Empowering Women in Japan

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Stages of Women’s Development in Japan

1986 ~ Compliance
- Equal Opp. Law
  - Hire capable women and treat equally as men counterparts
    “Work like men”

Going international
Direct investments
Growing economy

2000 ~ CSR
Social Responsibility & Branding
- Provide policies/systems to support working moms.
- Promote WLB
  “Great Place to Work”

Internet, e-business
Losing competitiveness
Stagnant economy

2010 ~ Strategy
Corp. Strategy & Governance
- Womenomics
- 202030 Target
- Promote Diversity
  “Board Diversity”

L- shock, new Globalization, 3.11, SNS, Digitalization, Reviving economy

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# Challenging but in Progress

## Declining Working Population
- 2015: 64 million
- 2050: 32 million

## Low Fertility Rate
- 2012: 1.39
- 2014: 1.42

## Increased Unmarried
- Men: 20%
- Women: 10%

## Resignations of Female Workforce
- Marriage: 30%
- Child birth: 60%

If 3.42 million non-working women work, total workers’ income would increase by $64 billion* and GNP by 13%**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tr>
<td>2013</td>
<td>Women’s advancement as one of the 3 pillars of Japan’s growth strategy. Prime Minister spoke at United Nation, World Economic Forum, etc.</td>
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<td>2014</td>
<td>Prime Minister Abe received the Catalyst Award Japan started the 1st World Assembly of Women (WAW! Tokyo)</td>
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<td>2015</td>
<td>2nd WAW! Tokyo held Women Promotion Law established which mandates companies to set and publicize numerical targets and action plans for hiring women, increasing women ratio in workforce, and women in management.</td>
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*Reports of METI (2012) and Gender Equality Bureau (2013) **: Goleman Sachs (2014) ©2016 M. Achilles. All rights reserved.
7 Keys to Develop Women Leaders

1. Create and communicate a culture that values diversity and women’s development, starting with top management.
2. Provide work that is challenging and rewarding to enhance professional growth in the early stage of a woman’s career.
3. Provide fair and candid feedback for improvement.
4. Use talent review process to identify women with high potential, plan their development, and monitor their progress with top management.
5. Provide development programs and encourage voluntary activities.
6. Include achievement of women’s development as key criteria for promotions to senior management.
7. Create opportunities for women to meet role models, mentors and sponsors.
THANK YOU!!
Women’s Empowerment in ABENOMICS

Active Participation of Women will increase:

- Workforce population
- Consumer spending
- Talented human resources
- New products/services

**Impact** of raising Women’s Labor Participation Rate

*Goldman Sachs, April 2014*

Boosting **Japanese GDP** by as much as **13%**, if the gap between men and women is closed.

*IMF, October 2012*

G7 (excluding Italy and Japan) level ⇒ **GDP per capita** will be permanently about **4 % higher**.
WOMENOMICS---CORE of ABENOMICS

Address by PM Abe at General Assembly of United Nations (September 2013)

- How, then, does Japan aim to realize this growth? **What will serve as both a factor for and outcome of growth** will be to mobilize the power of women, a point almost self-evident at this gathering.

- Creating an environment in which women find it comfortable to work and enhancing opportunities for women to work and to be active in society is no longer a matter of choice for Japan. It is instead a matter of the greatest urgency.

- Declaring my intention to create "a society in which women shine," I am working to change Japan's domestic structures.

Speech at World Economic Forum 2014 Annual Meeting (January 2014)

- The **female labor force** is Japan’s most under-utilized resource. Japan must become a place where women shine.

- By 2020 we will fill 30% of leading positions with women.