that could in most cases be in effect used for women, such as training to improve the capabilities of those who have taken childcare leave, could provide benefits such as raising the subsidy rate for companies working to promote women's empowerment.

4. Accelerating Corporate Efforts on Promoting Women's Empowerment

Efforts equivalent to those in Article 1.4 above could be carried out by seizing opportunities to apply for subsidies related to promoting women's empowerment and other measures, based on the premise that it will not influence the decision to grant subsidies.

5. Moderate Support for Awareness-raising Activities Targeting Women

Opportunities enabling women to utilize subsidies can also be substantially increased by moderate methods such as informing women about subsidies. Examples include the government distributing pamphlets on promoting women's empowerment and work-life balance, and providing information on initiatives needed to promote women's empowerment to companies interested in subsidies. Even if the objective of the subsidy is not promoting women's empowerment and promoting women's empowerment in the applicable field of the subsidy does not necessarily contribute to the objective of the subsidy, such methods are acceptable as long as they do not hinder the objective of the subsidy or the effectiveness of its execution.

Article 3. Other

1. Publishing and Verifying the State of Initiatives by Ministries and Agencies

Every fiscal year the Cabinet Office shall investigate, and publish the results of, the following matters related to procurement in which ministries, agencies, and public finance corporations (meaning public finance corporations stipulated in Article 24, Paragraph 1 of the Act on the Promotion of Women's Active Engagement in Professional Life; the same applies below) have implemented initiatives to evaluate, by awarding additional points, Companies that Promote Measures Such as Work-Life Balance: matters (a) to (e) for ministries and agencies and matters (a) and (d) to (e) for public finance corporations. The Cabinet Office shall also deliberate on and verify the initiative stated in Article 1, including methods and other matters, while taking into consideration the administrative burden.

- (a) Number of contracts and monetary amount
- (b) State of implementation of additional-point evaluation
- (c) State of participation in tender and orders received by Companies that Promote Measures Such as Work-Life Balance
- (d) State of development of policy regarding additional-point evaluation
- (e) Other matters related to initiatives to evaluate, by awarding additional points, Companies that Promote Measures Such as Work-Life Balance other than those stated in (a) to (d)

2. Other

Article 1 and 2 state initiatives regarding public procurement and subsidies that are

possible at the present time, but in the event the above do not apply, it is possible to actively tackle cases deemed appropriate from perspectives such as equality under the law in the Constitution of Japan, fairness in public procurement, ensuring economic efficiency, and utilizing subsidies fairly and efficiently, in coordination with relevant ministries and agencies including the Ministry of Finance.

These Implementation Guidelines shall be occasionally reviewed and revised as necessary in the event that relevant legislation is enacted or when referencing the specific cases in each ministry or agency such as those mentioned above.

3. Important Reminders

The following are possible examples of projects that should be actively evaluated by scoring auction or other method even before the initiative stated in Article 1.1 above is fully implemented.

(a) Investigation, PR, and R&D projects related to Gender Equality, etc.

When conducting investigation, PR, or R&D projects related to Gender Equality, etc., the state of efforts related to Gender Equality, etc. could be set as evaluation criteria when making procurements via scoring auction or proposal competition related to said projects because instilling a basic understanding of Gender Equality, etc. in the supplier is expected to improve quality.

(b) PR projects where women are a key target

Because it is important in PR projects for the supplier to have a system in place for incorporating the perspectives of the target, having persons with attributes similar to the PR target among those who serve important decision-making roles leads to producing PR ideas that are more appealing to the target and is expected to improve quality. In addition, incorporating the perspectives of women in investigation projects related to industries where women are the main user in the current state of housework- and childcare-related services will likely contribute to improving quality.

Therefore, when making procurements related to PR and other projects where women are a key target via scoring auction or proposal competition, companies in which women participate in corporate management and companies that address Gender Equality, etc. could be evaluated by setting women serving important decision-making roles in the project as evaluation criteria.

When carrying out such initiatives in PR and other projects, it must be clearly indicated to the bidders in the specifications and other documents that women are a key target.

When driving the abovementioned initiatives, it will be necessary to properly evaluate companies that address Gender Equality, etc. and companies in which women participate in corporate management in line with the actual conditions. Therefore, “Examples of Evaluation Standards in Public Procurement and Subsidies” are indicated in Attachment 2, and appropriate standards should be set taking into account the perspective of promoting women’s empowerment based on the objective of the relevant contract and fair and objective evaluations should be carried out to ensure that companies using fraudulent means will not be selected, while referring to Attachment 2 in accordance with the characteristics of the case.

Supplementary provisions (March 3, 2020)

This decision comes into effect on June 1, 2020.

Supplementary provisions (March 30, 2022)

This decision comes into effect on April 1, 2022.

Supplementary provisions (March 31, 2025)

This decision comes into effect on April 1, 2025.

Attachment 1: Reference—Examples of Evaluation Standards for Companies that Promote Measures Such as Work-Life Balance During Procurement (examples assume 5%, 7%, 10%, and 12% of total score)*1

Example evaluation criteria	Certification, etc. category*2		Scoring Auction, etc. [%] (Percentage of total score)			
			Points allocated based on relative importance of evaluation and other factors			
			Example point allocation 1 (12%)	Example point allocation 2 (10%)	Example point allocation 3 (7%)	Example point allocation 4 (5%)
Indicators related to promoting work-life balance and other measures	Certification based on the Act on the Promotion of Women's Active Engagement in Professional Life (Eruboshi and Platinum Eruboshi certified companies), etc.	Platinum Eruboshi*3	12	10	7	5
		Eruboshi Level 3*4	10	8	6	4
		Eruboshi Level 2*4	8	7	5	3
		Eruboshi Level 1*4	5	4	3	2
		Action plan*5	2	2	1	1
	Certification based on the Act on Advancement of Measures to Support Raising Next-Generation Children (Kurumin, Try Kurumin, and Platinum Kurumin certified companies), etc.	Platinum Kurumin*6	12	10	7	5
		Kurumin (Standard from April 1, 2025)*7	9	8	5	4
		Kurumin (Standard from April 1, 2022 to March 31, 2025)*8	8	7	5	3
		Try Kurumin (Standard from April 1, 2025)*9	8	7	5	3
		Kurumin (Standard from April 1, 2017 to March 31, 2022)*10	7	6	4	3
		Try Kurumin (Standard from April 1, 2022 to March 31, 2025)*11	6	5	4	3
		Kurumin (Standard until March 31, 2017)*12	5	4	3	2
		Action plan (Standard from April 1, 2025)*5, *13	2	2	1	1
	Certification based on the Youth Labor Welfare Act (Youth Yell certified companies)		9	8	5	4

- *1. This uses examples of point allocation assuming 5%, 7%, 10%, and 12% of the total score as a reference. Specific point allocations shall be set by each ministry and agency, including the percentage of allocated points, in line with the contents of the contract.
- *2. If corresponding to multiple certifications, etc., points shall be added based on the category with the most points allocated.
- *3. Certification based on the provisions of Article 12 of the Act on the Promotion of Women's Active Engagement in Professional Life
- *4. Certification based on the provisions of Article 9 of the Act on the Promotion of Women's Active Engagement in Professional Life
Standards must be fulfilled with respect to working conditions such as working hours.
- *5. Limited to employers with 100 or less regular employees (only if an action plan has been developed before the end of the plan period).
- *6. Certification based on the provisions of Article 15.2 of the Act on Advancement of Measures to Support Raising Next-Generation Children
- *7. Certification based on the provisions of Article 13 of the Act on Advancement of Measures to Support Raising Next-Generation Children that is in accordance with the standards listed in Article 4, Paragraph 1.1 and 1.2 of the revised Enforcement Regulations for the Act on Advancement of Measures to Support Raising Next Generation Children (hereinafter referred to as the “New Enforcement Regulations”) based on a ministerial order to revise said Enforcement Regulations (Ministry of Health, Labour and Welfare Order No. 146 of 2024; hereinafter referred to as the “2024 Revision Order”)
- *8. Certification based on the provisions of Article 13 of the Act on Advancement of Measures to Support Raising Next-Generation Children that is in accordance with the standards listed in Article 4, Paragraph 1.1 and 1.2 of the New Enforcement Regulations prior to the revision by the 2024 Revision Order, or said standards that are deemed to continue to be governed by the prior laws and regulations pursuant to the provisions of Article 2, Paragraph 2 of the Supplementary Provisions of the 2024 Revision Order (excluding, however, certification of *10 and *12)
- *9. Certification based on the provisions of Article 13 of the Act on Advancement of Measures to Support Raising Next-Generation Children that is in accordance with the standards listed in Article 4, Paragraph 1.3 and 1.4 of the New Enforcement Regulations
- *10. Certification based on the provisions of Article 13 of the Act on Advancement of Measures to Support Raising Next-Generation Children that is in accordance

with the standards listed in Article 4 of the Enforcement Regulations for the Act on Advancement of Measures to Support Raising Next-Generation Children before revision by the ministerial order to revise said Enforcement Regulations (Ministry of Health, Labour and Welfare Order No. 185 of 2021; hereinafter referred to as the “2021 Revision Order”), or said standards that are deemed to continue to be governed by the prior laws and regulations pursuant to the provisions of Article 2, Paragraph 2 of the Supplementary Provisions of the 2021 Revision Order (excluding, however, certification of *12)

- *11. Certification based on the provisions of Article 13 of the Act on Advancement of Measures to Support Raising Next-Generation Children that is in accordance with the standards listed in Article 4, Paragraph 1.3 and 1.4 of the Enforcement Regulations for the Act on Advancement of Measures to Support Raising Next-Generation Children before revision by the 2024 Revision Order, or said standards that are deemed to continue to be governed by the prior laws and regulations pursuant to the provisions of Article 2, Paragraph 2 of the Supplementary Provisions of the 2024 Revision Order
- *12. Certification based on the provisions of Article 13 of the Act on Advancement of Measures to Support Raising Next-Generation Children that is in accordance with the standards listed in Article 4 of the Enforcement Regulations for the Act on Advancement of Measures to Support Raising Next-Generation Children before revision by ministerial order to revise said Enforcement Regulations (Ministry of Health, Labour and Welfare Order No. 31 of 2017; hereinafter referred to as the “2017 Revision Order”) or the standards listed in Article 2, Paragraph 3 of the Supplementary Provisions of the 2017 Revision Order
- *13. General Employers Action Plan based on the provisions of Article 12 of the Act on Advancement of Measures to Support Raising Next-Generation Children formulated or changed on or after April 1, 2025 in accordance with the provisions of Article 12, Paragraph 5 of the Act on Advancement of Measures to Support Raising Next-Generation Children after revision based on the Act to Partially Amend the Act on the Welfare of Workers Who Take Care of Children or Other Family Members Including Child Care and Family Care Leave and the Act on Advancement of Measures to Support Raising Next-Generation Children (Act No. 42 of 2024)

Attachment 2: Examples of Evaluation Standards in Public Procurement and Subsidies

(1) Related to promoting women's empowerment

- **Evaluate whether women executives are above a certain percentage and the promotion of women to management positions**
 - Give points based on the percentage of women executives and managers in the company
(Example: 2 points if the percentage of women in management positions is between 10% and up to but not including 15% and 3 points if 15% or more)
 - Give points based on how much the number and proportion of women executives and managers have increased in the company
(Example: Give points if the percentage of women in positions equivalent to section manager or higher [i.e., mid-management level] has increased 10% or more compared to the previous year)
 - SMEs with a 51% or higher percentage of women in executive management
- **Evaluate target setting and disclosure related to promoting women's empowerment**
 - Set targets related to promoting women's empowerment, such as the proportion of women executives and managers, and publish initiatives to achieve them along with the results
(Example: Set a target of increasing women in management positions to at least 1.5 times the current level in the next two years and publish the target along with the results)
 - Disclose information on promoting women's empowerment (e.g., proportion of women in management positions) on government websites
 - Acquire Eruboshi and Platinum Eruboshi certifications based on the Act on the Promotion of Women's Active Engagement in Professional Life
 - Develop General Employers Action Plan based on the Act on the Promotion of Women's Active Engagement in Professional Life and submit notice to Labour Bureau (applies only to companies obligated to make efforts)

(2) Related to work-life balance

- **Evaluate efforts already underway related to work-life balance**
 - Acquire Kurumin, Try Kurumin, and Platinum Kurumin certifications based on the Act on Advancement of Measures to Support Raising Next-Generation Children
 - Acquire Youth Yell certification based on the Youth Labor Welfare Act

- Develop General Employers Action Plan based on the Act on Advancement of Measures to Support Raising Next-Generation Children and submit notice to Labour Bureau (applies only to companies obligated to make efforts)
- Implement program that goes beyond the Child Care and Family Care Leave Act
- Implement part-time regular employee system
- Implement flexible work styles such as “morning work style”
- Build organizational structure that utilizes teleworking
- **Evaluate factors such as target setting related to work-life balance**
 - Set targets related to reducing overtime working hours, etc. and publish the targets along with the results
 - Publish efforts related to reducing overtime working hours, encouraging workers to take annual paid leave, etc.
 - Set targets related to taking childcare leave and publish the targets along with the results
 - Create and publish a declaration on endeavoring to promote work-life balance