



Driving Collective Impact Across Japan
How Civil Society Shapes a Gender-Equal Future

YUI=Connection & Solidarity

MIRAI=Future

Introduction: YUI MIRAI Project



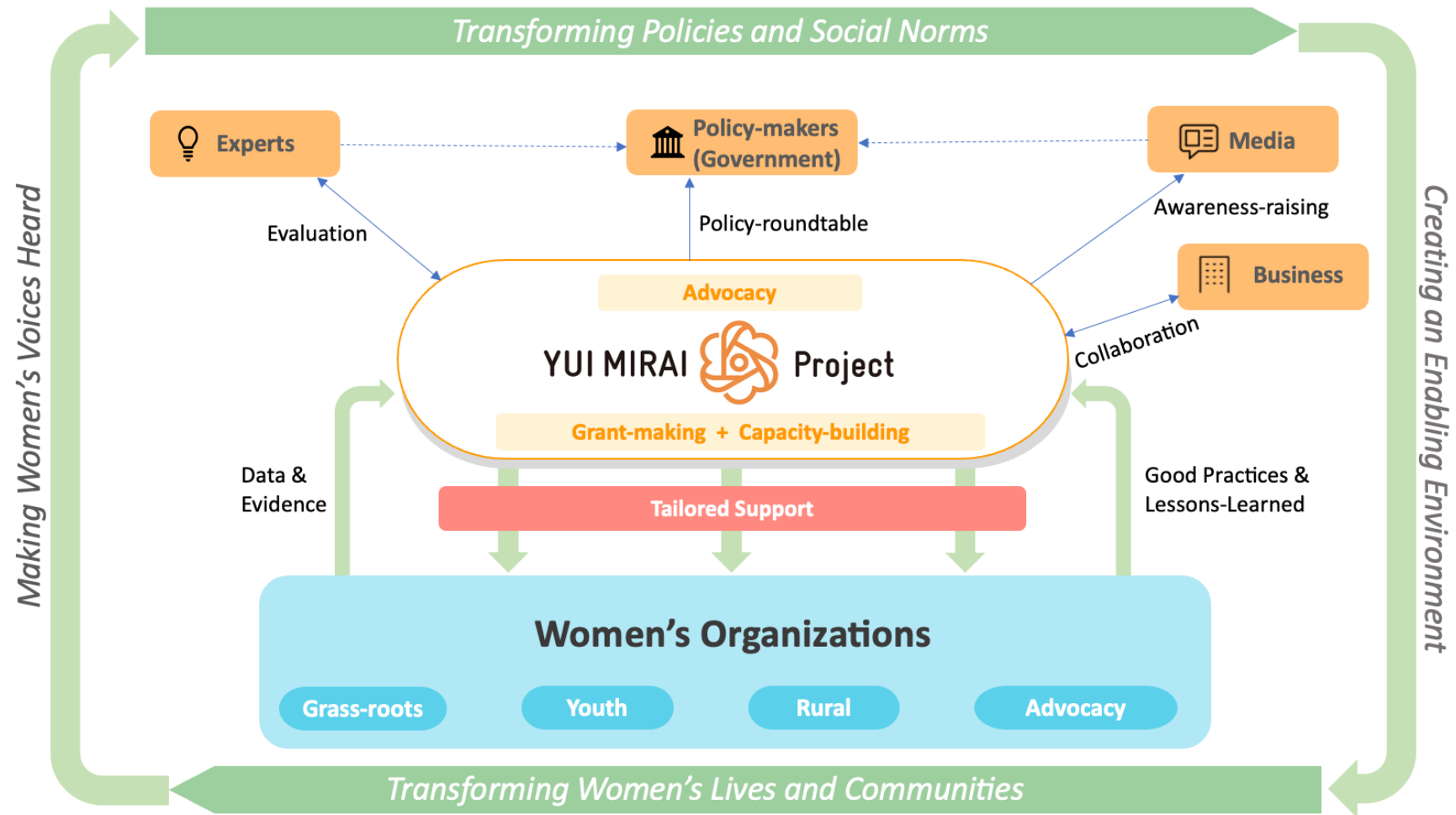
Strategic Partnership:

Launched in 2023 by Fondation CHANEL and the Mirai RITA Foundation to advance gender equality across Japan

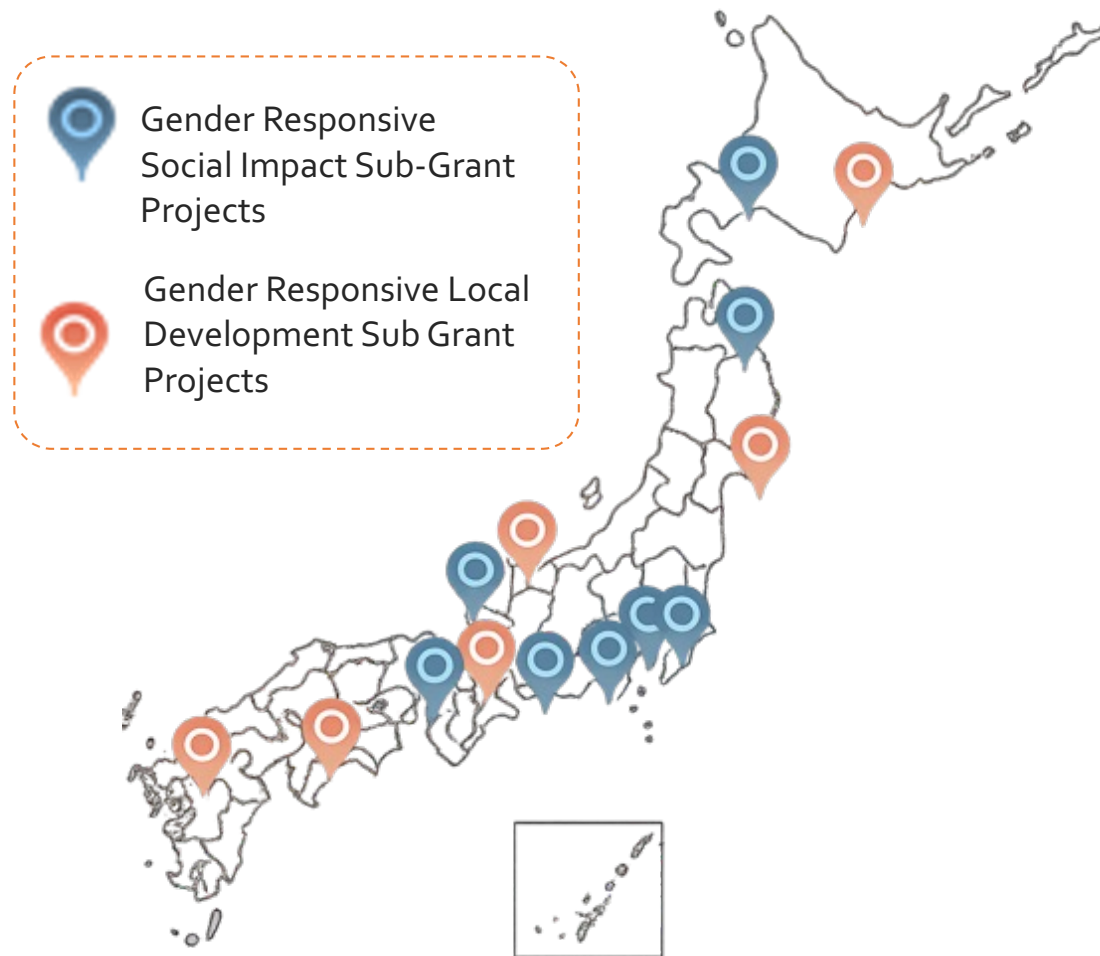
Driving Collective Impact:

A unique grant program to shift social norms and address structural inequalities through policy advocacy and multi-stakeholder collaboration

Our Strategy: Building a Strong Gender Equality Ecosystem



A Japan-wide Network of Changemakers Driving Systemic Impact



Areas of Impact:

- Local Development: Gender-responsive regional revitalization
- Women's Economic Empowerment & Digital Transformation (DX)
- Gender-Responsive Business
- Rights & Protection: LGBTQ+ inclusion, GBV, and Sexual and Reproductive Health & Rights (SRHR)
- Women's Political Leadership
- Youth Leadership for Gender Equality
- Social Protection & Affordable Housing
- Systemic Change: Policy advocacy & Gender mainstreaming

Connecting Voices, Changing Policies, Shaping the Future



MIRAI Workshops

Co-designing future visions with diverse local stakeholders through “back-casting”.



Policy Advocacy

Translating grassroots evidence into gender-responsive policy reforms.



Amplifying Voices & Transforming Narratives

Influencing public narratives through strategic media engagement.



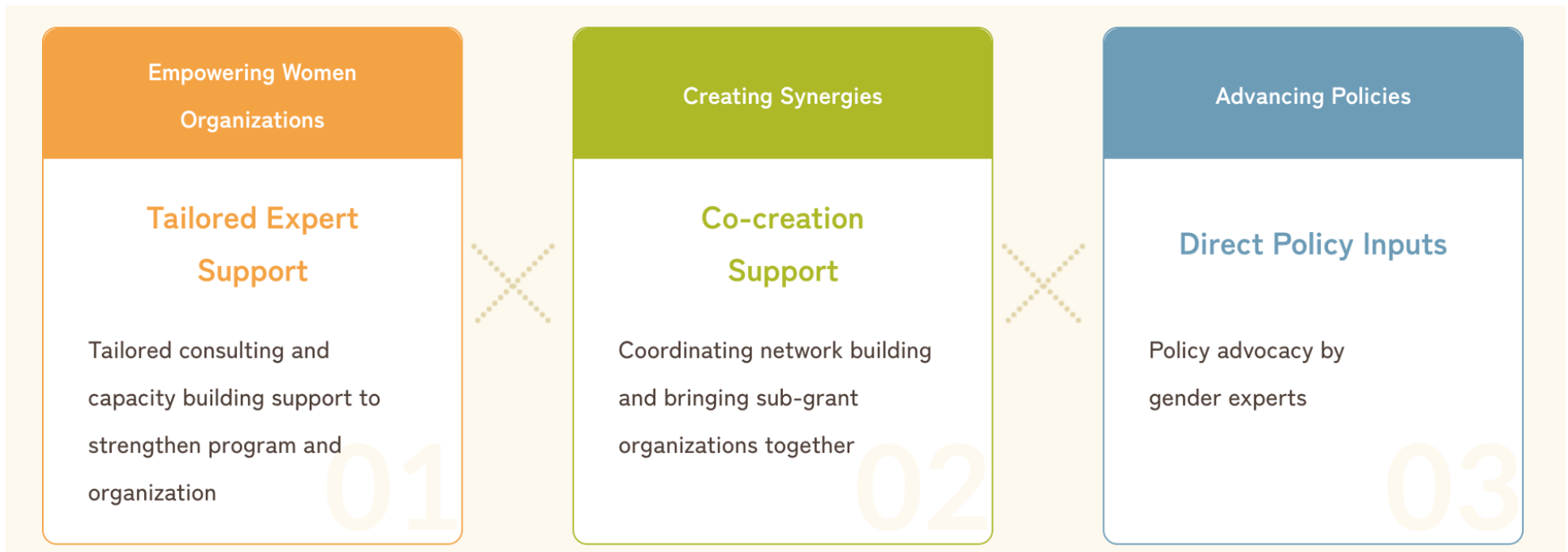
Empowering Changemakers

Beyond grants, providing customized support to sub-grant partners to accelerate impact.

Empowering Changemakers



The YUI MIRAI Project, unlike any other gender funds in Japan, paired grants and institutional capacity building, supported by customized and hands-on trainings, tools and advisory delivered by a team of experts



YUI MIRAI PROJECT TEAM



Ayako Sonoda
Director

- Founder, Mirai RITA Foundation
- Pioneer in CSR & ESG sustainability consulting in Japan

Secretariat



Kiyoko Takahashi
Program Strategist

- Expert in project management, gender evaluation, training & institutional strengthening
- Specialist in gender responsive disaster risk reduction



Saeko Fukagawa
Administration & Accounting

Expert in accounting and business management



Hanako Iguchi
Business Support & Creative

Expert in business management and graphic design

Gender Experts



Asako Osaki
Strategic Planning and Policy Advocacy

- Prominent gender expert and advisor
- Expert member of the Council for Gender Equality, Cabinet Office
- Representative of Japan, UN Commission of the Status of Women
- Advisor to local governments (e.g. Toyooka City) and businesses (e.g. Fuji TV)



Mariko Saito
Training and Donor Relations

- Consultant to UN organizations, international & domestic NGOs
- Expert in gender training, evaluation & institutional strengthening
- Specialist in gender responsive business development

Collective Impact in Numbers (2024-2025)



438+

REGIONAL TRANSFORMATION

Total Participants in MIRAI
Workshops

(Incl. 156 Youth)

*Foster dialogues and engagement of
local stakeholders*



22+

POLICY ADVANCEMENT

Instances of
Institutionalization,
Budgeting, & Policy Inclusion



140+

STRATEGIC SOLUTIONS

Frameworks, Models &
Tools Created

Impact Highlights: POLICY ADVANCEMENTS



Case 1:

Influencing National and Local Policies

The newly adopted 6th Basic Plan for Gender Equality (Five Year Plan) now has the theme of “regional development” as an integral pillar

A number of sub-grant partners are now strategic partners with their local governments

Case 2:

Scaling an Affordable Housing-and-Support Integrated Model (LivEQuality Hub)

Selected as a co-operator for a **JPY 20 billion** affordable housing fund established by the Tokyo Metropolitan Government

Case 3:

Policy Impact on Girls' STEM Education (Waffle)

Significant expansion of national funding for girls' STEM education (From JPY 60 million (FY2023) to **JPY 134 million** (FY2026 budget request))

Impact Highlights: POLICY ADVANCEMENTS



WAFFLEについて 活動内容 支援・寄付の方法 最新情報 活動ブログ

【政策提言】赤澤大臣・平大臣を訪問し、テクノロジー&AI分野のジェンダーギャップ解消を提言



(Left) Waffle Submitted Policy Proposal to Two Cabinet Ministers, Akazawa and Taira

On April 22 & 28, 2025, Waffle met with Mr. Ryosei Akazawa, Minister for Economic Revitalization, and Mr. Masaaki Taira, Minister for Digital Transformation, to submit its policy proposal aimed at closing the gender gap in tech. The proposals urged the creation of mechanisms to sustain technology education in regional areas, alongside the formulation of guidelines and educational frameworks to tackle the gender gap in the AI sector. (<https://waffle-waffle.org/2025/05/15/20254waffle/>)

(Right) LiveQuality Hub, Featured on NHK's Flagship Documentary Program, "Close-up Gendai"

On March 23, 2026, the broadcast introduced the "Public-Private Affordable Housing Supply Promotion Fund," alongside firsthand stories from a single mother living in a LiveQuality apartment in Nagoya, providing an invaluable opportunity to raise wide public awareness about housing insecurity and LiveQuality's ongoing efforts to tackle this critical issue.

(the broadcast has an average household viewership rating of 9.4%; approximately 1 in 10 households in Japan are watching the show at the time of its broadcast. <https://livequality.co.jp/hub/about/news/2603230>)



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Impact Highlights: STRATEGIC SOLUTIONS



Case 1:

Institutionalizing Comprehensive Sexual Education

(Happy Woman Project)

The Nanto City, Toyama Prefecture, committed to a five-year budget (2025 to 2029) for the Happy Woman Project's "Lifelong Learning from Early Childhood Program"

Case 2:

LGBTQIA+ guidelines for sexual violence & DV response (Broken Rainbow Japan)

Developed a "Survivors' Guide" to support survivors navigating intersectional discrimination

Distributed to One-Stop Support Centers in the Tokyo Metropolitan areas and law enforcement agencies

Case 3:

"Fisheries DX & Women" (Kesennuma Tsubaki Kai)

Integrating a gender lens to modernize and develop a new fishery sector through oyster aquaculture

Referred in the 6th Basic Plan for Gender Equality (Five Year Plan)

Impact Highlights: STRATEGIC SOLUTIONS



Case 4:

Local Ecosystem Building Through Engagement with Corporate Leaders and a Regional Economic Federation (WE-Next)

Direct Executive Engagement: Mobilized corporate executives and SMEs in the Kyushu region through targeted initiatives like “Gender Boss-Talk” and Gender Bootcamps

Broader Regional Impact: The Kyushu Economic Federation (1,000+ members) now serves as the secretariat for WE-Next; formally positioned gender mainstreaming into its medium-term business plan

Impact Highlights: STRATEGIC SOLUTIONS



Happy Woman Project's CSE Tool for Pre-School Children



Broken Rainbow Japan's "LGBTIQA+ Survivors Guide"



WE-Next's "Gender Boss Talk" Session



Kesennuma Tsubaki-kai also worked on promoting women's leadership in local politics

Impact Highlights: STRATEGIC SOLUTIONS



Gender workshop tools developed through support by the YUI MIRAI Project Team



Booklet "YUI MIRAI PROJECT 2023-2026: Collective Impact Toward a Gender-Equal Future – Our Story –"



Kesennuma Tsubaki-kai's Gender Booklet, "Times Have Changed. Have You? An Introduction to Gender Gaps: Work and Home" distributed to all households in the city.



GENCOURAGE's youth workshop kit "The Door to Gender Equality"

Beyond YUI MIRAI – Stories Building the Future



The YUI MIRAI Project Final Gathering (Feb 9, 2026 /Yokohama)

Marking the culmination of a two-year journey, the final gathering united all Sub-Grant Partners with influential leaders from the government, corporations, foundations, and media. Key guests included senior officials from the Cabinet Office, Financial Services Agency, and major philanthropic foundations, creating a powerful platform to forge sustainable partnerships for the next chapter of social transformation.

Towards a Gender Equal Society



The actions of our 14 sub-grant partner organizations are more than just individual projects; they are living evidence of the power of civil society.

With the generous support of Fondation CHANEL, we went beyond granting and proved that civil society has the power to drive systemic change towards a gender-equal future in Japan.



Urahoro Gakusha



Kesennuma Tsubaki-kai



Hokuriku Mirai Foundation



IYOU Omi



Work Life Collabo



WE-Next



Sapporo Association for Youth and Women's Activities



Broken Rainbow - japan



Happy Woman Project



NewScene



Waffle



Gencourage



LiveQuality HUB



Women's Net KOBE

With deepest gratitude for
the generous support of
Fondation CHANEL

<https://mirairita.org/en.html>