

## 9. Men

### ■ Men's Leadership

- In June 2014, male leaders who have already been involved in promoting an active role of women issued the "Declaration on Action by A Group of Male Leaders Who Will Create a Society in which Women Shine". Supporters promote concrete initiatives based on the declaration from their respective perspectives and work to expand the supporters' network.
- In November 2019, a report "Male leaders' challenges to promote women's active participation in Japan" was published (in Japanese) to compile the ideas of supporters on accelerating women's active participation along with best practices of initiatives. In addition, in March 2019, supporters' general meeting were held that introduced good practices of initiatives being conducted by supporters. Participants shared know-how, exchanged information and opinions, and worked to broaden the network.



Supporters' general meeting of male leaders  
(March 2019)



Report

### ■ Men's Awareness and Lifestyles

Reforming men's awareness and lifestyles is also extremely important to creating a future of women's active participation in Japan, so the government will work to promote the participation of men in housework, child-raising, etc. and also work to promote understanding of the significance of performing housework and being involved in child-raising, etc.

### ● The Get Dads Cooking campaign

Toward the realization of a society in which men participate in housework and child-raising, etc., the government is publicizing the issue through various media to deepen the understanding of households, corporations and society of the significance of men's participation in housework and child-raising, etc., and is conducting, based on organic public-private coordination, the Get Dads Cooking campaign to encourage men to participate in cooking, a project to support the participation of men of the child-raising generation in housework and child-raising, etc.



Campaign web page



Richard Court  
Ambassador of  
Australia to Japan



Ian Burner  
Ambassador of  
Canada to Japan

### ● Sankyu Papa Project

"Sankyu Papa Project" is a campaign that encourages men to take paternity leave immediately after their spouses give birth to promote men's participation in housework and child rearing etc. and change their mental attitude. The government had conducted several measures, including various events and hand-books, to change the way of thinking.