



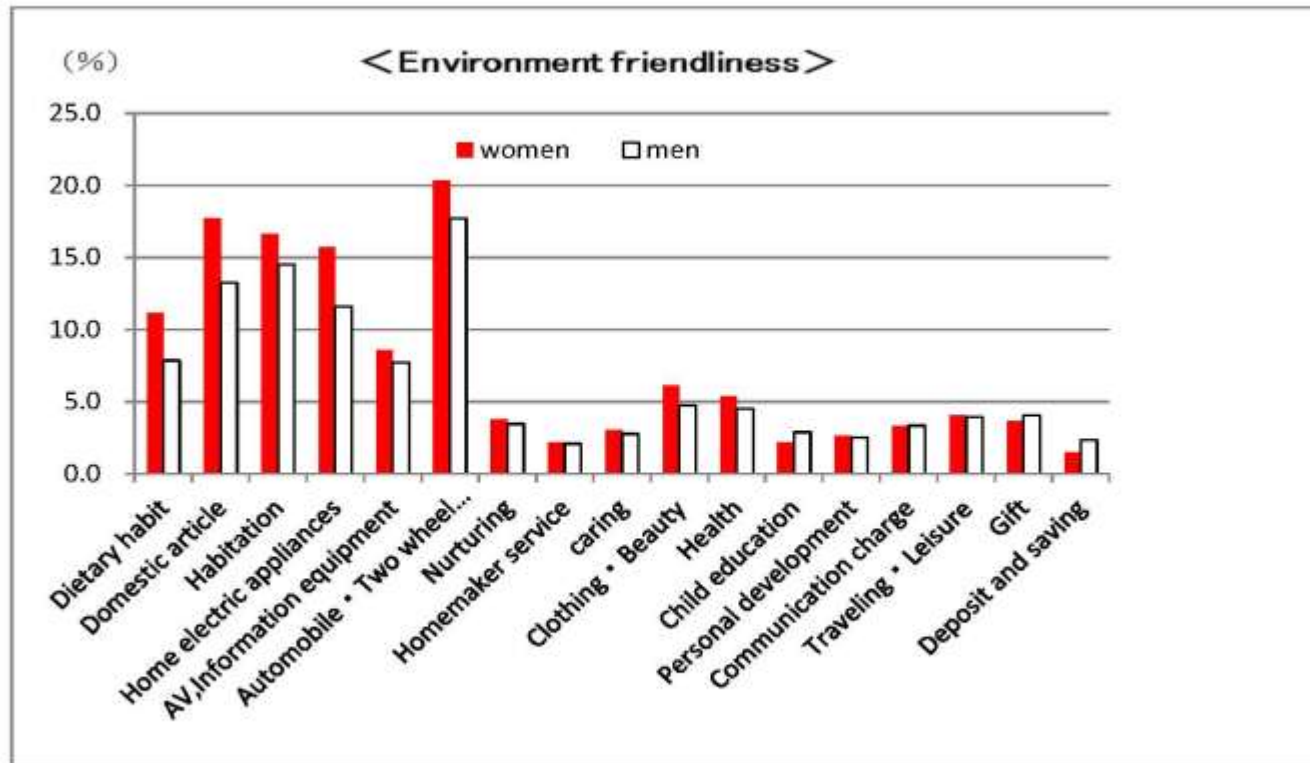
# Actions for Environment and Women by the Government of Japan

Gender Equality Bureau  
Cabinet office  
Government of Japan

# Environment and Women

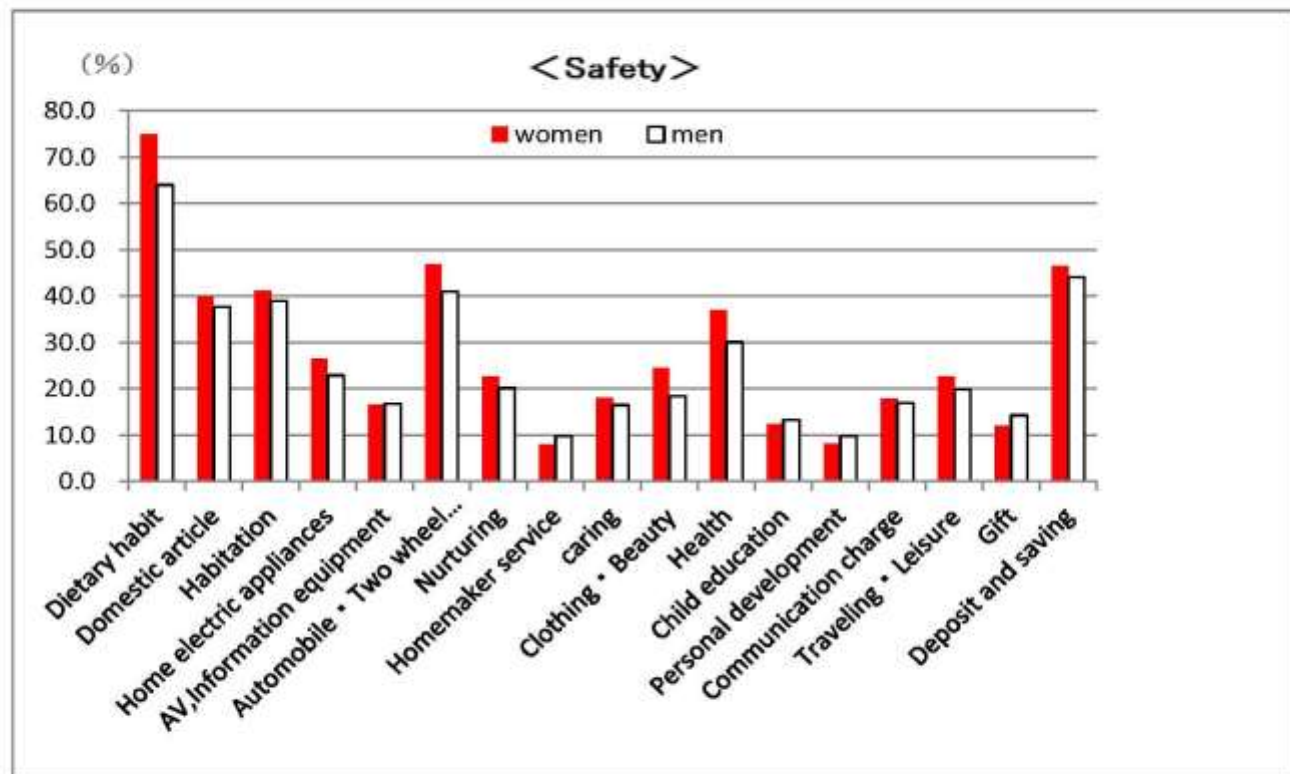
- Women have a high tendency to want to consider 'environment friendliness' and 'safety' on the occasion of purchasing goods or using services.

Proportion of women who consider 'environment friendliness'



# Environment and Women

Proportion of women who consider 'safety'



From the survey conducted by Cabinet Office in 2010

# Women's Challenge Prize

Minister for Gender Equality awards individual women and women's groups who challenge new businesses, activities in non-profitable organizations and local communities and so on, from 2004.

76\* people/groups have been awarded until 2012.

## Examples of prizewinners on environmental concerns



Awarded to a woman, who runs a Japanese inn, for her challenge of founding a company to operate experience tours in sea or rocky shore, information center for ecotourism and so on.



Awarded to a women's group for their challenge of developing recycle systems to make recycling paper from wooden chopsticks, collected at local wheat noodle shops by mentally disabled persons, and so on.

\*Including 'Support Prize' and 'Special Section Prize'

# Supporting women in starting new business.

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Low-interest loans to women

The Japan Finance Corporation (JFC) has made low-interest loans to women, youth, and seniors with entrepreneurial motivation since FY1999, with the aim of creating new businesses and employment.

Approx. 50,000 cases, valued at approx. 270 billion yen in women (as of the end of FY 2011).

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Women in agricultural, forestry, and fisheries communities

The Ministry of Agriculture, Forestry and Fisheries sets additional funding to support women entrepreneurs in agricultural, forestry, and fisheries communities as subsidies relating to the processing and distribution of agricultural products.

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# Activities at the Great East Japan Earthquake

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Urgent issues  
after the  
earthquake

Few women's participation in decision-making:

---Shelters were managed by heads of communities, who are typically men in rural areas.

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Lack of consideration and viewpoint of women for disaster prevention and response:

---Women's supplies were insufficient. Women were annoyed because of the lack of privacy.

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The stereotype was strengthened in the wake of the disaster:

---Men cleared rubble, and women prepared meals without payment.

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# Activities at the Great East Japan Earthquake

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## Measures taken by the Government of Japan

The Cabinet Office requested related agencies and local governments to work on disaster response efforts in ways that meet the needs of women and disseminate information on good examples that reflecting gender perspective at shelters and temporary houses.

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The Cabinet Office also enhanced counseling service by phone and in-person visit because domestic violence can increase during the time of heightened stress.

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The Government stimulates entrepreneurship in the area of community business in which women are traditionally more experienced, and supports “cash for work,” including jobs such as personal shoppers for the elderly, and neighborhood watches around temporary housing.

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The importance of women’s participation and reflection of their viewpoints are reaffirmed in the Basic Act on Reconstruction in response to the Great East Japan Earthquake and the Basic Guidelines.

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The government encourages local governments to increase the number of women in local disaster management councils, which are founded in each local government to formulate local disaster prevention plan.

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