

# Life and Society~Realization of a Gender-Equal Society~

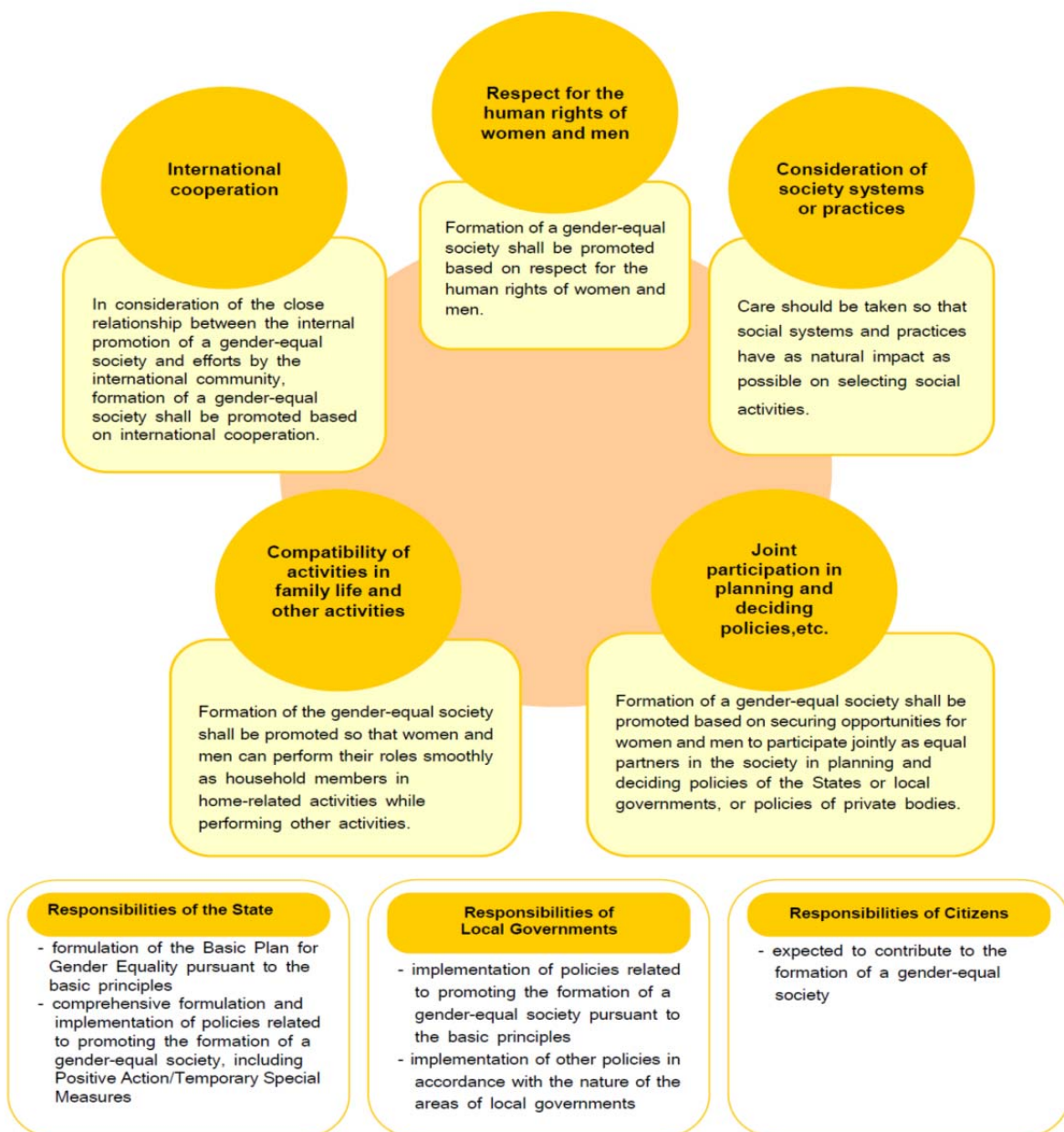
## Gender Equality Bureau

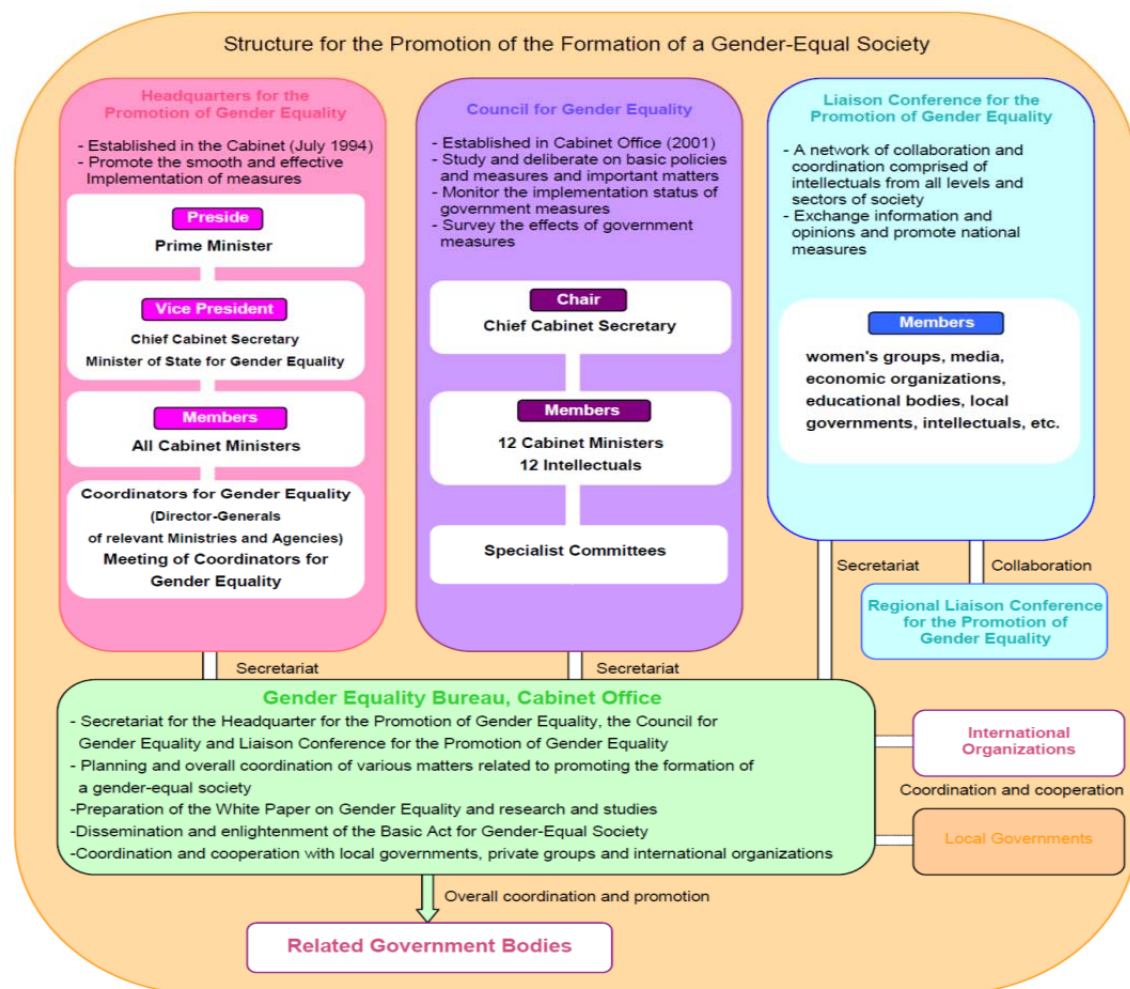
### 【A Gender-Equal Society】

- A society in which both women and men shall be given equal opportunities to participate voluntarily in activities in all fields as equal partners in society.
- A society in which both women and men shall be able to enjoy political, economic, social, and cultural benefits equally.
- A society in which both women and men share responsibilities.

## Creation of a Gender-Equal Society

The Basic Act for Gender-Equal Society was promulgated and enacted in June 1999. The Basic Act lays out the five pillars (basic principles) relating to the formation of a gender-equal society. It also clarifies the roles of the public administration (the state and local governments) and citizens, that is, the responsibilities and basic policies.

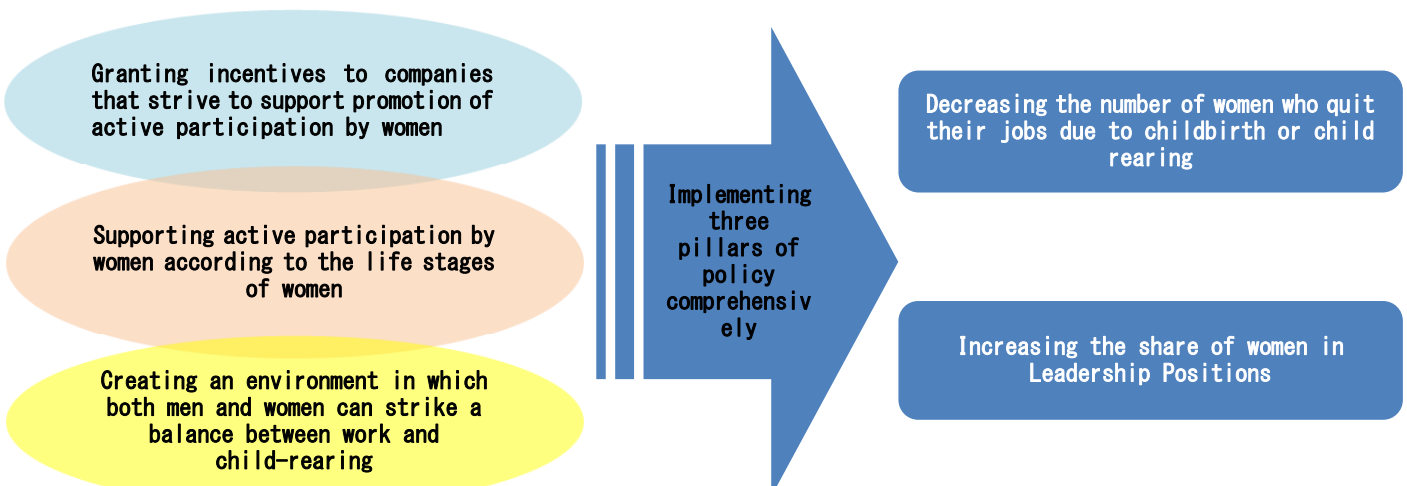




## Promotion of Women's Active Participation

Women's active participation is placed at the core of growth strategies, and is necessary to re-birth and revitalize our economy. Hence, the Gender Equality Bureau, with the related ministries, formulates and implements three pillars of policy as follows to promote women's active participation comprehensively.

In addition, the Gender Equality Bureau implements policy on increasing the share of women in recruitment and promotion of national public employees, expansion of women's participation in national advisory councils and committees members, etc.



## Promotion of Work-life Balance

Based upon the Charter for Work-life Balance and the Action Policy for Promoting Work-life Balance, efforts are being made by the public and private sectors working together.



Logo of “Change! JPN”; the public movement for promotion of “work-life balance”  
It encourages employees to reduce overtime work by changing working habits.  
In Japanese, “frog” is pronounced the same as “change”

## Elimination of All Forms of Violence against Women

The Gender Equality Bureau conducts PR and awareness activities, such as “the Campaign for Eliminating Violence against Women”, provision of information to support victims of spousal violence, and investigative research about violence against women, to eradicate violence against women.



Symbol for the Elimination of Violence against Women



Purple Ribbon, as a symbol of the Campaign for Eliminating Violence against Women



“Purple Light-up”, as an activity of the Campaign for Eliminating Violence against Women in 2013



Poster for the Campaign for Eliminating Violence against Women

It is said that “Purple Ribbon Campaign” was launched by victims of incest or rape in the small town of Hampshire, USA, in 1994. The campaign aims to encourage the victims of violence against women, by wearing purple ribbons. Nowadays the campaign has spread to more than 40 countries.



## PR and Awareness Activities

The Gender Equality Bureau conducts "Gender Equality Week" (from June 23<sup>rd</sup> to 29<sup>th</sup>, annually), and provides information through its website and other media.



Gender Equality Bureau Website

In addition, the Gender Equality Bureau conducts award programs such as "Prime Minister's Commendation for Efforts Toward the Formation of a Gender Equality Society," "Women's Challenge Grand Prize," and compiles "The White Paper on Gender Equality" (annual).



Award winners, the Award for Gender Equality in FY2013.

For details → Website: [http://www.gender.go.jp/english\\_contents/index.html](http://www.gender.go.jp/english_contents/index.html),  
Official Facebook: <https://www.facebook.com/danjokyodosankaku>