

Toward a society where every individual, regardless of gender, can fulfill their potential

This Global Agenda aims to build a gender-equal and fair society by promoting empowerment of women and girls and social change.

JICA extends cooperation projects to reform discriminatory policies and structures in the society and organizations, to strengthen the agency of women and girls, and to transform the awareness and behavior of the society and people. Such projects contribute to building a society where every individual, regardless of gender, can fulfill their potential with dignity as a human being.



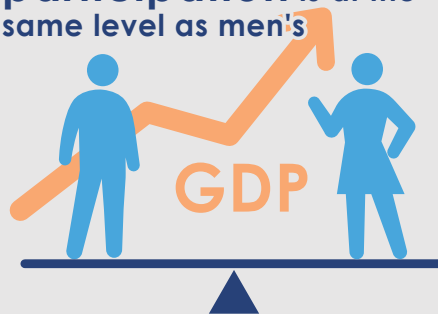
Gender equality is a universal value closely linked to the concepts of human rights and human security

Promoting gender equality and women's empowerment is important to realize a fair and sustainable society. It leads to the realization of the concept of "human security," which puts each individual at the center, guarantees the dignity and human rights of all people, and encourages the strengthening of their capabilities for independent choice and action.

Increasing women's economic participation is a key to economic growth

In many countries and societies, women's economic participation and opportunities remain limited. If women could achieve the same level of participation and opportunities as men, GDP would increase by 26% (\$28 trillion) over 10 years. Studies also show that companies that promote gender equality and diversity at the management level had 10-15% higher growth rates than those that do not make that effort.

26% increase in GDP when women's economic participation is at the same level as men's



Companies that promoted gender equality and diversity at the management level had **10-15%** higher growth rates

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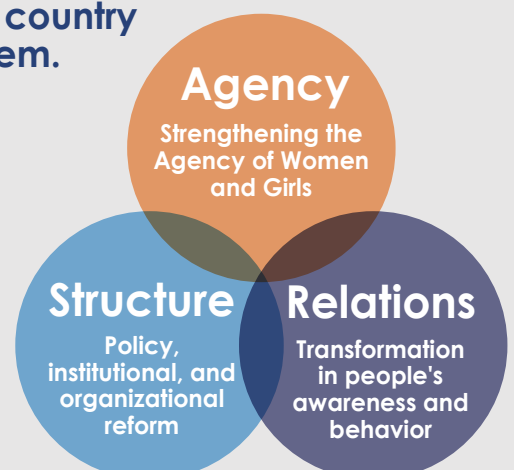
Violence against women has led to tremendous social and economic losses

While awareness of the role and contribution of women in the society and economy is increasing, gender-based discrimination still exists in various aspects, and many women and girls are subjected to sexual and gender-based violence. More than one-third of the world's women experience physical or sexual violence in their lifetime, and the social and economic losses caused by violence against women amount to nearly 2% of global GDP (US\$1.5 trillion) annually.

No country has yet overcome the gender gap, and this is an issue that needs to be addressed by each country through strengthening cooperation among them.

No country in the world, including Japan, has yet overcome the gender gap. That is why it is necessary for countries to jointly promote cooperation to realize gender equality together.

The promotion of gender equality and women's empowerment is pertinent to all fields as a cross-cutting issue, and to achieve this goal, it is important to promote gender-responsive efforts in various settings. In making such efforts, it is necessary to take into account "three perspectives". First, as "Structure", policies, institutions and organizations need to be reformed; second, as "Agency", women and girls' agency need to be strengthened; and third, as "Relations", social norms and people's attitudes and behaviors that favor male dominance need to be transformed.



Five priority cooperation areas and two new cooperation themes

Approach 1

"Gender mainstreaming" in the five priority cooperation areas

In order to realize gender equality and women's empowerment, it is necessary to promote "gender mainstreaming," which takes gender-responsive action and efforts when planning, implementing, monitoring and evaluating policies and projects in various fields.

JICA has five priority cooperation areas. In each area, after analyzing the challenges surrounding women and girls, JICA extends effective cooperation projects to strengthen the agency of women and girls, reform institutions and mechanisms, and transform people's awareness and behavior.

Five Priorities

- 1 Women's Economic Empowerment
- 2 Women's Peace and Security
- 3 Women's Education and Lifetime Health
- 4 Gender-Equal Governance
- 5 Gender-Responsive Infrastructure

Women's Economic Empowerment

Women's Peace and Security

Women's Education and Lifetime Health

Gender-Equal Governance

Gender-Responsive Infrastructure

Promotion of Gender Smart Business (GSB)

Elimination of Sexual and Gender-based Violence (SGBV)

Approach 2

Promotion of Gender Smart Business (GSB)

Promoting GSB means fostering an organizational culture that values gender equality and diversity, and encouraging the market to provide "women-friendly" products and services that are sufficient quality, affordable, and conveniently acquired. JICA contributes to the promotion of GSB by supporting the development of relevant policies and systems, human resource development, and financing to promote women's entrepreneurship, leadership and employment, and market development.

Approach 3

Elimination of Sexual and Gender-Based Violence (SGBV)

In order to eliminate SGBV, it is necessary to eliminate gender-based discrimination and social norms and stereotypical gender roles, and to work to build a society that does not produce SGBV. It is also necessary to create environment where perpetrators are appropriately punished and mechanisms in which SGBV survivors are protected and supported their livelihoods. JICA contributes to creation of a society that does not tolerate SGBV of any kind through development of relevant policies and systems, human resource development, and awareness-raising and education in communities.

1 Helping livelihoods improvement through the use of digital in Pakistan

In Sindh province, Pakistan, many female home based workers known as the “invisible workers” produce and sell handicrafts and others to generate income. However, many markets to sell the products were shut down due to impact of COVID-19 in 2020. In response JICA provided trainings on digital marketing and the use of SNS to empower workers to sell their products online to support maintain their economic self-reliance.



Women using smartphones to market their handicrafts



Event to Commemorate the International Day for the Elimination of Violence Against Women on November 25

2 Supporting the protection, self-reliance and social reintegration of SGBV survivors in South Sudan

In South Sudan, various forms of sexual and gender-based violence (SGBV), including sexual violence under the influence of conflict, domestic and intimate-partner violence, and child marriage for marital resources, are serious problems. Statistics indicate that 65% of the country's female population has experienced SGBV.

JICA extends cooperation projects to strengthen the government's capacity to protect women affected by SGBV and to promote their self-reliance and social reintegration, as well as to facilitate cooperation among relevant parties.

Collaboration with Partners

Strengthening collaboration with both domestic and international partners to achieve more impactful results

JICA will build networks and strengthen partnerships with domestic and international organizations, experts, private sector, civil society and others working to promote gender equality and women's empowerment, and through the synergy from the networks and partnerships, JICA aims to achieve more impactful results.

For the promotion of the GSB, JICA will work with

international organizations and platforms as well as financial institutions, insurance companies, and corporations in the private sector.

For the elimination of SGBV, JICA will strengthen our network with the government, grassroots women's groups, and private organizations engaging in SGBV survivor support in Japan



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Japan International Cooperation Agency (JICA) is an international cooperation organization that is centrally responsible for the implementation of bilateral assistance among Japan's Official Development Assistance. JICA cooperates with about 150 countries and regions around the world.

What is JICA Global Agenda

JICA's cooperation strategies for global issues. JICA, with its partners, aims to show global impacts realizing the goals set under JICA Global Agenda. JICA Global Agenda and its goals will be shared among partner countries and various actors, enhancing dialogue and collaboration, therefore, maximizing the development impacts. Through these efforts, JICA will comprehensively contribute to the achievement of the SDGs by 2030 as well as realize Japan's Development Cooperation Charter which focus on "human security," "quality growth," and "addressing global challenges".