

*In Changing World*



**World Assembly for Women**

**WAW!**

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**Report**

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**November 1 (Wed) – 3 (Fri), 2017**

**Tokyo Prince Hotel**



## Contents

1. Keynote Speeches / Panel Discussion .....	2
2. Plenary (AM) .....	5
3. High-Level Round Tables	
H-1 Effort to Achieve SDGs for Gender Mainstreaming in Enterprises .....	6
H-2 Technology Transformation and Women's Education .....	8
H-3 How to Redistribute the Unpaid Work .....	10
H-4 Women, Peace and Security -Closing the Policy and Implementation Gaps- .....	12
H-5 Women in Media .....	14
4. Special Sessions	
S-1 The Future of Women's Empowerment from the Youth Perspective .....	16
S-2 Gender Equality and Promoting Resilience to Natural Hazards .....	18
5. Plenary (PM) .....	20
6. Special Event .....	22
7. Closing Session .....	23
8. Reception and Luncheon .....	24
9. Exhibition Booths .....	24
10. Public Relations .....	24
11. Official Side Events for Shine Weeks .....	25
12. WAW! Advisors .....	25
13. WAW!2017 Tokyo Declaration .....	26
14. List of Participants .....	28

### Official SNS accounts of WAW!



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## 1. Keynote Speeches / Panel Discussion

November 1, 2017 (15:00-17:40) / Providence Hall

On November 1, WAW!2017 began with an opening speech by the Spouse of Prime Minister Akie Abe, followed by keynote speeches and a panel discussion. In her speech, Ms. Abe emphasized that more flexibility in action, perspective, and perception is needed to create a sustainable society amid the fast-changing world, and it is women who can provide it.

In keynote speeches, the CEO for the World Bank Kristalina Georgieva stated that helping women to reach their potential will lead to the further prosperity of the world and that it is essential for women to receive education to develop their economic power to achieve gender equality, then she presented the World Bank's initiatives to empower women in developing countries. Deputy Executive Director of UN Women Lakshmi Puri mentioned that UN Women's initiative for women in need of vocational training is supported by Japan, then she emphasized the importance of gender equality as one of the Sustainable Development Goals (SDGs) as well as the need for accelerating the processes of encouraging women to work in the fields of science, technology, engineering, and mathematics (STEM), of women's economic empowerment that includes achieving equal pay for equal work, and of enhancing women's leadership.



Akie Abe  
Spouse of Prime Minister



Kristalina Georgieva  
CEO for the World Bank



Lakshmi Puri  
Deputy Executive Director of UN Women

At the panel discussion "Women and Entrepreneurship" moderated by Vice Chair at Goldman Sachs Japan Co., Ltd. Kathy Matsui, three of the participants, namely Arancha González (Executive Director of International Trade Center (ITC)), Shinichi Kitaoka (President of Japan International Cooperation Agency (JICA)), and Susi Pudjiastuti (Minister of Marine Affairs & Fisheries of Indonesia) discussed the importance of supporting women entrepreneurs and what support they should receive. It was reaffirmed that female entrepreneurs drive economic growth and generate new value along with markets across society. Moreover, the panel pointed out that, given men and women have different consumption patterns, children have better nutrition, education, and access to healthcare when women make incomes from their businesses. The panel also discusses the barriers female entrepreneurs face, including limited access to capital, to training in finance and other related matters, to networks, as well as the absence of a system that allows women to pursue work-life balance. Furthermore, since women often have no ownership of the land put up as security for loans especially in developing countries, the discussion highlighted the importance of providing government financial assistance until their businesses get on the right track, along with continuous support for a vocational training center and others. The panel also mentioned that to become successful entrepreneurs, women should seek niche markets, use figures to persuade their potential customers, pursue high-quality products and services, and believe that women can do what men can do. Finally, the three panelists delivered their messages for women in Japan and across the world: Ms. González stated that there should be no restrictions on the dreams children have, and in particular, girls should work toward their goals, keeping in mind that their dreams are



limitless; Mr. Kitaoka told that women suggest ideas that men never come up with, and they have outstanding communication skills, hence they can be a source of inspiration that contributes to the economy; Ms. Susi stated that it is essential that women maintain happy and positive thoughts and break through barriers in their minds to achieve their full potential.



Panel Discussion "Women and Entrepreneurship"

A video message was delivered by from Melinda Gates, Co-founder of the Bill & Melinda Gates Foundation. Ms. Gates appreciated the Abe administration's initiative for advancing women's empowerment in society and the Japanese government's support for women and children around the world. She also stated that the world will prosper when women achieve their potential and emphasized the importance of family planning.



Melinda Gates, Co-founder of the Bill & Melinda Gates Foundation



Haruno Yoshida  
Vice Chair of the Board of Councillors of Keidanren

Then Haruno Yoshida, Vice Chair of the Board of Councilors of Keidanren (CEO of BT Japan Corporation), delivered a speech. Ms. Yoshida stated that half of the world's intellect comes from women, and thus women's social advancement will promise economic growth. She announced that Keidanren will move further ahead with its efforts to advance women's empowerment in society, and emphasized the significance of working toward a truly enriching society through expanded networks of women.



Audience



Exhibition Booths





## 2. Plenary (AM)

November 2, 2017 (9:30-10:30) / Providence Hall

On November 2, the second day of WAW!2017 opened with the plenary attended by participants in the High-Level Round Tables and the Special Sessions.

In his opening speech, Minister for Foreign Affairs Taro Kono mentioning the “2030 Agenda for Sustainable Development” stated that we should develop a diverse and inclusive society that empowers all people including women in vulnerable positions in their day-to-day lives. Then Mr. Kono presented Japan’s initiatives designed to help improve women’s vulnerable situations in developing countries, efforts focusing on the development of infrastructure to facilitate women’s work to achieve their potential, and support for women’s participation in the political, economic, and public fields as well as for the enhancement of women’s leadership. He also reaffirmed the Japanese government’s intention to contribute of 50 million dollars to the Women Entrepreneurs Finance Initiative (We-Fi) set up at the G20 Hamburg Summit in July 2017. Finally, he emphasized that a society where “no one is left behind” and all women shine must be built.

The next speaker was Gurbangul Geldievna Bayramova, Chairperson of the Turkmenistan Women Union. She talked about the significance of women’s movements as well as of the initiative women take in the peacekeeping process and emphasized that gender equality is the key principle of sustainable development.

Fumiko Hayashi, Mayor of Yokohama, mentioning her experience in office work in the 1960s, stated that more and more women are entering the workforce in Japan but with less participation in political and business worlds. Then she presented Yokohama’s initiatives designed to help increase women in managerial positions and female entrepreneurs, announcing the city government’s determination to support women who strive to work in responsible positions. Finally, she stated that men and women in each country in this ever-changing world should work together to successfully meet the same challenges and share their success.



Taro Kono  
Minister for Foreign Affairs



Gurbangul Geldievna Bayramova  
Chairperson of the Turkmenistan Women Union



Fumiko Hayashi  
Mayor of Yokohama



Exhibition Booths

### 3. High-Level Round Table

#### H-1 Effort to Achieve SDGs for Gender Mainstreaming in Enterprises

November 2, 2017 (10:45-12:45) / Golden Cup

The participants presented the efforts by companies and international organizations in the field of gender equality in order to achieve the SDGs and had a lively discussion about effective approaches and measures as well as points of view that should be adopted in corporate management going forward.

In one successful case, the percentage of female managers rose by 20 percent through a positive message resulted from top-down decisions to promote female employees, the introduction of a quarter system designed to increase women in managerial positions, and a flexible work schedule and telecommuting; in another case, a company dropped its conventional system in which accepting transfers to any part of the country was a prerequisite for promotion. The participants also mentioned that given men and women take negative feedback differently, supervisors need to carefully word their criticisms. How supervisors should react to their employees who have become pregnant was also touched on, along with other specific matters, and the audience intently listened to the discussion among panelists.

While numerous efforts are in progress, there are issues that remain unresolved. These issues include female employees' unwillingness to accept promotions due to lack of self-confidence, situations in which women with children have difficulty working full-time, disproportionate sharing of childcare workloads between parents, and long working hours. Since these identified issues have not led to specific actions by companies or international organizations, the participants emphasized that it is essential that top management makes decisions to take actions in order to achieve results within the time limit.

Then the participants discussed how to approach people who value conventional working practices when an organization planning to launch new initiatives. They emphasized how vital it is to pursue top-down efforts while training managers in gender equality, to tailor evaluation criteria to fit diversified ways of working, and to train younger generation taking the lead in change. It was also pointed out that the use of artificial intelligence (AI), improved work environments, and a reverse mentoring system would be effective in terms of increasing.

Furthermore, the participants debated measures companies should take to accelerate women's engagement in business. They highlighted the efforts such as providing female employees with opportunities to experience high-level work to reduce the gap between men and women in opportunities and experience available; increasing female managers while promoting women in bottom-low positions; and assigning to employees raising children the same work as others without children do. It was also mentioned that small and medium-sized enterprises and local companies have more serious talent shortages than large companies. The Round Table suggested that the companies with this issue interview their former employees to collect and analyze the reasons for resigning, along with other candid opinions, for their future reference, and that the companies provide their employees with a choice of flexible working hours that suit their lifestyles. One of the participants also presented the trend among young people in the west toward relocating to the provinces to manage their work-life balance better.

The Round Table wrapped up the discussion with the following suggestions: corporate managers should initiate a movement toward gender equality and get their mid-level managers involved in it; companies should be aware that diversity generates opportunities; companies should provide training programs about gender equality for all employees to help them get rid of unconscious bias and take action; companies should offer ways of working designed to not only focus on their business but also help their employees fulfill family responsibilities; and companies should publish information about their achievements and efforts in the field of gender equality to encourage the entire society to take similar actions.



Panelists



## Background and Issues

Sustainable Development Goals (SDGs) aim to achieve women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life (Goal 5), as well as full and productive employment, decent work for all women and men and equal pay for work of equal value by 2030 (Goal 8). The UN Global Compact (UNGC), international strategic initiative for achieving sustainable development, signed by companies and organizations clearly states in its principle that business sector should uphold elimination of discrimination in employment and occupation.

Today, women's participation rate in the global labor market is not sufficiently high, and equal pay between women and men for work of equal value has also not yet been fully achieved. Challenges remain in promoting women's representation in executive positions in their workplace. Enabling women to engage in workplace more actively requires improvement of work environment such as to correct the practice of working long hours. The World Economic Forum predicts in the Global Gender Gap Report that, the overall global gender gap in workplace can be closed by 2095. It is required to beat this expectation in a positive sense by accelerating efforts to achieve gender equality.

In 2003, The Government of Japan has set the goal of "increasing the share of women in leadership positions at least to 30% by 2020 in all fields of society" (the target of "30% by 2020") at the Headquarters for the Promotion of Gender Equality. Japan's new law "The Act on Promotion of Women's Participation and Advancement in the Workplace" came into full effect in April 2016. Moreover, corporates have been obligated to take prevention measures against maternity harassment and to provide more opportunities for recurrent education as a part of work continuing support programme after pregnancy, giving birth and child rearing phase for women employees. Whilst a model program for fostering women executive candidates is also being implemented. In addition, "The Action Plan for the Realization of Work Style Reform" which was formulated on March 2017, for the first time in Japan's domestic legislation, stipulated an upper limit on overtime work which include penalty for violation. This is a great step forward for Japan to correct the practice of working long hours.

Various efforts have been made in companies to promote gender equality. The number of women CEO has been increased in comparison to that of last year. Many companies have developed and released gender action plan. At the same time, certified companies in accordance with the Act have also increased. Some companies have analyzed their efforts from gender equality perspective with the analytical tool, "Women's Empowerment Principles" (WEPs) supported to appointing women to executive position by introducing mentor and relevant system for promotion of women. Others have introduced telework or simpler decision making system utilizing online system in order to create more flexible work environment which is different from the traditional working practice in Japan. Those good practices are often observed in companies led by a leader who is committed to advancing women's empowerment in society, including supporters of "the Declaration on Action by A Group of Male Leaders Who Will Create a Society in which Women Shine".

Increasing number of companies is expected to join this movement and take actions in order to enable women to become more effective and active in their workplace. The question is what measures would be more effective for advancing women's empowerment and gender equality. Further efforts by companies are expected, considering promotion of this change as an opportunity for companies to attract more capable human resources and to create more attractive working environment.



Panelists and audience

【Participants】 (random order)

Sachiyo Onishi, Miwa Kato, Sarah L. Casanova (Canada), Arancha González (ITC (Spain)), Shoji Ito, Kathy Matsui (US), Keiko Takegawa, Masahiko Uotani

\*List of Participants: pp.28-29

## 3. High-Level Round Table

### H-2 Technology Transformation and Women's Education

November 2, 2017 (10:45-12:45) / Takasago

The speakers presented the current situations on the given topic and raised questions. They stated that they still sense bias toward women working in the fields of science in their everyday lives, and that only a limited number of women engage in science and, according to the OECD's gender equality survey on 15-year-olds, the number of girls who wish to study science is only half the number of boys who wish the same. The survey also showed that female computer science majors at universities make up about only 20 percent and female engineering majors about 18 percent of the total students.

The Round Table moved on to discuss the bias. Many female students—not only those in junior and high school but also those in early elementary school years—find it difficult to pursue careers in the fields of science. This is because compulsory education is designed in ways that unconsciously imprint gender-based bias in the minds of children. The participants also pointed out that the percentage of female students who wish to study science remains low because neither the students' schools nor families encourage girls to study science. Furthermore, the participants shed light on commercial aspects where businesses tend to produce and sell products designed exclusively for men or women for the sake of profits.

Then the speakers who had been familiar with technology from their early age pointed out that the world's first computer programmer and the developer of the fundamental wireless technology were women. They stated that educators should teach children without any gender-based bias and that a younger generation of women should be aware that they will find plenty of career opportunities in the fast-growing STEM fields.

The participants also offered specific suggestions about how to raise teachers' and parents' awareness. For example, more children's books, as well as stories that parents tell their children, should be about female protagonists who become astronauts, save the world, or seek any other active roles in society. One of the participants presented an example of a university course that used case studies with mostly male protagonists, although about 40 percent of the students in the course were women. It was emphasized that developers of academic materials should also consciously use more female characters to raise students' awareness.

Then the Round Table suggested actions to facilitate public awareness-raising and social system change, such as featuring successful female engineers in company brochures, taking elementary and high school students on factory tours on their school trips, and offering one-off classes by corporate employees as guest lecturers. The meeting also offered an opinion that the media should invest more in featuring women engaging in business.

As measures to create enabling environments for women's engagement in business in the STEM fields, the participants suggested creating more certificates in the STEM fields to allow certified female workers to return to work after parental leave while avoiding a mommy track, and increasing female mentors. They also pointed out that, for further enhancement of productivity, even the companies with the systems of childcare leave in place need to enhance their employees' skill in their specialized area and create enabling environment for employees to work outside their regular workplaces.

Finally, regarding the future of technology transformation and women's social advancement, the Round Table offered the following opinions: women's involvement is essential for innovation, otherwise productivity will never be improved and Japan's future will be affected; advancing digitization to accumulate data on female human resources will facilitate companies to find qualified female employees they need; generalization of robots (e.g., housekeeping robots, laundry-folding robots) will lessen housework, provide women with more work occasions and encourage men to help with housework; telework helps create an environment where women can feel they still pursue their careers even when they are unable to work in the office for family reasons; it is vital to change the mindset of people with negative view on telecommuting. It was also pointed out that individual characteristics will matter once technology transformation will have created enabling working environment for both men and women, and that each person should pursue technology transformation taking into account what makes them different from others.



Panelists

## Background and Issues

Having a great impact on the existing model and structure of the industry, technological innovation, including IoT, Big Data analytics, robot or artificial intelligence (AI), known as “the Fourth Industrial Revolution” has been in progress. According to a future forecast on the number of employees by industry, there will be a growth in information and telecommunications (IT), medical and welfare, whereas there will be decrease in other business<sup>1</sup>. It is also predicted that inequality in employment will be widened; the ratio of creation and loss of employment resulted from the change of industrial structure will be 1:3 for men and 1:5 for women. The main reason for this disparity is said to be that women would comprise a small percentage of employment in the field of STEM (science, technology, engineering, mathematics) where further development is expected in the future. For example, in the United States, only 25 percent of women are engaged in STEM<sup>2</sup>. In Japan, only 16.7 percent of female students specialize in science and engineering in college.

We need to think about how the education and capacity building should be designed in the future so that more women will be employed in the fields where currently male is dominant, as well as to increase females’ involvement in STEM. In the Leaders’ Declaration at the G20 Hamburg Summit in 2017, it was stated that digitalization, access to ICT, STEM related trainings and occupations are key to empowerment of women.

In “G7 Roadmap for Gender-Responsive Economic Environment” adopted at the G7 Taormina Summit, it was stated G7 remains committed to raising awareness about gender-stereotypical attitudes towards performances in academia and apprenticeship programs with a view to encouraging more women and girls to study STEM<sup>3</sup> and start careers in these sectors by 2020, strengthen the collaboration between universities, research institutes and the private sector, continue promoting participation by girls and women in STEM.

In recent years, various efforts have been made globally so that more women will be interested in careers in STEM. Summer STEM trial camps for girls have been organized in various countries. In Japan, STEM career symposiums which demonstrate what future possibilities STEM is held. Companies and universities have been holding events which include visits to STEM workplaces, hands-on experience, and facility tours, mainly for women junior high and high school students.

Sharing good practices and efforts of each country and advancement is expected in the society as a whole, for example, providing recurrent education for women so that they could learn necessary skills at any time even after their life events such as pregnancy and child birth.

Goal5 of Sustainable Development Goals (SDGs) stipulates to enhance usage of enabling technology such as information and communications technology (ICT) to empower women. In recent years, in the course of technological innovation, robot technology capable of substituting house work labour has been widely used, which reduces the great amount of time for unpaid work, mainly borne by women. These changes have also been enabling men to involve in unpaid work. Moreover, the latest technology has been changing heavy labour work and the work requiring special training to simpler work by the help of computers. Technological innovation changes the way of living and working, which can be considered as a great opportunity for women. Technological innovation is expected to be a locomotive for women’s involvement in economic activities.

<sup>1</sup> According to a survey by World Economic Forum, although the burden of job losses fall almost equally on women (48%) and men (52%), given that women’s share in the overall job market is relatively small, it is considered that the job losses have more negative impact on women than on men.

<sup>2</sup> U.S. Department of Commerce, Economics and Statistics Administration [2011]

<sup>3</sup> At the G7 Taormina Summit, it was agreed to add “medicine” to STEM field.



Panelists and audience

### 【Participants】 (random order)

Akiko Nakajo, Iris Wiecezorek (Germany), Reiko Kuroda, Yumiko Murakami, Hideaki Omiya, Aurora Simionescu (Romania), Emi Tamaki, Natasha Zulkifli (Malaysia)

\*List of Participants: pp.28-29



## 3. High-Level Round Table

### H-3 How to Redistribute the Unpaid Work

November 2, 2017 (10:45-12:45) / Kobai

The Round Table had a lively discussion about ways to reduce and redistribute women's unpaid work and challenges relating to it. The discussion focused especially on how to achieve the 3Rs (recognition, reduction, redistribution) of "unpaid care work" (housework, childcare, caregiving, nursing care), one of the targets of SDGs.

One of the major challenges related to unpaid work undertaken by women is the distribution of such work between men and women. In today's Japanese society, the issue of long working hours remains unresolved, and people believe that it is almost impossible for men to engage in unpaid work including housework. Moreover, the participants pointed out that the gender pay gap in Japan makes women undertake the unpaid care work as they earn less than men. Given these facts, the Round Table suggested that in redistributing the unpaid care work, measures to change the current practice of long working hours should be taken to facilitate men's involvement in the unpaid work, along with measures to urge not only women but also men to take parental leave for a certain period of time.

When it comes to disproportionately shared unpaid work, it is also essential to "re-recognize" the economic value of such work. Today, women undertake the greater part of the unpaid care work. While such work does generate value vital to the economy, most women engaging in it receive no compensation. As a way to "re-recognize" its economic value, one of the panelists suggested the use of information and communication technology (ICT). The idea was that wife and husband share their schedules using ICT for visualization of the wife's unpaid work, thereby facilitating the husband's involvement in the work. Another participant suggested that policy making and political decisions should be taken based on the collected evidence about the economic value of the unpaid care work.

Other opinions include the following: both the government and the private sector need to work toward discarding the stereotypical idea that women should take care of their families and men should work; women should raise their voices against gender inequality; women must be involved in important decision-making processes. Finally, the Round Table suggested that the best practices should be shared between not only men and women but also families and their communities, societies, private companies, politicians, and countries so that policies will continuously be improved and implemented across society and the world.



Panelists

## Background and Issues

Recognize and value unpaid house work and care work disproportionately shared by women and girls is one of the targets of Goal 5 of Sustainable Development Goals (SDGs). G7 Summit at Taormina in 2017 released “G7 Road Map For Gender-Responsive Economic Environment” which G7 decided to promote the fair distribution of care responsibilities of care work between women and men by 2020. As in “The Report of the UN Secretary-General’s High-Level Panel on women’s economic empowerment”, it has been pointed out that recognition and evaluation of unpaid work, reduction of unpaid work through improvement of infrastructure and application of new technology, distribution among various stakeholders should be promoted. This round table focuses on sharing unpaid work between women and men.

Building society in which every person is able to make the most of their ability requires creation of sustainable working environment, where everyone including woman wishing to keep their jobs (after having a child) will be able to keep working, balancing the proportion of work and life.

The average time of the Japanese with a child under 6 years old spent for house work and child rearing per day is 7 hours and 34 minutes among women, and only 83 minutes (1 hour and 23 minutes) among men (in 2016). The figure for men is extremely low in comparison to any other industrialized countries. It is a remaining challenge to fill the gap between women and men in sharing unpaid house work including child rearing. At the “WAW! 2016,” it was proposed to encourage men to acquire parental leave more, improve work environment to enable them to engage in housework and child rearing more.

Reducing women’s burden of unpaid work enables women to engage in economic activities more, which will benefit companies by increasing productivity. Increased diverse human resource is expected to bring better results in business. If more men feel positive change by sharing unpaid work, it will be the key to accelerate the change in sharing unpaid work. Younger fathers particularly place priority equally on the work and the family life. We need to work for this. At the same time, women also need to appreciate and accept men’s participation in house work and child rearing.

“The Fourth Gender Equality Action Plan” adopted in 2015 set a goal to increase men’s house work and care work up to 150 minutes per day by 2020. In order to realize this goal, companies are encouraged to increase male employees engaged in house work and child rearing, to adopt “Declaration of Nurturing Boss” assisting junior staff to be more involved in child rearing. The number of supporters who have taken actions and the leaders who have started taking the lead in changing has been increasing. The Government has also launched campaign for promotion of young fathers’ cooking “Otouhan” (daddy’s meal in Japanese). However, it has been reported that some fathers have become exhausted, as mother works full time and father is expected to work more at home. Furthermore, burden of unpaid work for single parent without partner, is a matter of serious concern. Our task is to create a mechanism to distribute unpaid work applicable for everyone without difficulties.



Discussion among panelists

【Participants】 (random order)

Asako Osaki, Lotta Sylwander (UNICEF (Sweden)), Gurbangul Geldievna Bayramova (Turkmenistan), Florencia Micaela Caro Sachetti (Argentina), Shungo Koreeda, Hironobu Narisawa, Ayako Ohta, Noriko Sakakibara, Nena Stojiljkovic (IFC (Serbia)), Yusuke Yamamoto

\*List of Participants: pp.28-29



### 3. High-Level Round Table

#### H-4 Women, Peace and Security -Closing the Policy and Implementation Gaps-

November 2, 2017 (10:45-12:45) / Magnolia Hall

For the start, the panel introduced United Nations Security Council Resolution 1325 Women, Peace and Security adopted in 2000, and global implementation trend of women, peace and security (WPS) agenda, which was characterized insufficient as a whole. For example, according to the Global Study, which was initiated by the UN to research implementation status of SCR 1325 globally from 2014 to 2015, found out only a few perpetrators of sexual violence in conflict had been persecuted or brought justice regardless it had been 15 years since the resolution was adopted. Other findings were, if women are involved in peace process, it would be 35 % more successful than that of without women. However women's involvement in peace talks still remains one digit (9 %). The study also shows chronic funds shortage for WPS agenda globally.

Panels pointed out that particular perception that only some government authorities such as Ministry of Defense or Ministry of Foreign Affairs are responsible for the implementation of WPS agenda is one of the reason of such situation. It is stated not only government agencies but also various actors should be part of them, including civil society organizations, companies, media and academics. All stakeholders should be aware of their roles and responsibilities to ensure steady implementation of WPS agenda.

It was also introduced that not only women and girls but also men and boys are victims of sexual violence in conflict. Even though medical support are available, victims of sexual violence have difficulties to come forward to get support due to psychological and mental shock from the incidents, fear of being rejected by family and community members, and scared of possible retaliation from perpetrators. And yet in most conflict affected countries, national legislations to protect victims and prosecute perpetrators are not enough.

While the culture of impunity rampant due to insufficient rule of law and justice system in conflict affected nations, the Special Representative of United Nations Secretary General on Sexual Violence in Conflict and her Team of Expert (TOE) provided capacity building including criminalization of sexual violence in conflict and enhancing justice system reform of the host nations. For example, perpetrators were rarely persecuted in Democratic Republic Congo (DRC), but thanks to Japan's support for TOE activities in DRC, the number of prosecution of conflict related sexual violence has largely increased. The similar approaches have been applied to other conflict affected countries as well.

In the process of peace agreement, giving an amnesty for ex-soldiers is often included as exchange for giving up their arms while conflict affected women victims are rarely invited to peace talks. It is argued that such practice eventually hampers sustaining peace.

Panel also discussed that, in conflict affected countries, international military presence such as peacekeeping operation has great impact on supporting host communities. Especially female military personnel tend to earn more trust from local people, and eventually they are able to better prevent sexual violence and protect victims in the host communities. Therefore, to secure substantive number of female military personnel and commitment of military leaders are very important. The third party's critical roles to push women's participation in peace talks are also discussed and the panel expressed hope that Japan will play an important role as a mediator.

In addition to that, necessity of raising awareness in relation to WPS agenda implementation was discussed, especially role of media to eradicate gender discrimination as prerequisite for peace and peaceful society. It was also emphasized that women and girls are not only passive victims of conflict but also active agents of change for the peace as it is stated in SCR1325. Following one very dramatic good example was introduced. In DRC, a survivor of conflict related sexual violence was empowered through economic programme, succeeded her business and now she hires other sexual violence survivors for her business. Other good practice was local women's achievement in Kenya. They were trained by Japanese NGO to organize local women's group and to make women's safety audit map in their communities. Through their activities, those local women's group decided to submit their policy recommendation to their own government. And then government of Kenya adopted their recommendation and duplicated same mapping project throughout the nation. This is a great example how women's participation could give positive impact on their national policy.

At the end of the session, recommendations were introduced: implementation of WPS agenda serves to ameliorate the lives of not only women but also all people and secure peace; to widely disseminate this fact with data and good practice will support the implementation of WPS agenda; it is important to make good use of local NGOs and Civil Society Organizations; women's participation should be substantial, not just the number; men's leadership is important to advance WPS agenda.



Panelists

## Background and Issues

In the field of global peace and security, women are often considered as victims of armed conflict as well as passive stakeholders. However in 2000, the United Nations Security Council unanimously adopted the Resolution (SCR) 1325 on women, peace and security (WPS), which was the first and landmark resolution to link women and international peace and security agenda. The resolution brought a transformational change of consciousness on the role of women and global peace and security in the international framework.

Since the adoption of Resolution 1325, until 2015, seven related resolutions have been adopted to strengthen the implementations of WPS agenda. In 2015, major reviews on peace and security were conducted, including “A Global Study on SCR 1325” and a “Report of the High-level Independent Panel on United Nations Peace (HIPPO)”, which revealed inadequate achievement in women’s participation in peace process and other gender areas and recommended further improvements.

Based on these recommendations, the Informal Expert Group on WPS and civil society representatives from conflict countries were given opportunities to conduct briefings at country specific meetings of the Security Council since 2016. This is a great outcome as it connects actors on the ground and actors of the Security Council where policy decisions are made.

On the other hand, violence extremism has been arising and sexual violence against women has been used as tool of terrorist campaign. Sexual exploitation and abuse (SEA) by UN peacekeepers, humanitarian aid workers, local military and police still exists in the areas where peacekeeping operations are deployed.

According to an estimation by UNFPA, out of more than 65 million refugee and internally displaced persons (IDPs), 26 million women and girls are in need for reproductive health services including medical care for pregnancy and delivery. At the same time, violation of human rights, such as human trafficking, forced and child marriage and other SGBV are rampant in armed conflict.

In February 2017, a study on implementation of WPS agenda published by Security Council Report (SCR) observed that WPS are still considered as an “add-on” component among member states and within the UN system, and that the implementation gaps still remain, although the term of “women, peace and security” in the SCRs and other documents has increased.

What is required for enabling WPS agenda from policy discourse to actual and meaningful implementation in the international community? We need to discuss what roles and activities should be sought by each actor from various sectors and dimensions in order to realize WPS agenda, such as protecting women and girls from sexual and gender based violence in armed conflict, prevention and resolution of conflict, peacekeeping operations, peacebuilding, humanitarian and reconstruction assistance.



Discussion among panelists

【Participants】 (random order)

Yoriko Meguro, Boris Michel (ICRC (Switzerland)), Hiroko Akizuki, Sumie Ishii, Pramila Patten (UN-SRSG (Mauritius)), Rumiko Seya, Akiko Yuge

\*List of Participants: pp.28-29

## 3. High-Level Round Table

### H-5 Women in Media

November 2, 2017 (14:45-16:15) / Takasago

Given that the media still depicts the stereotypical images of women, and that women working in the media remain limited in number, the participants discussed the need to increase the percentage of women in decision-making positions and to urge the media to disclose more information about their efforts toward gender equality.

Regarding the stereotypical images of women in media, the discussion touched on the Japanese public's tendency to fall for elaborately-created cute characters, and on female characters in graphic novels and animations illustrated as boy magnets as well as typical mothers that create and reinforce the stereotypical images of women. However, the participants were split over the idea of issuing absolute guidelines on how to depict women. Some of the participants offered their opinions that it is essential to create systems to determine and confirm the appropriateness of the forms of expression, along with the photos and videos used, according to what point the creations are trying to make. They also emphasized that to develop such systems, no effort and cost should be spared, that top management and all other interested parties should be involved in the production and editing processes, and that the companies must communicate to all employees that accepting diversity is the philosophy of business.

The participants also mentioned the need to produce TV dramas in which the mother and father with respective careers do housework and take care of their children together as one of the means to change the stereotypes of mother and father that TV viewers unconsciously fed by the media. For example, the media can change what they imprint in their viewers by using the wording "sharing housework" instead of "helping with housework," and showing that it is nothing special for mothers and fathers to take parental leave. One of the participants stated that the media in some countries use the word "sharing" in the context of housework based on the belief that the word "help" can trigger a discriminatory idea that women are main bearer of housework. Then the participant stated that the government should support actions designed to urge families to share housework. The participants shared the fact that only limited numbers of women engage in the production of advertising and PR, and that there are issues in the decision-making processes about ads and PR products because the meetings where these decisions are made consist mostly of men. Regarding criticisms against advertisements meant to consider gender equality, the participants pointed out that there was a gap between what the companies intended to achieve and how it was received by the audiences, and that the producers of ads should not only focus on how to sell the product but also adopt the angle that how the ad can point the audience toward what society should be like. As for whether each form of expression should be scrutinized, the participants offered an opinion that, since each person has a different view, what the creators of expression should keep in mind is that the overall expression must be unbiased.

As one of the issues regarding intentions the media have as information and message providers, the participants pointed out that women in managerial positions account for only 5 percent in the media industry, and that the absence of women in decision-making processes has led to the lack of diversity in ideas and perspectives<sup>1</sup>. In connection with this issue, the participants also mentioned that Japan's five major newspapers have not disclosed information related to the Act on Promotion of Women's Participation and Advancement in the Workplace. The participants stated it is vital that the media disclose information about women's advancement in their workplaces and that they ask themselves whether the contents they provide intend something about the status of women's advancement.

On the other hand, each woman has different views, opinions, and working styles, thus the presence of women in the workplace per se is not a solution to the issue of how the media depicts women. The participants shared a view that only qualified women should be promoted to managerial positions, that is, women should not be appointed as managers just because they are women. Then they emphasized that each person's background including his/her upbringing, education, and value—rather than gender—should be the focus, that people with different values participate in the production and editing processes, and that the media should maintain the essential attitude that they consider views and opinions of those who receive information while they produce and edit their offerings.

A speaker with long work experience in the media made an honest comment that, in reality, it is extremely difficult to change the mindset of managers in the media today who take it for granted that employees work 24 hours a day. The participants expressed their hope that the media industry's awareness will go through a transformation when male employees who have taken parental leave are promoted to manager in workplaces where many of their male employees have returned from parental leave during which they took advantage of technology to keep up with their work.



Panelists

<sup>1</sup> The participant reported that out of 19,327 reporters in Japan's leading news association with a membership of 98 newspapers and news agencies, 3,741 are women (19.4% as of April 2017). (13.8% in 2007; 10.6% in 2001)



## Background and Issues

In 1995, Beijing Declaration and Platform for Action adopted at the Fourth World Conference on Women, decided that “Women and the Media” is one of the twelve critical areas of concerns and pointed out that stereotyped gender role disseminated and reproduced by media has influenced on human behaviors and attitudes towards gender equality.

Images and pictures we see casually and daily on television, newspapers, internet websites and etc. are said to imprint certain images to audience’s subconscious. In recent years, rigid gender division of labor in photos or motion pictures, such as women doing laundry and drying clothes with men working in the office, have been gradually altered to avoid reproducing gender stereotypes in media but many issues still remain.

Recently, some advertisements received strong criticism to be cancelled from broadcast due to their sexist representation of women such as overemphasizing women’s body shapes and reproducing stereotypical gender roles in work. This shows unresolved challenges in media production in Japan. Whilst in U.K and France, governments set some restrictions against advertisements which reproduce gender stereotype or remove them from public.

In Japan, people’s recognition of gender and gender sensitivity are far more behind from global standard, as not many women are engaged professionally in the field of mass media, advertisement, and content production. For example, according to a survey on women’s participation in the media, more than 50 percent of audiences, both women and men, answered that they noticed gender differences in presentations in news reports and TV programmes, while women professionals comprise less than 30 percent of media production. Less involvement of women in the production or policy decision making in the media could lead their news reports with male bias in background analysis. Young mother criminals who had no choice to leave their children are often to be reported to just abandon their children without adequate analysis on the reason why they had to do so, which eventually could lead violation of women’s human rights.

It is well known that gender stereotypes and images could be changed according to times and social environment. There is a story about a boy from a country of which prime minister had been female for 10 years since the boy was born and he said “I would not be able to become a prime minister because I am a boy” as he always has seen the female prime minister through TV and other media. This is one of clear example how media presentation could influence on people’s view of gender roles. Media could influence on reproducing gender stereotypes, however it promotes advancement of diversifying roles such as men caring their children with women working at construction site as labors. Media has critical role to change people’s biases and perceptions on gender stereotypes. It would liberate people’s rigid beliefs towards gender roles and images and enable us to live their own choice beyond gender stereotypes.

Recently, internationally well-known the Cannes Lions Awards / International Creativity Festival awarded to TV commercials and advertisements focusing on elimination of gender stereotypes and biases. The award demonstrates strong initiatives to promote gender equality in the media. We believe that media has more potential to contribute to change stereotyped gender images and it should be pursued.



Panelists and audience



【Participants】 (random order)

Renge Jibu, Ursula Hyzy (France), Nami Abe, Sayuri Daimon, Tetsuya Honda, Ellana Lee (US), Rui Matsukawa, Hiroshi Yamaguchi

\*List of Participants: pp.28-29

## 4. Special Session

### S-1 The Future of Women's Empowerment from the Youth Perspective

November 2, 2017 (14:45-16:15) / Golden Cup

This was the third Youth Table held for the third consecutive year. The youth volunteers took the lead in organizing the session for the first time.

The session started with the report that followed up WAW! To Do 2016. The report announced that one of the goals suggested by the youth at the last year's table was achieved when criminal law relating to sexual offences was amended in June 2017.

Following the previous year, with SDG 5 (achieve gender equality and empower all women and girls) in mind, the participants discussed the following three topics while interacting with the audience: the vision the youth have of "ideal society where women are empowered;" what the youth expect schools, companies, and the government to realize an ideal society; and what roles the youth should play and what specific actions they should take.

Regarding their ideas of "ideal society where women play active part," the speakers presented their view that, in the ideal society, individuals' abilities are evaluated from neutral points of view and people have all kinds of choices regardless of gender, origins, and physical appearance. One of the participants insisted that society should not define women's priorities; another of the participants offered an opinion that the key to achieving the ideal society is to share and reduce the workloads that have been given to men and women according to gender stereotypes.

On the other hand, one of the speakers who works as a career counselor for university students presented several aspects in which women have lower self-confidence, and pointed out the barriers that deprive female students of confidence before they start their careers. One of the participants offered a view that one of those barriers may be the image of "superwomen" working side by side with men in society where gender inequality was a given.. Some of the participants with overseas experience stated that it was almost impossible to make international comparisons of gender equality /inequality as each country has its own definition. Another made a suggestion for the future that, since other countries also have similar issues regarding women's empowerment, those countries and Japan should learn from each other to find solutions. The speakers wrapped up the discussion that the ideal society for today's youth is where people can choose their ways of working regardless of gender.

The session moved on to discuss what the youth expect schools, companies, and the government to realize the ideal society where women play active part in society. the participants shared the following views: in order to foster socially responsible adults, school education should adopt the "problem-discovering" learning designed to enable students to discover issues and identify problems in today's society rather than the "problem-solving" learning intended to teach societal frameworks in which AI developed through the fourth industrial revolution would find all answers; society should encourage "the nail that sticks out" to further stand out, instead of hammering it in; young people should not be cast into the molds of schools or companies; and changing existing systems (i.e., adopting the quarter system) will help facilitate women's social advancement, including their participation in politics.

Finally, as for the roles the youth should play and specific actions they should take, the participants agreed with the suggestion that young people should clearly say No to unfair treatment by society or companies. The participants also mentioned that, since many problems can escape young people's attention and the young are not always right, they need to ask for help from older generations when they take action.

After emphasizing that it is today's youth who will create the future for society, the session was concluded that the youth will need to take the lead in achieving gender equality, that they should get different generations—especially older generations—involved in the process toward equality, and that they should raise their voices against any social issues that they believe should be solved and take action with those who support the same cause. During the Q & A session after the discussion, about 40 high school students in the audience actively offered their opinions. This indicates that the Youth Table organized by the youth volunteers successfully piqued even younger people's interest in getting involved in the effort toward gender equality. The Spouse of Prime Minister Akie Abe attended the session and expressed her hope that younger people will make the future themselves while taking in adults' knowledges and experiences.



Panelists



## Background and Issues

The UN Summit in 2015 adopted “The 2030 Agenda for Sustainable Development” including “Sustainable Development Goals (SDGs).” In its “Declaration”, children and youth are stated as critical agents of change for the creation of better world. The SDGs comprise of 17 Goals and 169 targets, which are shared and universal goals for both developed and developing countries. The Agenda strongly affirms that “realizing gender equality and the empowerment of women and girls will make a crucial contribution to progress across all the Goals and targets.”

In 2016, “Japan Revitalization Strategy” was revised and “The Act on Promotion of Women’s Participation and Advancement in the Workplace” came into full effect. Women’s participation in economic activities has become central issue. Importance of addressing women’s empowerment has been acknowledged more and more both internationally and in the country. Whilst new challenges have arisen: involvement of men is essential for promotion of gender equality and women’s empowerment; “change” needs to be drastic, including reform of work and life style etc. It is the younger generation who is considered to be a primary agent to deal with these new agendas for the future social transformation.

The Japanese youth, especially teenagers and early twenties have experienced the Great East Japan Earthquake in their school days and have been greatly exposed to volunteer work and Non Profit Organizations activities that connect society. They are also the first generation that has been given voting rights from 18 years old following the amendment of the Public Offices Election Law in 2015. All these seem to have promoted youth’s political awareness. International situation has been rapidly changing as seen in repeated terrorists’ attacks and emerging violent extremism in Europe and Asia. How does the young generation in Japan and in the world perceive the future of women’s empowerment, in terms of SDGs Goal 5, as well as current efforts and the new challenges?

This session aims at discussing what future the youth envision and proposing concrete actions to be taken by each person in line with the SDGs Goal 5, bringing together youth participants worldwide including from Japan who have actively involved in building better society in various spheres, carrying out NPO activities, launching own business etc.

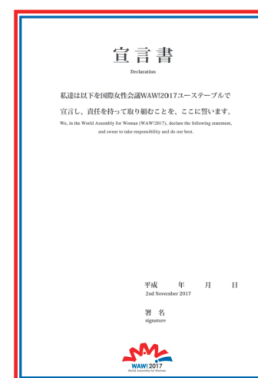
This discussion is expected to become a great start for many youth to consider and take action towards society where women are empowered.



Panelists and audience



Discussion among panelists



Declaration of the youth

【Participants】 (random order)

Hinae Niori, Kosuke Furui, Kaoru Yokono, Trinh Doan (Vietnam), Tomoko Kaji, Kosuke Kita

\*List of Participants: pp.28-29

## 4. Special Session

### S-2 Gender Equality and Promoting Resilience to Natural Hazards

November 2, 2017 (14:45-16:15) / Magnolia Hall

In this Special Session, vulnerability of women in natural disasters in today's world was discussed and yet what roles women can play in promoting resilience, referring to specific examples across the globe, including Japan that had experienced many natural disasters including the Great East Japan Earthquake in 2011.

Panels presented the following cases to show that women are more vulnerable to natural disasters than men: women accounted for more than 90 percent of all lives claimed by the cyclone in Bangladesh in 1991; 77 percent by the tsunamis in Indonesia in 2004; and 70 percent by the cyclones in Tonga and Samoa in recent years. Moreover, sexual and gender-based violence (SGBV) increases during and after natural disasters. It was pointed out that gender inequality and women's vulnerability at ordinary time become greater during and after the crises. It was also reported that women with disabilities can be four times more prone to SGBV than women without disabilities. And also women have more difficulties regaining livelihoods after disasters.

While women suffer more than men in disasters, they tend to spend more money and resources on their families and local communities rather than for themselves since they are deeply connected with family and communities. The panels discussed that investments in women will benefit the local community as a whole, and eventually lead to strengthen community's resilience. They also emphasized that the disaster risk reduction (DRR) policy, that is one of the priority actions in the Sendai Framework<sup>2</sup>, should include women's needs and, women's equal participation in its policies and plans, and also invest capacity building and training for women and girls.

As for enhancing resilience, the panels recommended supporting women and gender sensitive disaster response, risk reduction, disaster prevention, legal protection and financial support for women after disasters. A local community's initiative in Japan was also presented as a good practice. Frequent emergency drills in a whole community raised people's awareness for disaster prevention as part of their day-to-day lives that successfully led to strengthen disaster response and local resilience. Another case example in Pakistan showed how post-disaster SGBV had decreased after women were delivered to leadership roles from their traditional roles, confirming the importance of women's leadership at the time of a disaster.

The Session also touched on medical treatment in a disaster situation. It pointed out that, since medical professionals' top priority is to save lives, they are often unaware of gender different needs and lack in gender sensitive considerations for affected people. A disaster leads families and individuals to reveal their potential vulnerability, while it provides opportunities for individual issues to connect to society. Hence, the panel stated that medical professionals, who can easily access patients' privacy, should provide support with gender sensitivities. Following, development of gender sensitive support in medical field was introduced. Recently dispatched medical support team has been mandated to use questions regarding SGBV in their electronic health records<sup>3</sup> to identify local needs in affected areas.

As efforts toward improved policy in Japan, the panel from Gender Equality Bureau presented that Japan had incorporated gender perspectives into Basic Disaster Management Plan in 2005 and in the Disaster Countermeasures Basic Act in 2013. In April 2017, government set up an advisory panel of experts to discuss disaster prevention and gender issues to explore the possibility of appointing model communities in regional areas that will implement inclusive perspectives including gender in disaster prevention. Moreover, the panels recommended necessity of SGBV prevention training for humanitarian, military and police personnel, providing safe spaces for women and girls, and necessity of disaster preparedness education for all. Regarding women's leadership, it was also discussed that the importance of awareness raising of women themselves in terms of human rights and gender equality.



Panelists

<sup>2</sup> An international document adopted by the 3rd UN World Conference on Disaster Risk Reduction in 2015. It outlines targets to develop comprehensive resilience for further safety over the years between 2015 and 2030.

<sup>3</sup> Developed and introduced by the Japan International Cooperation Agency (JICA)



## Background and Issues

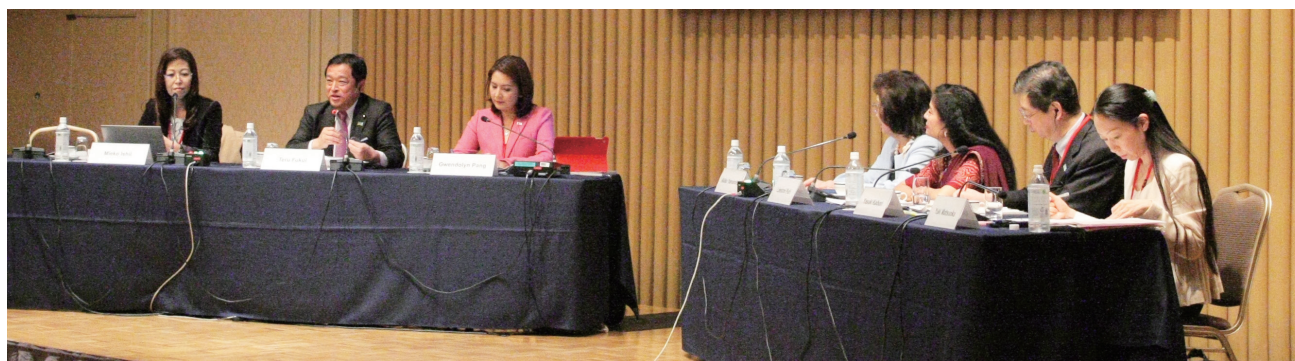
Evidence shows that women and girls are disproportionately affected by disasters. For instance, the 2007 statistical analysis on the outcomes of national disasters in 141 countries found that women were more likely to die, or die sooner, than men in disasters. They also face strong gender specific barriers during the recovery process, which renders reestablishment of livelihoods particularly challenging. At the same time, women are key actors of change. Women and girls have unique roles to play in resilience building and recovery but their potential of contribution and leadership remains unleveraged. In addition, whereas the needs of women for sexual and reproductive health (SRH) services are quite high in national disasters, they can face particular difficulty having access to those services in the situation. In Japan, after the Great East Japan Earthquake of 2011, Basic Act on Disaster Control Measures was amended to include gender perspectives on drafting regional disaster prevention plan. In addition, the Cabinet Office of Japan formulated the Action Guidelines from gender perspectives for disaster prevention and reconstruction and also developed disaster prevention training program and has requested local governments to conduct the program. In the Kumamoto earthquake of 2016, the Guidelines were issued the day after the earthquake. International norms, such as the Sendai Framework for Disaster Risk Reduction, the 2030 Agenda for Sustainable Development and the Paris Agreement include the common objective of reaching gender equality and parity by 2030 whilst building coherent approaches between sustainable development, climate change adaptation and disaster risk reduction. However, commitments in the existing policies have not yet been translated into concrete actions.

Governments and partners are currently working to develop strategies on disaster risk reduction at the national and local levels to reach Sendai Framework Target E to “Substantially increase the number of countries with national and local disaster risk reduction strategies by 2020”.

Taking into account the outcomes of the 2017 Global Platform in Cancun which referred to gender-sensitive disaster risk reduction as one of special focuses, now is therefore a critical time and a unique opportunity for the international community to encourage governments and local communities to pursue gender equality as part of national and local disaster risk reduction policies and plans, and to secure their commitments to move from words to action in promoting women’s empowerment and leadership in disaster risk reduction.



Panelists and audience



Discussion among panelists

【Participants】 (random order)

Akiko Yamanaka, Gwendolyn Pang (IFRC (Philippines)), Teru Fukui, Mieko Ishii, Yasuki Kaibori, Yuki Matsuoka, Lakshmi Puri (UN Women (India))

\*List of Participants: pp.28-29

## 5. Plenary (PM)

November 2, 2017 (16:30-17:20) / Providence Hall

On the late afternoon of the second day of WAW!2017, all participants met at the closing session that concluded the High-Level Round Tables and the Special Sessions held that day. At this plenary, the rapporteurs at the five High-Level Round Tables and the two Special Sessions reported what had been discussed at these meetings. Each of the Tables also made suggestions at the conclusions of the discussions (please see the sections about the High-Level Round Tables and the Special Sessions for details).

After the reporting on the meetings, Minister in charge of Women's Empowerment Seiko Noda addressed the plenary. She stated that Japan still has a long way to go to achieve women's social advancement, by referring to the news broadcast that morning about Japan's ranking (114th) in the World Economic Forum's Global Gender Gap Index (GGI) rankings. Then Ms. Noda pointed out that women's economic empowerment is hindered by the lack of women in managerial positions due to their insufficient work experience after giving birth to a baby. Then she presented the Abe administration's measures, including the policies designed to expand the daycare system to accommodate 590,000 more children over the five years until FY2017, to increase the childcare leave benefit up to 80 percent of net pay, and to extend the duration of the leave up to when the child turns two years old. She also stated that the key to women's advancement is to urge companies to "visualize" their action plans and information in accordance with the "Act on Promotion of Women's Participation and Advancement in the Workplace" so that they will be self-motivated to take action. She also emphasized telework as a mean of women's advancement in the workplace, and expressed her determination to encourage companies and local governments to promote telework.

Then, mentioning that the theme of the Special Event on the third day was "Women and Entrepreneurship," Ms. Noda stated that women's entrepreneurship will contribute significantly to the development of "a society where women shine" and where "no one is left behind" as indicated in the SDGs. In conclusion, she hoped that the WAW!2017 Tokyo Declaration to be announced on the final day would serve as the guidelines for the realization of "a society where women shine" as universal value in this ever-changing world.



Seiko Noda  
Minister in charge of  
Women's Empowerment



Reports from rapporteurs





## 6. Special Event

November 3, 2017 (8:30-10:25) / Ho-O-no-Ma



Shinzo Abe  
Prime Minister of Japan

On November 3, the third day of WAW!2017, the Government of Japan and the World Bank jointly hosted the Special Event on “Women’s Empowerment.”

Prime Minister of Japan Shinzo Abe delivered the opening speech and reaffirmed the government’s commitment to advancing women’s empowerment in society. He talked about how the outcomes of the specific measures taken so far as well as women’s entrepreneurship that harnesses women’s sensibility and capabilities have positive impacts on the economic development across the world, and confirmed the government’s support to the Women Entrepreneurs Finance Initiative and its intention to contribute 50 million dollars to the Initiative.

Ms. Ivanka Trump, Advisor to the President of the United States also addressed the participants. She expressed her appreciation for the Abe administration’s “womenomics,” and talked about the need for an environment to facilitate women’s involvement in economic activities, the importance of women’s advancement in the fields of science toward technological innovation, and how to support women’s entrepreneurship.

In his keynote speech, Minister for Foreign Affairs Taro Kono presented successful businesses launched by Japanese women entrepreneurs and touched on the challenges entrepreneurs face, including difficulty in financing and acquiring expertise. Then he talked about the government’s support for the Women Entrepreneurs Finance Initiative launched in the World Bank to help female entrepreneurs overcome these obstacles. CEO for the World Bank Kristalina Georgieva presented current situation and challenges regarding women’s access to finances in developing countries. She emphasized that financing women’s businesses in low-income countries will lead to economic prosperity and stated that the World Bank will continue to support women entrepreneurs.



Taro Kono  
Minister for Foreign Affairs

Vice Chair at Goldman Sachs Japan Kathy Matsui moderated the panel discussion about “Supporting Women Entrepreneurs” participated by Susi Pudjiastuti (Minister of Marine Affairs & Fisheries of Indonesia), Kaori Sasaki (Founder & CEO of ewoman and UNICUL International), Mi Young Lee (CEO of Fair Trade Korea), Patricia Veringa-Gieskes (Founder and CEO of The Job Factory Recruitment), Nena Stoiljkovic (Vice President of International Finance Corporation (IFC)), and Rika Yajima (Founder & CEO of Aeru company). The panelists shared challenges they had faced at their business start-up stage and how they had overcome the difficulties. They also discussed how the government and international organizations should support female entrepreneurs. Ms. Susi told the panel about her experience of expanding her business by using funds

provided as assistance for small- and mid-sized companies. Then, touching on the importance of the government’s initiative to offer financial assistance for start-ups, she stated that women should perform at their potential without limitation through receiving necessary education and utilizing mentoring. Ms. Sasaki presented her experience of how she had overcome discrimination against her as a female president by changing her way of talking and presentations. Then she stated that it is vital for the government to develop policies in favor of women’s entrepreneurship, and that consumers support female entrepreneurs’ businesses by purchasing their products and services. Ms. Lee talked about problems she had faced such as funds, business plan, human resources, and networks when she started her social business. Then, mentioning differences between men and women in motivation for starting a business, she stated that women are capable of changing markets in different ways from the past by tapping into their potential. Ms. Veringa-Gieskes told the panel that she had had no access to finances and there had been no law to assist female entrepreneurship when she had started her business in the Democratic Republic of the Congo. Then she suggested that financing institutions have women entrepreneurs among their executive officers to make support for



Ivanka Trump  
Advisor to the President  
of the United States



Kristalina Georgieva  
CEO for the World Bank



Panel Discussion “Supporting Women Entrepreneurs”

entrepreneurs more effective, that the government and organizations publish exactly what support they provide, and that incubation centers be established to help female entrepreneurs work out the problems they face. She also encouraged aspiring entrepreneurs to take their first step without being afraid of making mistakes. Ms. Stoilkovic mentioned the limited access to finances as an obstacle for women across the world. Then she emphasized the needs to consider deregulation to solve issues regarding security for loans, and to eliminate the system in which women need their husbands' permission to find employment and any other forms of discrimination against women. Ms. Yajima presented the business model she had developed to ensure the continuation of traditions into future generations. She suggested that various means of financing should be made available to women entrepreneurs, especially the reduction of corporation tax for start-ups and that married couples be allowed to have different surnames to eliminate the burdens of changing family names that women undertake in most cases.

## 7. Closing Session

November 3, 2017 (10:25-11:05) / Ho-O-no-Ma

The closing session followed the Special Event.

In representing the participants, undersecretary of State to the Presidency of the Council of Ministers of Italy Maria Elena Boschi delivered a speech. Ms. Boschi stated that, to develop a smart and sustainable society, it is vital to eliminate all forms of discrimination against women, and that Italy will proceed with its efforts according to the G7 Roadmap for a Gender-Responsive Economic Environment adopted at the G7 Summit in Taormina. CEO of the Multilateral Investment Guarantee Agency (MIGA) Keiko Honda touched on her own experiences as she stated her message for women of future generations that they should keep achieving results that exceed a little more than expected, acquire the skills needed to motivate people, and have their own definitions of "success."



Maria Elena Boschi

Undersecretary of State to the Presidency of the Council of Ministers of Italy



Keiko Honda

CEO of the Multilateral Investment Guarantee Agency (MIGA)

Deputy Minister for Foreign Policy Satoshi Suzuki summarized WAW!2017 with mentioning proposals from High-Level Round Tables and Special Sessions on the second day and the main elements of WAW!2017 Tokyo Declaration to be put together as the product of the Assembly. As an overview of WAW!2017, he also emphasized that it is vital to raise people's awareness through education and training, promote women's involvement in all levels of work up to top management's commitment, collect and analyze data, and disclose information. Then he mentioned the importance of taking advantage of AI and ICT to carry them out, and of building partnerships not only between the government, the private sector, and civil society but across generations.



Yasutoshi Nishimura  
Deputy Chief Cabinet  
Secretary

Finally, in his closing speech, Deputy Chief Cabinet Secretary Yasutoshi Nishimura stated that WAW!2017 organized around the theme of "WAW! in Changing World" was held at just the right time when the world is rapidly changing, with astonishing technological innovation, fast-growing social media, and the ever-changing international climate due to terrorism and other factors. Then he emphasized that this year's WAW! had achieved a significant outcome, and concluded that WAW! should help accelerate the process toward the realization of "a society where women shine" in Japan and the world.



Satoshi Suzuki  
Deputy Minister for  
Foreign Policy



## 8. Reception and Luncheon



Top: Cherry blossom queens, Mitsunari Okamoto, Parliamentary Vice-Minister for Foreign Affairs  
Bottom: Female farmers, Seichi Matsuo, President of Nagoya University, Seiko Hashimoto, Member of the House of Councillors

The evening reception was held on the first day and the luncheon on the second day as networking opportunities for the participants and occasions for presenting Japanese culture.

At the evening reception, Parliamentary Vice-Minister for Foreign Affairs Mitsunari Okamoto and President of Nagoya University Seiichi Matsuo delivered opening speeches, and a member of the House of Councillors Seiko Hashimoto proposed a toast. The Queen of Sakura (cherry blossoms) in a long-sleeved kimono appeared at the venue to add a gorgeous touch to the reception, and the members of the *Nogyo Joshi* (female farmer) Project presented

agricultural produce for Japanese cuisine across Japan. The luncheon opened with a speech by Ambassador in charge of Women's Issues Atsuko Nishimura. In the speech, Ms. Nishimura stated that the lively discussion at WAW! would encourage women across the world to live the lives they shine, thereby helping them move ahead toward the realization of a peaceful and enriching society.

## 9. Exhibition Booths

Five external organizations set up exhibition booths on November 1 and 2. The exhibition by UN Women featured a simulation of an on-the-ground assistance activity using virtual reality that attracted visitors across all age groups including high school students; the United Nations Population Fund (UNFPA) presented its activities in over 150 countries to reach the SDGs; the Japan International Cooperation Agency (JICA) displayed photos and descriptions about women's economic empowerment and the promotion of education and lifelong health for women to present the initiatives Japan has launched through JICA; the Japanese Organization for International Cooperation in Family Planning (JOICFP), whose mission is to protect the lives and health of expectant and nursing mothers as well as women in general in developing countries, presented its experiences, insights, and advocacy using videos; general incorporated association Spring featured an interactive exhibition that included a survey on its projects to realize a society in which survivors of sexual abuse or assault will receive the support they need. Many of the speakers and numerous observers of the Assembly from Japan and overseas stopped by these booths, making the two-day exhibitions a huge success.



UN Women



UNFPA



JICA



JOICFP



Spring

## 10. Public Relations

The Government of Japan put in a great amount of effort to internationally increase awareness of the 4th WAW!

We presented WAW!2017 to the kisha (press) club at the Prime Minister's official residence and many other different news media, so that newspapers, TV stations, magazines, and other news organizations covered what was happening at the venue, interviewed some of the participants, and reported the actual situations surrounding women discussed at the assembly. A total of more than 180 journalists appeared at the venue to cover the event, and some of the news media projected the logo "WAW!2017" on the surface of its building or streamed live videos of the discussions.

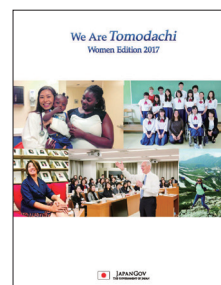
Moreover, we worked with the relevant ministries and agencies along with other related organizations to post about this year's WAW! on Facebook, Twitter, LINE, and other social networking services (SNSs) more frequently than last year to spread the information as widely

as possible. Also on these SNSs, we presented videos about JICA's projects and UN Women's initiatives for women's empowerment in developing countries financed by Japan, as well as videos of the ongoing sessions and interviews with some of the participants.

The Japanese government's PR magazine *We Are Tomodachi* featured women's social advancement, and copies were distributed at the venue during WAW!2017 to present successful women in Japan and overseas along with a variety of initiatives. In addition, the Fall-Winter Issue of the magazine published an interview with Phumzile Mlambo-Ngcuka, UN Under-Secretary-General Executive Director of UN Women that served as a co-host of one of the Special Sessions, in which she talked about WAW!



Illumination (©Fuji Television Network)



*We Are Tomodachi*

## 11. Official Side Events for Shine Weeks

In order to make WAW! a bigger movement, the WAW! Secretariat called for organizing official side events which are in line with WAW!'s aim of "building a society where women shine" and to make this movement together during the designated period from September 7, 2017 to January 31, 2018. The registered events and WAW! collaborated with each other through using the logo of WAW! and providing information of events on MoFA Web site. There were more than 130 events held during the designated period (as of December 2017).

Furthermore, opinions and ideas related to the theme of H-3 "How to Redistribute the Unpaid Work" were collected from branches of the "Sales Department Girls Sections" throughout Japan (Hokkaido, Yamagata, Tochigi, Kanagawa, Shizuoka, Tokushima, Ehime and Kochi prefectures) during the Shine Weeks. Those were reported during the H-3 which became an opportunity to network for Tokyo and the regional cities.



Special logo for official side events

## 12. WAW! Advisors

Advisors' meetings for WAW!2017 were held two times at the Prime Minister's office chaired by Mr. Yasutoshi Nishimura and Mr. Kotaro Nogami, Deputy Chief Cabinet Secretaries, with the participation of WAW! advisors who play important roles in gender-related fields. They discussed the agenda proactively as well as concepts of WAW!2017, the strategy of public relations and ways to summarize the outcome.



### 【WAW!2017 Advisors】 (Japanese syllabary order)

Sumie Ishii, Chairperson, Japanese Organization for International Cooperation in Family Planning (JOICFP), Asako Osaki, Visiting Professor, Kwansei Gakuin University, Ayako Ohta, Leader, Founder of Association of "Sales Department Girls Section," Renge Jibu, Researcher, Showa Women's University, Miki Tsusaka, Senior Partner and Managing Director of The Boston Consulting Group, Akiko Nakajo, Director, YouTube Partnerships, Japan / Director, Google Japan G.K., Hironobu Narisawa, Bunkyo City Mayor, Hinae Niori, President of manma, Yoko Hayashi, Member of the UN Committee on the Elimination of Discrimination against Women, Tetsuya Honda, Managing Director, CEO, BlueCurrent Japan Inc., Kimiko Murofushi, President, Ochanomizu University, Akiko Yuge, Professor at Hosei University.

## **13. WAW!2017 Tokyo Declaration: A summary based on the proposals from the WAW! participants**

(UN Document: A/72/625)

From November 1<sup>st</sup> to 3<sup>rd</sup>, 2017, the WAW! participants, who gathered in Tokyo from the world and Japan, put together their wisdom and had a lively discussion about women's active role in society. This year's main theme was "WAW! in Changing World". Under the situation where our work style or way of living are changing greatly along with globalization and technological advancement, the discussion was focused on how to unleash the power of women in order to transform the world into a diverse and inclusive society in which "no one will be left behind" including women, the vision of the Sustainable Development Goals (SDGs), and to this end what actions should be taken by various stakeholders.

The WAW! participants discussed, in particular, the themes such as "Effort to achieve SDGs for gender mainstreaming in enterprises", "Technology transformation and women's education", "How to redistribute the unpaid work", "Women, Peace and Security -Closing policy and implementation gaps-", "Women in media", "The future of women's empowerment from the youth perspective", "Gender equality and promoting resilience to natural hazards" and "Women and Entrepreneurship". The discussion resulted in the proposals under the following five pillars to promote women's active role in changing world.

### **1. Raise awareness through education and training**

- With strong commitment of top corporate executives, raise awareness about the fact that promoting women's active role in companies contributes not only to enhancing women's rights and their welfare but also to raising productivity and making their organizational culture more resilient. Change unconscious bias and self-estimation, including women's lack of self-confidence. For those purposes, provide necessary trainings to the entire members of a company, beginning with managers.
- In order to address a stereotype or unconscious bias about the gender role, change education in every educational phase, starting from picture books, middle school and high school textbooks, to business study materials at college. In promoting gender education, also train stakeholders such as the government, family members and schools.
- Provide education not only to teach answers to existing social challenges, but also to help students identify emerging social challenges by themselves. Educate students so as to eliminate their bias against choosing science course, and promote women's learning and advancement in the STEM (Science, Technology, Engineering and Mathematics) fields.
- Change women's mentality about entrepreneurship by making good use of role models and mentors and increase opportunities to enhance management skills. Teach young generation about the importance of having entrepreneurship regardless of whether they wish to start a business or work for a company.
- By promoting 3R (recognition, reduction and redistribution) in terms of unpaid work, change the stereotyping of unpaid work by men and women as well as relevant social norms and improve gender gap in shouldering such work.
- In terms of WPS (Women, Peace and Security), encourage governments to disseminate the information about the National Action Plan on the Security Council Resolution 1325 and related legal and social norms in order to deepen the understanding of their people about these frameworks, as well as to set a timeframe for the implementation and fulfill accountability.

### **2. Promote women's participation at all levels**

- With the strong commitment of top corporate executives, promote women to more responsible positions in their companies.
- Facilitate women's access to funds in starting a business. In this regard, welcome the Women Entrepreneurs Finance Initiative (We-Fi).
- Promote women's role in the security area and increase the female-to-male ratio in army and police on the ground with a view to protecting women against gender-based violence.
- In media, pursue diversity and promote women's participation at all levels including decision-making level. From this point of view, highlight the importance of advancing "work-style reform" in media companies to address the practice of long working hours and promote men's taking of parental and nursing leave in order to change how media-contents creators view the way of working.
- In order to exert women's wisdom in disaster prevention and response, empower women who have rich knowledge about their community, and promote their participation and promotion in the government, parliament and disaster-related agencies.

### **3. Collect, analyze and share gender-related data**

- Encourage all companies, including those in media industry, to set specific numerical targets on promoting diversity as their own initiative, and share the progress with the public.
- Promote the work-style reform in companies in tandem with the change in gender role at household, and share the information on the progress, good practices and challenges in those efforts.
- Anticipating drastic change in working environment in the future, visualize the capacity of women in companies, while introducing new recruitment and evaluation measures in a gender-neutral manner, and share good practices in those efforts. Also enhance mentor systems and human-resource data banks.

- Promote the collection and analysis of data and evidences to define the economic and social values of unpaid work in cooperation between public and private sectors. Then, make policies to enhance the redistribution of unpaid work.
- In terms of WPS, accumulate and share a series of relevant data and analysis towards the implementation of the Action Plan.
- In natural disaster settings, noting that disaster risk reduction measures should be decided based on the understanding of women's capacity, vulnerability and needs, collect and analyze gender-related data with gender-responsive standards and tools, and then share them with other stakeholders for further application. Make gender responsive legislations, policies and strategies based on the "Sendai Framework on Disaster Risk Reduction 2015-2030" with ensuring necessary budget, and report the progress.

#### **4. Actively use Artificial Intelligence (AI) and Information and Communication Technology (ICT)**

- Promote women's participation by active introduction of AI and ICT and improve technological constraints that women in developing countries are facing including portable terminal.
- Noting that the Fourth Industrial Revolution enables everyone's participation through open innovation, encourage women to participate in innovation with delivering a strong message that "innovation offers women to win a chance and shine."
- Promote telework by using ICT so that women and men can enjoy both career and family life including housework, child rearing and nursing care.

#### **5. Strengthen partnership**

- To reflect diverse perspectives such as of millennials, not limited to gender perspective in corporate management, strengthen network that goes beyond a company's framework in partnership with community, civil society organizations and women entrepreneurs.
- Link the efforts of various stakeholders to advance WPS agenda to maximize its effectiveness in implementation. Especially, make synergies with the Convention on the Elimination on Discrimination against Women (CEDAW) whose report requires member states to respond all forms of violence against women as well as to implement the SDGs that includes achieving gender equality.
- Promote the redistribution of unpaid work in society as a whole by partnership among various public and private stakeholders.
- Mutually support among women entrepreneurs, and make male supporter to realize the importance of not only appreciating female entrepreneurs but also actually purchasing their goods and services.
- Respect and support the young spirit of "let's just do it", and promote mutual-learning and cooperation between adults and youth. Encourage youth to translate abstract discussions into concrete actions with their young spirit that does not afraid of making failures, and to lead rule-making for the future.
- Encourage next generations to get together and raise their voices in order to transform the people's mindset and their social environment. For example, make WAW! to be such occasion by disseminating the discussions and messages of WAW! via SNS and other forms of media as well as through lectures at schools and providing opportunities for young people to meet diverse role models in society, and then, by feeding the outcomes into WAW! next year.
- In disaster risk reduction, strengthen international partnership among governments, UN organizations including the United Nations International Strategy for Disaster Reduction (UNISDR) and UN Women, as well as international organizations including the International Committee of the Red Cross (ICRC) and the International Federation of Red Cross and Red Crescent Societies (IFRC) and other civil society organizations.

The WAW! participants reaffirmed their passion to further advance their efforts for promoting the active role of women based on the recommendations above, taking into consideration the outcomes of G7 and G20, the Beijing Declaration and its Platform for Action, the SDGs and other international commitments.



## 14. List of Participants

※ Titles are as of November 2017

- **Shinzo Abe** Prime Minister of Japan
- **Akie Abe** Spouse of Prime Minister, Shinzo Abe
- **Taro Kono** Minister of Foreign Affairs
- **Seiko Noda** Minister for Internal Affairs and Communication, Minister in charge of Women's Empowerment, Minister of State for the Social Security and Tax Number System
- **Yasutoshi Nishimura** Deputy Chief Cabinet Secretary
- **Mitsunari Okamoto** Parliamentary Vice-Minister for Foreign Affairs
- **Nami Abe** Chief Newscaster, Editorial Bureau, Nikkei Inc.
- **Hiroko Akizuki** Professor, Asia University
- **Gurbangul Geldieva Bayramova** Chairperson of the Turkmenistan Women Union (Turkmenistan)
- **Maria Elena Boschi** Undersecretary of the Council of Ministers (Italy)
- **Florencia Micaela Caro Sachetti** Coordinator of CIPPEC's Social Protection Program (Argentina)
- **Sarah L. Casanova** Representative Director, President and Chief Executive Officer (CEO), McDonald's Holdings Company (Japan), Ltd. (Canada)
- **Sayuri Daimon** Executive Operating Officer & Managing Editor, The Japan Times Ltd.
- **Trinh Doan** Founder and President of the Global Leadership Incubator / Student of Toyo University (Vietnam)
- **Teru Fukui** Member, House of Representatives
- **Kosuke Furui** Mr. POTETO HEAD
- **Kristalina Georgieva** Chief Executive Officer for the World Bank (Bulgaria)
- **Arancha González** Executive Director, International Trade Centre (ITC) (Spain)
- **Seiko Hashimoto** Member of the House of Councillors
- **Fumiko Hayashi** Mayor of Yokohama
- **Keiko Honda** CEO of the Multilateral Investment Guarantee Agency (MIGA)
- **Tetsuya Honda** Managing Director, CEO, BlueCurrent Japan Inc
- **Ursula Hyzy** Tokyo Bureau Chief, Agence France-Presse (AFP) (France)
- **Mieko Ishii** Associate Professor, Department of Nursing, Tokyo Healthcare University
- **Sumie Ishii** Chairperson, Japanese Organization for International Cooperation in Family Planning (JOICFP)
- **Shoji Ito** Director, Managing Executive Officer, Sampo Japan Nipponkoa Insurance Inc.
- **Renge Jibu** Researcher, Showa Women's University
- **Yasuki Kaibori** Director General for Disaster Management, Cabinet Office of Japan
- **Tomoko Kaji** Head of RIN / Student of Advanced Science and Engineering, Waseda University
- **Miwa Kato** Asia Pacific Regional Director, UN Women
- **Kosuke Kita** Director of Japan All Student Corporate Association
- **Shinichi Kitaoka** President, Japan International Cooperation Agency (JICA)
- **Shungo Koreeda** Researcher, Daiwa Institute of Research Ltd.
- **Reiko Kuroda** Professor of Tokyo University of Science / Professor Emeritus at the University of Tokyo
- **Ellana K Lee** Senior Vice President and Managing Editor, CNN International (USA)
- **Miyoung Lee** CEO of Fair Trade Korea (Republic of Korea)
- **Kathy Matsui** Vice Chair at Goldman Sachs Japan Co., Ltd. Chief Japan equity strategist Co-head of Asia Macro Research (USA)
- **Rui Matsukawa** Member of the House of Councillors
- **Seiichi Matsuo** President, Nagoya University
- **Yuki Matsuoka** Head, UN Office for Disaster Risk Reduction Office (UNISDR) in Japan
- **Yoriko Meguro** Professor Emeritus of Sophia University, Tokyo / Chairperson of the Evaluation Committee of the National Action Plan on Women, Peace and Security
- **Boris Michel** Regional Director for Asia and the Pacific at International Committee of the Red Cross (ICRC) (Switzerland)
- **Yumiko Murakami** Head of OECD Tokyo Centre
- **Akiko Nakajo** Director, YouTube Partnership, Japan / Director, Regional Head of APAC Partner Plex, Google Japan G.K.
- **Hironobu Narisawa** Bunkyo Ward Mayor
- **Hinae Niori** Head of manma
- **Atsuko Nishimura** Special Assistant to the Foreign Minister, Ambassador in charge of Women's Issues
- **Ayako Ohta** Leader, Founder of Association of "Sales Department Girls Section"
- **Hideaki Omiya** Chairman of the Board, Mitsubishi Heavy Industries, Ltd
- **Sachiyo Onishi** Professor, College of Law, Ritsumeikan University, Kyoto

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- **Asako Osaki** Visiting Professor, School of Policy Studies, Kwansei Gakuin University
  - **Gwendolyn Pang** Head of Country Cluster Support Team for China, Japan, Republic of Korea and Mongolia, the International Federation of Red Cross and Red Crescent Societies (Philippines)
  - **Pramila Patten** UN Under-Secretary-General and Special Representative of the Secretary-General on Sexual Violence in Conflict (Mauritius)
  - **Lakshmi Puri** Deputy Executive Director of UN Women (India)
  - **Noriko Sakakibara** Senior Research Fellow, Yomiuri Shinbun
  - **Kaori Sasaki** Founder & CEO UNICUL International, Inc. / Founder & CEO ewoman, Inc.
  - **Rumiko Seya** Japan Center for Conflict Prevention
  - **Aurora Simionescu** Associate Professor, JAXA (Romania)
  - **Nena Stoiljkovic** Vice President, International Finance Corporation (Serbia)
  - **Susi Pudjiastuti** Minister of Marine Affairs & Fisheries, Republic of Indonesia (Indonesia)
  - **Lotta Sylwander** Representative, UNICEF Philippines (Sweden)
  - **Minori Takao** NHK Chief Producer & Anchor
  - **Keiko Takegawa** Director General for Gender Equality Bureau, Cabinet Office of Japan
  - **Emi Tamaki** Co-Founder, H2L Inc. / PREST Researcher, Japan Science and Technology Agency(JST) / Assistant Professor of Faculty of Human Sciences, Waseda University
  - **Ivanka Trump** Advisor to the President (USA)
  - **Masahiko Uotani** President & Group CEO Shiseido Co.,Ltd
  - **Patricia Veringa-Gieskes** Founder and CEO of The Job Factory Recruitment / Board member of FEC(main employer's organization in DRC) (Democratic Republic of the Congo)
  - **Iris Wieczorek** President, IRIS(International Relations in Science) Science Management Inc. Japan / Representative Leibniz Association (Germany)
  - **Rika Yajima** Founder & CEO, aeru company
  - **Hiroshi Yamaguchi** Professor, Faculty of Global Media Studies, Komazawa University
  - **Yusuke Yamamoto** Brand Marketing Manager, Google Japan, Womenwill Project lead
  - **Akiko Yamanaka** Senior Diplomatic Fellow, Central Asia Forum, Cambridge University
  - **Kaoru Yokono** Head of the Japanese Delegation at G7 Youth Summit (Y7) 2016 / Member of G7/G20 Youth Japan
  - **Haruno Yoshida** CEO BT Japan Corporation / Vice Chair of the Board of Councillors of Keidanren
  - **Natasha Zulkifli** Founder & Leader of Women in Rail Malaysia / Executive Vice President of Prasarana Group (Malaysia)
  - **Satoshi Suzuki** Deputy Minister for Foreign Policy (Secretary-General, Secretariat for WAW!2017)
  - **Masato Otaka** Deputy Director General, Foreign Policy Bureau, Ministry of Foreign Affairs
  - **Kyoko Hokugo** Director, Gender Mainstreaming Division, Foreign Policy Bureau, Ministry of Foreign Affairs



**Host: The Government of Japan**