

Strengthening Economic Empowerment of Women

Gender Equality Bureau, Cabinet Office, Government of Japan

Request to the Three Economic Associations by Prime Minister Abe (April 19, 2013)



All listed companies to proactively appoint women to executive and managerial positions. First task is to appoint one female as an executive officer toward a target of “approximately 30% of women in leadership positions by 2020. ”

To create a workplace environment in which both men and women can, if they wish, easily take child-rearing leave or shortened working hours until their child turns three.

Japan Revitalization Strategy –JAPAN is BACK –

Cabinet approval on June 14, 2013

Granting incentives to companies that strive to support promotion of active participation by women

[Expansion of supports and honoring for companies]

- to strengthen support by utilizing a **subsidy system** and **tax measures** for companies .
- to proceed with initiatives through **public procurement** .
- to improve a system that **honors good practices** .

[Encouragement to increase appointment of women in executive and managerial positions]

- to run campaigns to increase appointment of women in executive and managerial positions .
- to promote **disclosure of information on appointment of women**.
- to create a **database of female human resources**.

Supporting active participation by women according to the life stages of women

[Support for continued employment]

- to create a system to subsidize companies that make efforts **to improve the skills of employees who are on child-rearing leave or who return to work**.
- to develop and support **“plan for support of returning to work after child-rearing leave(provisional name)”**
- to consider extending/enhancing the Act on Advancement of Measures to Support Raising Next-Generation Children.
- to encourage **more men to actively take part in family chores and child-rearing**.

[Support for reemployment]

- to provide **programs that enable women to “relearn” skills** at universities and other educational institutions .
- to support funding and management know-how **for women who start new businesses**.

Creating an environment in which both men and women can strike a balance between work and child-rearing.

[Creation of working environment, etc.]

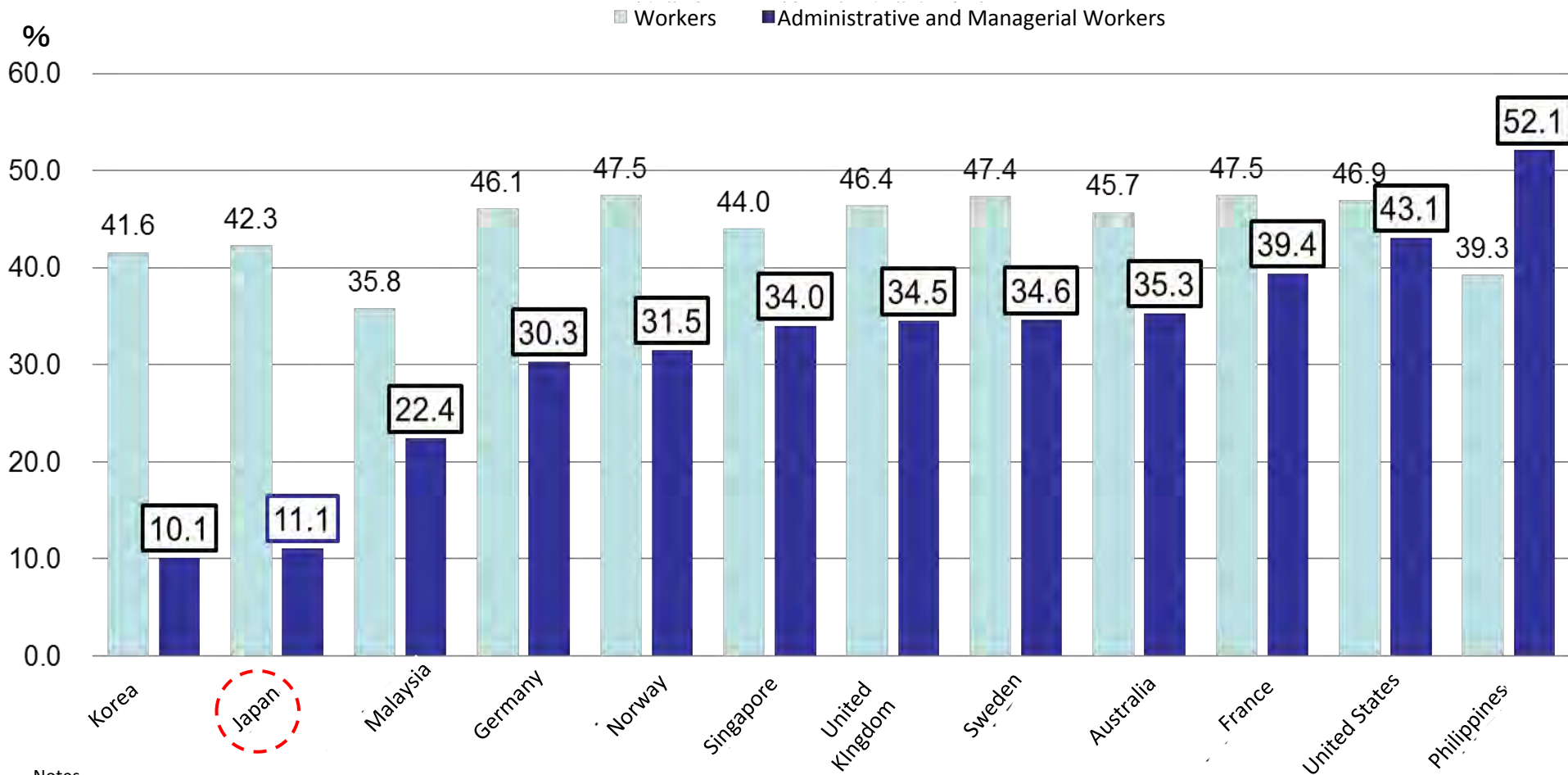
- to implement verification projects to establish new models to diffuse **telework**, that are not subject to constraints on place and time.
- to discuss comprehensively about legislation on working hours from the point of view of work-life-balance and increase in labor productivity.

[Creation of a social base]

- to develop **“accelerating the zero childcare waiting list project”**

[Reference 1] The Proportion of Female Workers and Female Administrative/ Managerial Workers (international comparison)

The proportion of female administrative and managerial workers is lower than that of female workers in comparison to other countries.

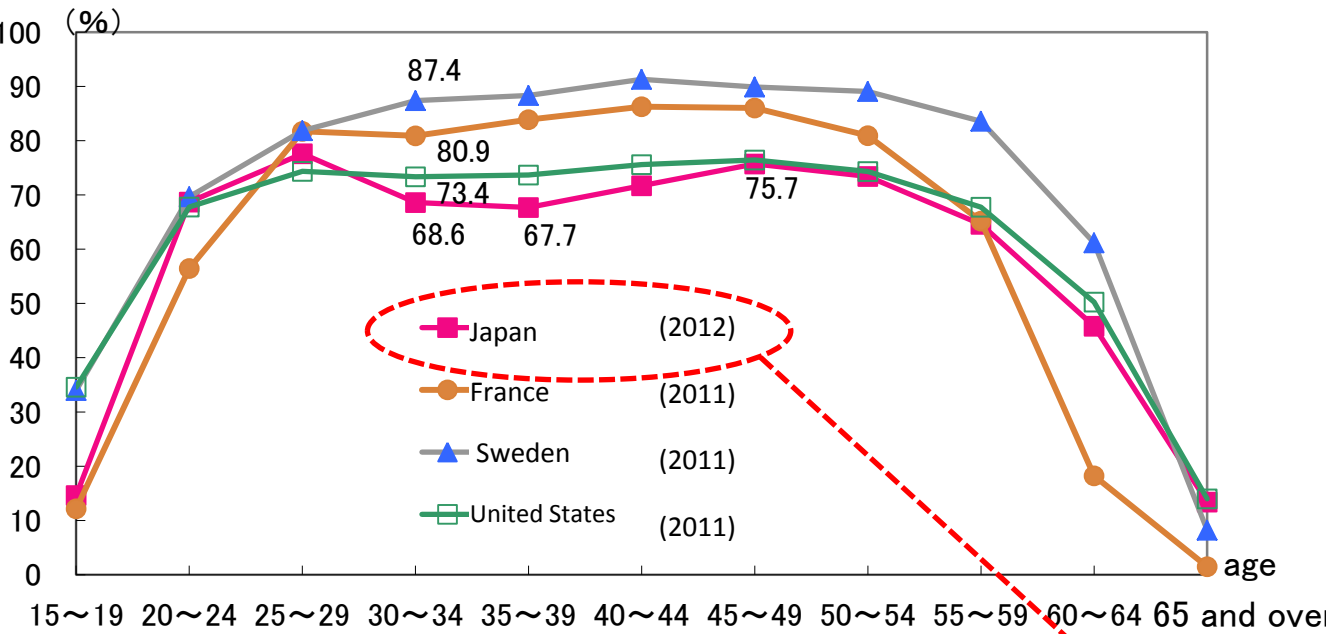


Notes

1. Data created from "Labour Force Survey" (Basic Tabulation) ,2012, by the Ministry of Internal Affairs and Communication and "Datebook of International Labour Statistics, 2013, by the Japan Institute for Labour Policy and Training.
2. Data of Japan are as of 2012 ;data of other countries are as of 2011.
3. "Administrative and Managerial Workers" include company officers,company management staff, and management government officials among workers. Definition of administrative and managerial workers varies across countries.

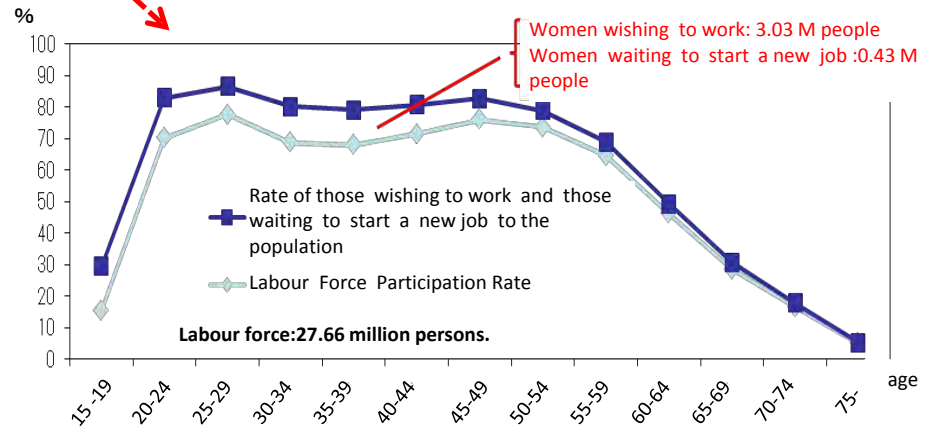
[Reference 2] Women's Labour Force Participation Rate by Age Group (international comparison)

o In Japan, **60% of working women quit their jobs** at the time of their first childbirth. (The women's labour force participation rate in Western countries no longer shows an M-shaped curve.)



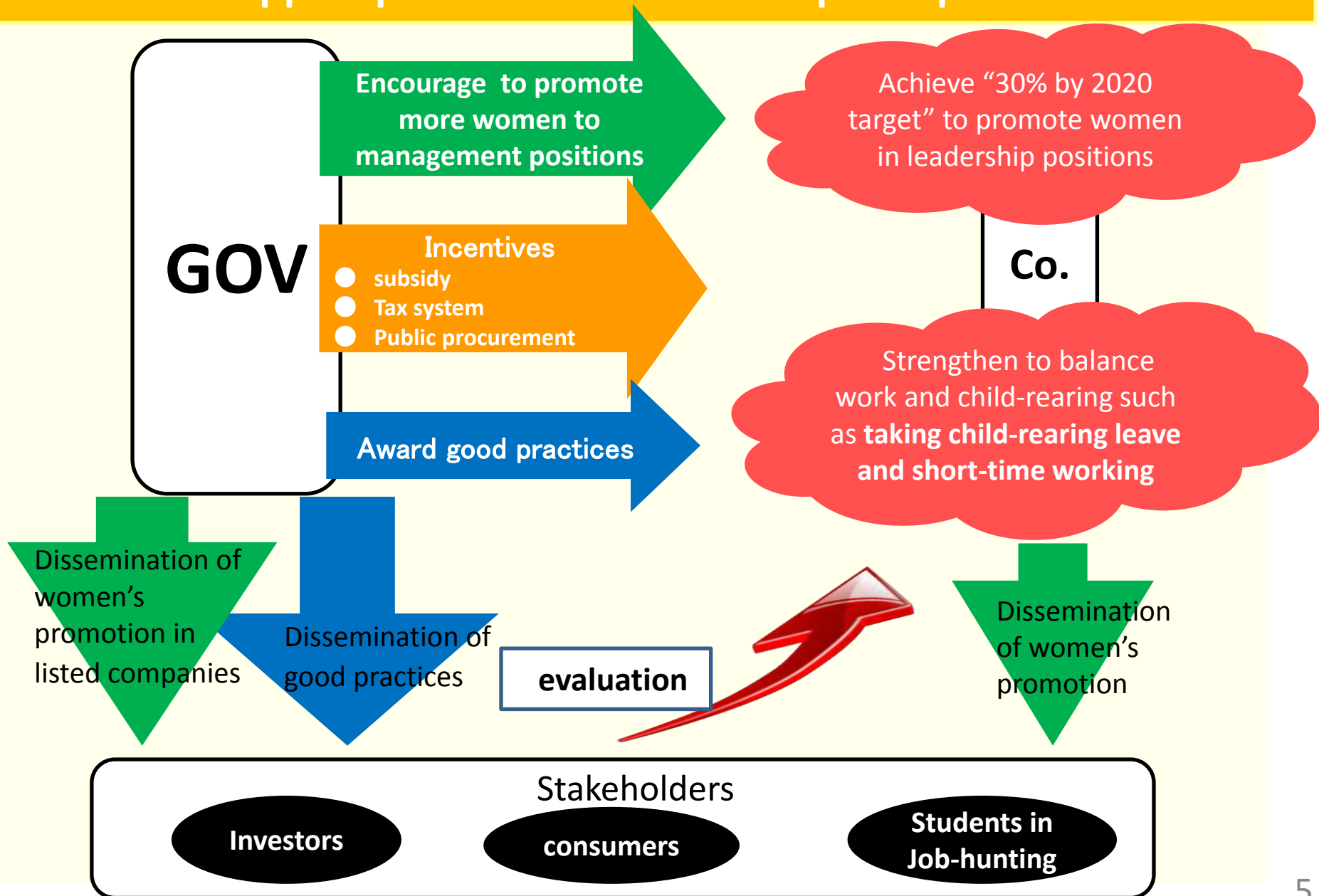
- ◆ Japan's current female labour participation rate by age group, shows the so-called **"M-shaped curve,"** that bottoms out in the 30s.
- ◆ That indicates that **many women still stop working** at the time of marriage, childbirth, and child-rearing.

o However, **women's potential labour force participation rate**, that add the women's labour force participation rate to the rate of women who wish to work, can be considered high. (Of approximately 3.46 million people, about 1.8 million are age 25 to 44.)



« Women and Men in Japan 2012 », provides data about status of women and men and measures on gender equality in Japan. It is available at the Following website.
http://www.gender.go.jp/english_contents/pr_act/pub/pamphlet/women-and-men12/index.html

Granting incentives, etc. to businesses that strive to support promotion of women's participation



Shigematsu Construction Co.(SME)

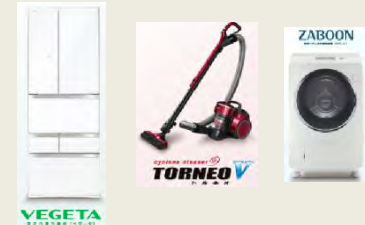
- The CEO named women to supervise sites, expecting them to reform site operation.
- Good communication by women led to the improved CS.



“Convenient houses for women”

Toshiba Corp.

- In globalization, as a part of organizational reform, it opened a “Twinkling school” to train female leaders
- It provided a handbook on management knowhow to work efficiently



“Mom Heart Series” developed by female employees

Nissan Motor Co., Ltd.

- Since teaming w/ Renault, it has tackled diversity as part of its overall business strategy
- Implementing career development support to systematically encourage female managers (mentoring by executive directors)
- female managers increased 1.6%('04) to 6.7%('12)



“Note a bestseller, developed by a female leader

Shiseido Company

- Full support for WLB (in-house childcare center)
- Now focusing on the promotion of female leaders and reforming ways of working



Tsubaki brand, developed by female marketers, recovered No1 position in the shampoo market.

“Nadeshiko Brand” (FY2012)

- METI and the Tokyo Stock Exchange jointly launched.
- Aims to recommend for investors such enterprises excellent in promoting women’s performance as attractive targets with potential for long-term growth. <http://www.meti.go.jp/policy/economy/jinzai/diversity/nadeshiko.html>



<Selection Process>

1. Scoring regarding women’s empowerment based on [i] conducting career support for women and [ii] supporting women in balancing work and family.

2. Screening based on financial aspect (ROE),



Picked up the top 17 enterprises by sector.
(publicized February 26, 2013)

| Enterprises | Industries |
|----------------------------------|--------------------------------------|
| Maruha Nichiro Holdings, Inc. | Fisheries, agriculture, and forestry |
| Sekisui House, Ltd. | Construction |
| Asahi Group Holdings, Ltd. | Food |
| Toray Industries, Inc. | Fabricated textile products |
| Kao Corporation | Chemistry |
| Sumitomo Rubber Industries, Ltd. | Rubber products |
| Asahi Glass Co., Ltd. | Glass and clay products |
| Daido Steel Co., Ltd. | Iron and steel |
| Sumitomo Metal Mining Co., Ltd. | Non-ferrous metals |
| Daikin Industries, Ltd. | Machinery |
| Nissan Motor Co., Ltd. | Transportation equipment |
| Nikon Corporation | Precision machines |
| Tokyu Corporation | Land transport |
| KDDI Corporation | Information and communication |
| Toyota Tsusho Corporation | Wholesale trade |
| Fast Retailing Co., Ltd. | Retail trade |
| Sumitomo Mitsui Financial Group | Banking |

Japan's development concept aimed at bringing "a society where women shine" and challenges

Address by PM Shinzo Abe, at the 68th session, General Assembly of UN (Sep 26, 2013)

Declaring my intention to create "a society where women shine," I have been working to change Japan's domestic structures. However, this is not confined merely to domestic matters. Now I would like to address how this is also a thread guiding Japan's diplomacy.



Japan's development concept aimed at bringing "a society where women shine" and three pillars of policy priorities

(1) Promote women's active participation in society and strengthen the empowerment of women

(2) Engage in greater efforts in the field of health and medical care for women as part of promotion of diplomatic strategy for International health

(3) women's participation and protection in the areas of peace and security

Implement ODA in excess of US\$3 billion over the next three years

Closing: Our development concept under which we focus on cultivating the power of women would engender more peace and well-being in the world. I wish to bring about "a society where women shine," both within Japan and also in regions in conflict and countries suffering from poverty.