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Panel on "Being Feminists, Doing Feminism(s) "

Activities of 'Project of Personal is Political': a social movement theory perspective

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This presentation aims to introduce the unique activities of the PPP (Project of Personal is Political) from a social movement theory perspective. The PPP was established in June 2004 chiefly by graduate students at the Department of Gender and Development Studies, Ochanomizu University, Japan, in order to launch an alternative approach to the traditional gender and sexuality movement in Japan.

The PPP activities are based on a belief that 'our daily lives are regulated politically and highly associated with other lives inside and outside our society' and there are three major activities to which the PPP has been committed so far. While the first activity evolved around the political movement to increase the voting ratio in the 2004 Upper House election by encouraging more people to vote, the second one aimed to promote the fair trade concept in an attempt to sell products from developing countries in Asia such as China, Thailand, the Philippines and Indonesia, which involved substantial assistances from women's groups in each country. In January 2005, the PPP organized a fund-raising charity concert as a disaster relief effort to help depressed pregnant women and mothers in areas hit by the earthquake and tsunami occurred in the Indian Ocean at the end of 2004.

Based on social movement theory, this presentation analyzes these activities of PPP by focusing on the mobilization of resources, and emphasizes that its expanding networks with academics and researchers serve to supplement insufficient fund of this students-based organization.