

**The Women's Leadership Fund for Recovery  
from the Great East Japan Earthquake  
Project Report**

**2012-2016**



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Since the occurrence of the Great East Japan Earthquake in March 2011, the government of Norway has supported the restoration and recovery of the affected area in diverse fields as “Team Norway.”

As for the implementation of this “Women’s Leadership Fund for Recovery from the Great East Japan Earthquake (Norway Fund),” the staff of our Foundation deepened their thoughts through what they learned from Norwegian society and the experiences of the affected people, and tried many new approaches with the generous support of the Royal Norwegian Embassy. Within the 5-year period of this project, there were many projects not only limited to Sendai or Japan, but that also spread worldwide through the Third UN World Conference on Disaster Risk Reduction.

Even after the completion of this fund project, Sendai City and our foundation will continue working on programs on female empowerment and communication with local citizens, etc. Once again I would like to express my gratitude to the government of Norway for offering such support that has a large and lasting influence.

Sendai Gender Equal Opportunity Foundation

**Yaeko Kisu**  
Chairperson

## Overview of the Sendai Gender Equal Opportunity Foundation

<http://www.sendai-l.jp>

### Utilizing “specialty” and “locality.”

Established in 2001 as an organization involved in the promotion of gender equality, and as the main administration of the Sendai City Gender Equality Promotion Center (L-Park Sendai and L-Sola Sendai), this foundation is working on various projects toward the early realization of “Gender Equal City of Sendai” in cooperation with civic groups and related organizations.

#### Major projects

- Comprehensive and practical research
- Publishing of publicity papers
- Dispatch of lecturers to companies and schools, etc.
- Organizing lectures and events toward female empowerment and solving local issues
- Support for civic activities and the promotion of information exchanges
- Cooperative projects with various organizations
- Management of L-Park Sendai and L-Sola Sendai
- Mother and Child Family Consultation Assistance Center project

# History of the Norway Fund Project

## May 1999 The beginning of cultural exchanges between Norway and Sendai

Female volunteers in the city invited Ms. Kristin Halvorsen (a member of the Diet in Norway) and organized a symposium about women's participation in politics.

## 2000 Civic group "STUDY NORWAY" started

Inspection tour in Norway with aid from Sendai City. Published the report "Equality beyond 'Equality'." (Another visit was made in 2012)

## April 2001 Establishment of the Sendai Gender Equal Opportunity Foundation

As an organization involved in the promotion of gender equality, the Foundation carries out both tangible and intangible measures to achieve a gender-equal society in Sendai City.

## March 2004 Publishing of translation of "Women can do it!"

"STUDY NORWAY" published a translation of the training book published by the Norwegian Labour Party Women with aid from our Foundation. Speech training, etc., started to be organized by utilizing this book.

## October 2004 Inspection visit in Scandinavia

Under the theme of support for balancing work and family, the Foundation visited Norway and Finland with civic inspectors.

## 2005 Commitment of the "Speech Table of Ms. Gro"

Women in Sendai raised contributions and made a replica of the Speech Table (owned by the National Women's Museum of Norway) using the silhouette of Ms. Gro Harlem Brundtland, the first female prime minister of Norway, as a motif. It was given to the Foundation and placed in L-Park Sendai.



## March 2011 Occurrence of the Great East Japan Earthquake

## July 2011 Mr. Arne Walther (Ambassador of Norway to Japan at that time) visited Sendai

He exchanged opinions with Ms. Emiko Okuyama (Mayor of Sendai) regarding the importance of the development of female leaders for restoration and recovery from the disaster. In the same month, two sequential terrorist attacks occurred in Norway.

## May 2012 Expression of willingness toward support for developing female leaders

Mr. Trond Giske (Minister of Trade and Industry of Norway at that time) and Mr. Arne Walther visited Sendai. They expressed their willingness to provide support in which women can demonstrate leadership as reconstruction support from Norway.

## October 2012 Japan Women's Conference in Sendai 2012

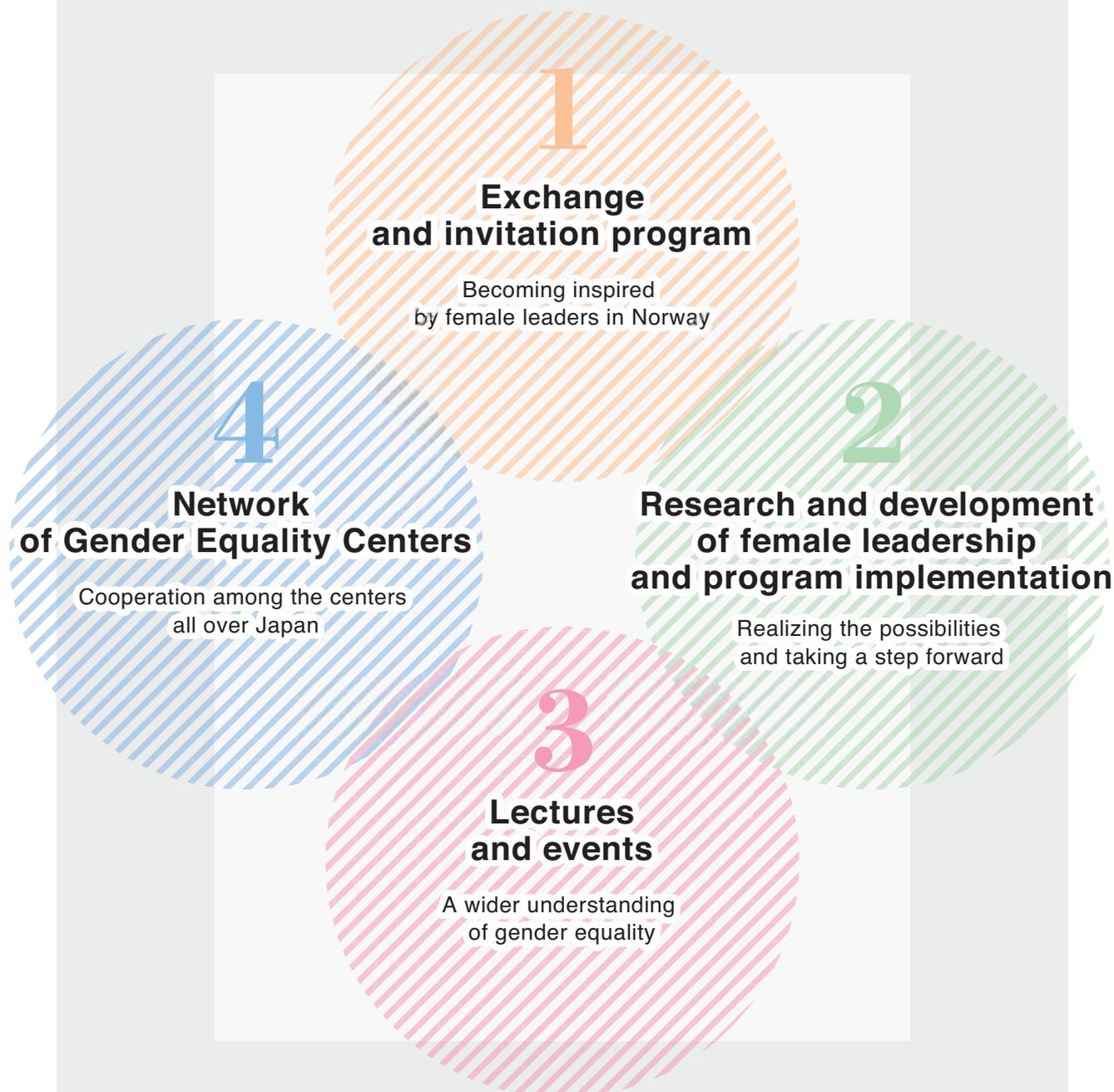
A video message from Ms. Gro Harlem Brundtland (former Prime Minister) cheered up Japanese women, especially those in the devastated area. Furthermore, Ms. Anette Trettebergstuen (a young Diet member) gave a keynote speech and cheered on women playing important roles in the reconstruction.

## November 2012 Reached the cooperative agreement "Women's Leadership Fund for Recovery from the Great East Japan Earthquake"

A fund was set up with funding from Norway.



# What is the Norway Fund Project?



## Aiming for the development of female leadership

The Norway Fund was established in November 2012 with the support of the government of Norway and with the aim of encouraging women to demonstrate leadership in the reconstruction of the local community after the catastrophic damage from the Great East Japan Earthquake. Based on an agreement among the Ministry of Foreign Affairs, Sendai City, and our Foundation, which was in charge of implementation, the project was set up along with the four important components listed above, such as development of female leadership in the community and companies and building a nationwide network, etc.



**The Women's Leadership Fund for Recovery from the Great East Japan Earthquake**

**Amount of funding:**  
1,500,000 NOK (Approximately 20,000,000 JPY)

**Project period:**  
November 2012 to September 2016

# 1

# Exchange and invitation program

Becoming inspired by female leaders in Norway



## Feel Norway's air and strengthen cultural exchanges with Norwegian female leaders

Three inspection tours were organized for learning the structure of Norwegian Society, which is one of the most gender equal countries in the world, and for strengthening cultural exchanges with local female leaders. In addition, based on the connections made during the visits, public meetings were held in Sendai with some guests from Norway.

### Purposes of the inspection tours

#### ▼ To obtain "realization"

In the 1970s, it was normal in Norwegian society to divide the jobs by gender like Japan as "Work for men, home for women." Why did this country become one of the best gender equal countries in the world? Learn from local women through cultural exchanges and obtain tips to promote gender equality in Japan.

#### ▼ To spread knowledge about the affected area to the Norwegian people

To let people in Norway know about the current situation of the area damaged by the Great East Japan Earthquake and the activities related to reconstruction support.

#### ▼ To bring back to Japan

To utilize the results of the tour for the participants' own activities, as well as to contribute to citizens through a report meeting, etc.



## 2013 Female university students from the affected area interact with young people of the same generation and female politicians

The theme is the “development of young leaders and cultural exchanges.”

Students who bear the future of the affected area interact with young Norwegians who are very confident and highly aware of their human rights. They gained knowledge for building the next generation through cultural exchanges with young people in the same generation and by learning the structure of the society.

### Purposes of the research

- (1) Through interaction with young locals, learn awareness and the way they communicate with society.
- (2) To deepen the understanding of Norway’s social structure and its background, which supports gender equality.

### Participants

Six female university students who are participating in reconstruction support activities or conducting research regarding the promotion of gender equality.

### Period

September 29 (Sun) to October 6 (Sun), 2013



### Main facilities and people visited

#### ■ Diet member of the Norwegian Labour Party

The participants visited Ms. Anette Trettebergstuen (at the right in the back row) and Ms. Kari Henriksen (on the left). The students learned about the close distance between the people and politics, and the environment that supports people to try what they want to do regardless of their age.

#### ■ The University of Oslo and the Norwegian University of Science and Technology (NTNU)

The participants had discussions with local students about the differences between Japan and Norway, etc., at these two national universities. They were inspired by the local students’ high level of awareness of issues and their concrete actions toward solving problems, as well as by the local students expressing their opinions confidently.

#### ■ The Ombudsman for Children

The Ombudsman for Children is the nation’s independent institution established in 1981 to protect children’s rights. The students learned about the importance of delivering the voices of children to society from Ms. Anne Lindboe the first female Ombudsman for Children.



### Report

#### Comments from the participants

- I felt they have an environment where all people can cultivate their leadership regardless of gender in Norway, where people naturally express their opinions since when they were children.
- I understood that the Norwegian people aim for equality for everybody, not just gender equality, as well as the fact that they have a high level of awareness of human rights.



## 2014 Learn the structure of Norwegian society where women play an active role

The theme is the “development of female leaders and cultural exchanges.” What is required for women to participate more in the role of decision-making. Female leaders who play an active role in the community and companies experienced two important programs with a strong wish to utilize the research results for the community.

### Purposes of the research

- (1) To conduct research on advanced female leader development programs and to visit related institutions.
- (2) To strengthen the leadership of the participants through interactions with different female leaders.
- (3) To utilize what they learn for the reconstruction of the local community and other various fields.

### Participants

Six women demonstrating leadership in their companies or the local community.

### Period

May 11 (Sun) to May 19 (Mon), 2014



## Report

### Main facilities and people visited

#### Confederation of Norwegian Enterprise (NHO)

The participants took part in a lecture from the director in charge and students regarding an overview and characteristics of the “Female Future Program,” which is a female leader development program started by NHO to increase the number of female executives in companies.



#### History of the “Female Future Program”

Due to an amendment of the Companies Act in 2003, a quota system, which obligates the ratio of both females and males to be over 40 percent in boards of directors, was implemented. Along with this, NHO began the “Female Future Program,” which aims to have more female members in executive management. The program contents have been revised every year to the present.

#### The Norwegian Labour Party

The participants took part in the training program “Women can do it!” created by the Norwegian Labour Party Women with the aim of developing female politicians. They recognized the effectiveness of creating a network and making progress as a whole.



### Comments from the participants

- After this visit, I believe more in that small and medium-sized companies can create a good organizational environment where women can more quickly take a more active role.
- It is easy to face a backlash if we start with “the viewpoint of women is important.” I realized it is more effective to focus on the current issues and look at things from various viewpoints including those of women to solve the problems.



## 2016 Bring back the keywords for reconstruction for the future

The theme is the “development of female leaders on reconstruction for the future and cultural exchanges.” The participants studied city development in which women participate in measures closely related to the daily lives of people.

They were inspired by the women who use their networks efficiently.

### Purposes of the research

- (1) To learn how the viewpoints and sensibilities of women are effectively used on-site for urban development.
- (2) To learn advanced educational structures and environments by visiting various educational institutions.
- (3) To utilize the knowledge gained in Norway for the future development of people and cities.

### Participants

Six women who are leading post-earthquake reconstruction in the affected area.

### Period

January 24 (Sun) to January 31 (Sun), 2016



## Major facilities and people visited

### Urban development in two cities

The participants received lectures on the planning of the development of Tromsø City and Stavanger City, and they visited the sites. They were inspired by the people promoting an outdoor and healthy lifestyle of the citizens from the viewpoints of both women and men.



### A nursery school and elementary school

They visited a nursery school in Tromsø City and an elementary school in Stavanger City, and observed the equality in education that values children's individuality from childhood, as well as children's independence developed through debate classes.



### Female network organizations in Norway

The participants had an exchange of opinions with members of Inspira, a network organization managed by women in various industries in Tromsø City. They learned about the effectiveness of building a network gathering the strong features of each member from different backgrounds.



## Report

### Comments from the participants

- I was inspired by the method of city development that values the opinions of minors and children conducted in cooperation between the government and the people. As an administrative officer, I would like to aim for building a structure where citizens can participate in public discussions.
- I learned about the importance of building a network, as well as female participation in decision-making. I would like to create successful cases for women and extend them through systematization.

## With the guests from Norway

April 11 (Fri), 2014

### Opinion exchanges between the State Secretary, Ministry of Trade, Industry, and Fisheries of Norway and female leaders from the affected area

Ms. Dilek Ayhan (State Secretary) and female leaders taking active roles in NPOs or companies exchanged opinions regarding the importance of career development and the promotion of more opportunities for women.



May 20 (Tue), 2014

### The Ombudsman for Children in Norway Opinion exchanges regarding support for children in the affected area

Participants presented the current situation and issues surrounding children in the affected area to Ms. Anne Lindboe (The Ombudsman for Children) and Mr. Knut Haanes (Deputy Ombudsman for Children) and discussed methods of support in the future.



March 29 (Sun), 2015

### Opinion exchanges with NLA (Norwegian Landscape Architects Association)

Members of NLA who are taking part in the design and planning of townscape and urban development in Norway exchanged opinions with participants interested in town development in terms of respecting the ecology and diversity of town planning.



May 11 (Wed), 2016

### A short lecture from Ms. Keiko Moriguchi organized for welcoming her and her husband to Sendai

We learned about the history of gender equality in Norway and its current situation seen from the viewpoints of Ms. Keiko Moriguchi, who acted as an interpreter and guide during three inspection tours in Norway, and her husband.



July 11 (Mon), 2016

### Work, Family, and Happiness -From a comparison between Norway and Japan-

Why is Norway considered to be a country where the individual's level of well-being is one of the highest in the world? Ms. Yuko Onozaka (Associate Professor, University of Stavanger) gave a lecture regarding the reasons, the actual situation, and the differences from Japan.



# 2 Research and development of female leadership and program implementation

Realizing the possibilities and taking a step forward



## Create a “female leader” development program that can be useful in companies and local communities in the future

Since we recognized the need for female participation in decision-making in companies and local communities after the Great East Japan Earthquake, we conducted research and program implementation to promote gender equality in daily life.

Our further approaches include educational program development for women who are in managerial positions in organizations such as companies that support the local economy, and the development of programs to promote female participation in decision-making in the community.

### To pioneer a new era “Development of female leaders” is necessary

#### ▼ Development of female leaders in companies

##### I. Research on FFP (Female Future Program) in Norway, and development and implementation of a training program

Based on research on a female executive development program in Norway, a training program that puts higher importance on leadership and network utilization was developed and implemented for women in managerial positions in companies.

#### ▼ Development of female leaders in communities

##### II. Research on a community leader development program, and development and implementation of the workshop “Shelters for Everyone”

A workshop on a Disaster Risk Reduction project was developed by listening to opinions regarding the current situation and needs from women who experienced life in a shelter. This project was carried out in each area to promote gender equality in local communities.

Female leaders  
in  
“companies”

Female leaders  
in  
“communities”



Development of female leaders in companies

## I. Research on FFP (Female Future Program) in Norway, and development and implementation of a training program

When we think of a growth strategy of companies that support the local economy, it is essential to create an environment where many women build up their strength to participate in decision-making and utilize their individuality and ability. Based on FFP in Norway, after conducting interviews and questionnaire surveys, we developed the Sendai Female Leader Training Program on our own terms to train women in the position of chief and management in companies in Sendai. In addition, we extended this program into the “Company Future Project,” which includes a set of various contents that support more active roles of women.

### ■ Start of the “Company Future Project” that supports companies that encourage more active participation of women

#### Packaged various useful programs

##### ▼ Sendai Female Leader Training Program

##### ▼ Dispatch of lecturers for company trainings

Staff members from the Sendai Gender Equal Opportunity Foundation are sent to company training sessions regarding work-life balance, the prevention of power harassment and sexual harassment, and those who come back from child-care leave, etc.

##### ▼ Priority for working women to attend seminars

##### ▼ Publishing banners on the website of the Foundation

##### ▼ Various consultation about promoting the active participation of women



## Sendai Female Leader Training Program

This program was developed by us independently, referring to the “Female Future Program” (a training program of the Confederation of Norwegian Enterprise (NHO) for candidates for corporate executives). Female workers expected to have further success in participating companies attend the program with a recommendation from their company.

### Features of this program

#### Develop women who play an active role in managerial positions

A program made aiming for each woman to be able to show their abilities fully and take an active role in management in companies in the future.

#### Various local role models among the lecturers

There are many companies that don't have a role model within their organization. We provide opportunities to interact with local lecturers who perform great jobs in higher positions.

#### Improve from “I understand” to “I can do it”

Raise knowledge and skills required as workers in managerial positions up to the level where they can utilize it anytime at work by putting them into practice.

#### Creating a network that is useful even after completing the program

We work on building a network where students from different backgrounds and different fields improve themselves to achieve higher goals and support each other, even after the program is completed. Such networks can be a great treasure for the participating companies.

## Report from 2015

## Report

Twenty women who are expected to be successful leaders at work took part in the program over approximately six months, for a total of 8 days (about 37 hours). During the study and training sessions, they improved their skills as leaders and gained confidence. At the completion ceremony, the participants gave a progress report in front of their directors and bosses. They talked about the four future goals they learned from the program, such as (1) Creating an environment where women can be active in their roles, (2) The development of the next generation and subordinates, (3) The image of the ideal leader and career vision, and (4) Constructing a female network in various industries.



### Comments from the participants

#### From the women who took part in the program

- There were many keywords that left a strong impression such as “Your viewpoints will change in a different stage” and “the weight of responsibility and burden is different.” I would like to remember these words when I'm troubled in building my career in the future.
- It was such a valuable experience to be able to interact with women from different environments with various different purposes.
- It was meaningful training. I could look inside myself deeply.

#### From the participating companies

- We believe the perspectives of women will be very useful for the growth of the company from the network of female workers from other participating companies. (Construction industry)
- I think she began to demonstrate leadership naturally by improving her initiative and communication skills due to the amazing lecturers, and will have a positive influence on other workers. (Finance and insurance industry)
- Honestly, I'm glad that I recommend that she participate in the program. They looked confident at the completion ceremony, and I felt that their eyes were shining brighter. (Broadcasting industry)

## Extended network of the participants

## column

The “Sendai Female Leader Training Program” gathered together women expected to be the next generation of female leaders from various companies, and its effect is extending to the establishment of the “Sendai Flower Gathering (Sendai Hana no Kai),” which is a network of different industries made by the people who completed the program, etc.





Development of female leaders in communities

## II. Research on a community leader development program, and development and implementation of the workshop “Shelters for Everyone”

The realization of gender equality in local communities means that new female leaders arise from the women living in these communities.

How can local women connect to each other and be articulate? To educate female leaders in the local communities, we put importance on Disaster Risk Reduction (DRR) and developed a workshop program to be an opportunity to influence the communities.



■ Promote the leadership of local women from the DRR workshop

(1) “Local Disaster Preparedness Workshop from the Perspectives of Women”

To cultivate the facilitators of the DRR workshops, the participants learn basic knowledge such as respect for diversity in shelters, etc.



(2) Sendai Disaster Risk Reduction Project Team

The team is organized with members who completed the “Local Disaster Preparedness Workshop from the Perspectives of Women” and the staff of the Foundation.



(3) Sendai Workshop on DRR “Shelters for Everyone”

The project team created the program of the workshop based on their own experiences and interviews with women who experienced difficulties in the shelters.



(4) Implementing the workshop and publishing textbooks

The workshops were held in various areas, and offered an opportunity for men and women to have a discussion on an equal basis. For everyone to be able to organize a workshop, we also published textbooks including scenarios with illustrations.



■ Sendai Workshop on DRR “Shelters for Everyone”

Features

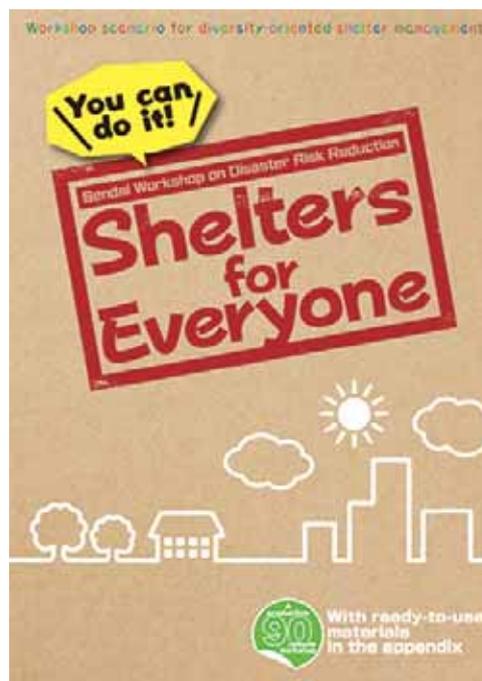
- (1) Through experiences such as “I could express myself, it was fun,” discussions within the community will be encouraged.
- (2) Possible to easily experience being a facilitator, which will enhance female leadership.
- (3) Prompt all the participants to express themselves openly by creating a relaxed environment.
- (4) The textbooks are on sale nationwide and they can be customized freely.

Workshops in English

In March 2015, the Third UN World Conference on Disaster Risk Reduction was held in Sendai. The English-version was distributed to participants, etc., from abroad at the venue of the Public Forum of the conference.

Performance

A total of 37 workshops were organized in the period between October 2013 and August 2016, in which a total of 849 people participated.



# Lectures and events

A wider understanding  
of gender equality.



## Let Norway be better known by the citizens: As an opportunity to think about what gender equality is

Lectures and events were held to introduce the wisdom of Norway, which realized a gender equal society. Many citizens took part in the events and deepened their understanding about Norway and the importance of gender equality.

### For the students who create the future A message from Norway

May 30 (Thu), 2013

For the visit of Ms. Ragnhild Setsaas (State Secretary, Ministry of Education and Research of Norway) in Sendai, a discussion event regarding education in Norway, which is one of the best gender equality countries in the world, was organized in cooperation with the Office for Woman Researchers, Tohoku University. Three female students from universities in Sendai took part in the platform together.



### A discussion session encouraging greater male participation in child rearing I want to make my family happy! Fathers meeting

December 15 (Sun), 2013

How can we create a society like Norway's, where fathers take care of children normally? We had a discussion session among 5 fathers including 1 Norwegian father.



### Making a flower coaster with Arne & Carlos

May 5 (Mon), 2014

With the opportunity of the visit of Arne & Carlos, a popular knitting designer duo from Norway who have been supporting reconstruction since the Great East Japan Earthquake, a knitting workshop was held at two sites in the central and coastal area of Sendai City. A tapestry made from the artworks of women from the coastal area was exhibited at the Thematic Pavilion: Gender and Disaster Risk Reduction in the Third UN World Conference on Disaster Risk Reduction.



### Norway Night

December 10 (Wed), 2014

An event to introduce the attractions of Norway. With a book "Norwegian Tragedy," the theme of which is the terrorist attack that occurred in 2011, those who are trying to create a more generous society by overcoming the incident were introduced in the first half of the night. In the second half, the participants enjoyed the night interacting with the other participants while eating Norwegian food.



もりおが女性センター  
 宮城県婦人会館 プラント  
 仙台市男女共同参画推進センター エル・パーク仙台  
 仙台市男女共同参画推進センター エル・ソーラ仙台  
 秋田県女性センター プラント  
 秋田県男女共同参画センター ハーモニープラザ  
 福島県男女共同参画センター 女と男の未来館  
 郡山市男女共同参画センター さんかくプラザ  
 茨城県県庁生涯学習センター・茨城県女性プラザ レイクエコー  
 日立市女性センター らぼーるひたち  
 栃木県婦人会館  
 群馬県くま男女共同参画センター とらいあんくるん  
 埼玉県男女共同参画推進センター With You さいたま  
 越谷市男女共同参画支援センター ほっと越谷  
 千葉県男女共同参画センター  
 千葉県男女共同参画センター  
 松戸市女性センター ゆうまつど  
 白井市青少年女性センター  
 佐倉市男女平等参画推進センター ミウス  
 主婦会館 プラザエフ  
 女性就業支援センター  
 日本女子大学  
 全国婦人会館  
 婦連会館  
 千代田市男女共同参画推進センター  
 東京YWCA  
 大田区男女共同参画推進センター エル・パーク大田  
 世田谷区男女共同参画推進センター エル・パーク世田谷  
 豊島区立男女平等推進センター エポック10  
 練馬区立男女共同参画推進センター エーる

「あるってだいじ」

静岡県男女共同参画センター アイセル21  
 浜松市男女共同参画推進センター  
 愛知県女性総合センター ウィルあいち  
 名古屋市女性会館 イーブネット  
 名古屋市男女平等参画推進センター つながれとNAGOYA  
 豊橋市男女共同参画センター ハルモ  
 小牧市まなび創造館・女性センター  
 三重県男女共同参画センター フレンドみえ  
 滋賀県立男女共同参画センター G-NETしが  
 京都府男女共同参画センター らら京都  
 京都市男女共同参画センター ウィングス京都  
 城南市男女共同参画支援センター はれっとJOYO  
 大阪府立男女共同参画・青少年センター トーンセンター  
 大阪市立男女共同参画センター中央館 クレオ大阪  
 大阪YWCA  
 岸和田市立女性センター  
 とよなか男女共同参画推進センター すてっふ  
 ひょうご女性交流館  
 神戸市立婦人会館  
 尼崎市立女性・勤労婦人センター トレビエ  
 三田市まちづくり協働センター  
 鳥根県立男女共同参画センター あすてらす  
 広島県女性総合センター エソール広島  
 広島市男女共同参画推進センター ゆいひろ  
 広島県立男女共同参画推進センター カリエンテ山  
 愛媛県婦人会館  
 松山市男女共同参画推進センター コム  
 こうち男女共同参画センター ソー  
 高知県婦人会館

# Network of gender equality centers

Cooperation among centers all over Japan

Network of gender equality centers

## Visualize the role and the meaning of gender equality centers Support each other through the power of a network

By utilizing the experience of the disaster, we highlighted the role of gender equality centers for DRR and reconstruction.

“Gender equality center: National campaign for DRR & reconstruction” conducted in cooperation with the National Council of Women’s Centers led to the construction of the “Gender equality center mutual support system for times of large-scale disasters.”

### Gender equality center: National campaign for DRR & reconstruction

This campaign was organized to build up a network that enables gender equality centers spread nationwide to support each other at times of large-scale disasters. We highlighted the necessity of making daily efforts to consider the viewpoint of gender equality in DRR and reconstruction, as well as the importance of gender equality centers that utilize their specialties to provide support with the understanding of the needs of women and various victims using posters, etc.



### Build up mutual support system

We participated in the process of building up the mutual support system for times of large-scale disasters with the National Council of Women’s Centers as the main implementer. The system uses groupware over the internet for each center to be able to share information. The action plan of the system was introduced at the Third UN World Conference on Disaster Risk Reduction.

### Cooperation with three gender equality centers in the affected prefecture

With the aim of continuing to spread information from gender equality centers in the 3 prefectures of Iwate, Miyagi, and Fukushima, where the damage from the Great East Japan Earthquake was significant, by cooperating with each other, reconstruction promotion meetings were held by these centers every year since 2012. An exhibition and event was co-hosted by these centers at the Third UN World Conference on Disaster Risk Reduction.



# Future Prospects

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Our Foundation has worked on various issues under the theme of “development of female leadership” intensively in various ways through this fund project, and fortunately we have achieved beneficial results in general. We recognize the necessity to continue our stable efforts in the future.

The “Company Future Project” including the “Sendai Female Leader Training Program” will be continued as a joint project of Sendai City and our Foundation. We also hope that an environment where women can show their leadership in the economic world in Sendai and the Tohoku area will be realized by extending the network of the women who participated in the training program.

By utilizing the basic idea of the “Sendai Female Leader Training Program,” Sendai City and our Foundation have begun a training program called “Women and disaster-resilient city, Decide and Act” in 2016, to develop female leaders in the local community. In the first semester, 26 people who are taking part in neighborhood associations, NPOs, civic groups, etc., participated in the program. In addition, to create an environment where women can demonstrate their leadership in the community, we will contribute to the promotion of gender equality in the local community by organizing “Community Workshop on Disaster Risk Reduction” in neighborhood associations, etc.

The connection with disaster victims in the coastal area in Sendai City and gender equality centers all over Japan bore fruits such as realizing the exhibition at the Thematic Pavilion: Gender and Disaster Risk Reduction in the Third UN World Conference on Disaster Risk Reduction. Furthermore, the mutual support system for times of large-scale disasters established by the National Council of Women’s Centers was well utilized as a tool for exchanging information at the time of the Kumamoto Earthquakes in 2016, as well. We will do our best to send information from the affected area and will continue to link this experience in the future.

Upon the further promotion of gender equality, we would like to maintain our relationship with Norway, a developed country of gender equality, and continue to offer the latest information. We would like to show our gratitude once more to Norway for giving us an opportunity to participate in this fund project before closing this report.

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Project Report**

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