

Press Release

**Shiseido and UN Women Co-Host 3rd Gender Equality Awareness Event,
Together with Students**

“HeForShe Engaging Youth to Achieve a Society Where Everyone Shines 2019”

Shiseido Company, Limited (“Shiseido”) will hold its third iteration of “HeForShe*¹ Engaging Youth to Achieve a Society Where Everyone Shines 2019,” co-hosted by UN Women*² on Sunday, October 6, 2019. Together with the young generation of our future leaders, Shiseido aims to realize a society, where each and every individual can make their own life choices and fulfill their potential regardless of gender.

Event Outline

Eight student groups selected from 33 schools across Japan participating in “Awareness Raising Workshops on Gender Equality 2019,” organized by UN Women and joined by Shiseido, will deliver recommendations and action plans for solving gender issues to the representatives of different sectors at the event. The participating students from the 33 schools have learned about gender and approaches to gender issues through the workshops, formed study groups, and analyzed gender issues, in conjunction with the themes of Sustainable Development Goals (SDGs) for creating innovative action plans which they will present at this event.

Date & time: Sunday, October 6, 2019, 13:00-17:00 (Gate opens at 12:00)
 Venue: United Nations University, 3rd floor, U Thant International Conference Hall (5-53-70 Jingumae, Shibuya-ku, Tokyo Japan 150-8925)
 (Access) <https://unu.edu/about/contact-us#location>
 Languages: Japanese / English (Simultaneous translation is available)
 Seating capacity: 300 seats *Application will be closed when the number of registrants reaches the limit.
 Admission: Free (Advance registration is required)
<https://bit.ly/2L4R9f2> (Japanese only)
 Supported by: Ministry of Foreign Affairs of Japan

Event Schedule:

1. Opening Remarks - Mr. Daniel Seymour, Director, Strategic Partnerships Division, UN Women
 2. Outcomes of 2018 Project Activity
 3. Panel Discussion “Why is Gender Equality important for Japanese Society?”
 Panelists: Dr. Kimio Ito, Professor, Faculty of Contemporary Sociology, Kyoto Sangyo University, Professor Emeritus, Kyoto University and Osaka University
 Ms. Asako Osaki, Director, Gender Action Platform
 Mr. Shungo Koreeda, Economist, Author of “*Nige-haji*” ni Miru Kekkō no Keizai-gaku
 4. Presentations by Generation Z (with eight representative schools in alphabetical order)
 Aichi Prefectural Asahigaoka Senior High School, Higarigaoka Girls' High School,
 Hiroshima Jogakuin High School, Kaisei Academy, Meijo University Senior High School,
 Ritsumeikan Moriyama Senior High School,
 Showa Women`s University Senior High School, Tatebayashi Girls' High School
 5. Comment and Speech - Ms. Yoshie Ikenaga, Director-General, Gender Equality Bureau, Cabinet Office
 6. Closing Remarks - Ms. Naomi Yamamoto, Corporate Officer, Shiseido Company, Limited
- *The program and participants may be subject to change.

***1 HeForShe**

Created by UN Women, HeForShe is a solidarity movement for gender equality and provides a systematic approach and targeted platform on which all people around the world can engage and become change agents towards the achievement of gender equality. As of September 2019, more than 2 million people worldwide (more than 30,000 in Japan) have made commitments to HeForShe. For details: <https://www.heforshe.org/en>

***2 UN Women**

UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women, was established in 2010 as a global champion for women and girls to accelerate progress on meeting their needs worldwide.

