



公益社団法人 企業メセナ協議会

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The Launch of Our New Regime

— New Project *This is MECENAT* begins—

The Association for Corporate Support of the Arts (President: Motoki Ozaki; 5-3-2 Shiba, Minatoku, Tokyo) would like to announce the launch of its new regime by appointing Tatsuyoshi Takashima to the new chairman, and Motoki Ozaki to the new president of the association. They were appointed to the positions in our fourth annual general meeting and the tenth board of directors held in Tokyo on March 3rd 2014 where Yoshiharu Fukuhara, a Honorary Chairman of the cosmetic company Shiseido Co., Ltd., and Shigeo Fukuchi, an Executive Advisor, Asahi Breweries., Ltd. retired the positions of a chairman and a president. Fukuhara was one of the founders of the association, and played a leading role in our history. Fukuchi promoted and succeeded to transform the association into a public interest corporation. This new regime is expected to accelerate creative contribution to a society by having our important milestone of its history in 2015.

We are now preparing to commemorate our 25th anniversary in February 2015 under the new regime. In order to strengthen a role of a cultural platform for corporate mécénat, we will begin new projects for this special period of 2014 ó 15, named òCorporate Mécénat Year.ö The first new project launched on March 10th is *This is MECENAT*, a new system which opens ideas and understandings of corporate mécénat by allowing the mécénat activities visually recognized.

■ Newly Positioned Directors

Chairman



Tatsuyoshi Takashima

Chairman of Dentsu Inc.

Joined Dentsu Inc. in 1966. He has taken leading positions of the company as Representative Directors and President & CEO, Chairman of Directors. Since 2013, he has assumed the position of the president for Japan Advertising Agencies Association.

President



Motoki Ozaki

Chairman of the Board of Kao Corporation.

Joined Kao Soap Co., Ltd (a former of Kao Corporation). After experiencing general manager of cosmetics and household departments, he assumed a position of the Board in 2002, Representative Director and President & Chief Executive Officer in 2004.

■ This is MECENAT

This is MECENAT is the certification system to elicit corporate mécénat that grows increasingly diverse with the time. For one activity of corporate mécénat, we certify, archive, and introduce it in this system. It enables us to recognize the exact reality and trend of corporate mécénat on time.

Corporate Mécénat is everywhere in the world. But to explain how it associates with people, community, and the world, a simple world of ôvariouslyö can never be enough. If there are a hundred of corporations, a hundred of stories, feelings, and goals are involved in a hundred of mécénat. One could be carefully practiced over a long period. Another could be arisen from peopleø network and their ambition. Even one personø spiritual awakening could become a mind of a community for mécénat.

The system of *This is MECENAT* gives each activity of corporate mécénat on a spotlight with the certification of the mécénat mark. All the certified activities are archived in our ômécénat archiveö where a list and data of the certified corporate mécénat are always provided timely.



Also, every next year, seven significant activities among the certified will be selected and given Mécénat Awards. *This is MECENAT 2014*, the very first round of this project, will target the mécénat activities run in the period from April 1st 2014 to March 31st 2015. Entry is open from March 10th to May 9th 2014.

This is MECENAT project aims to encourage a lot of people to recognize what and how corporate mécénat is in our lives and to have core understandings and empathy with what is behind it. With this purpose, we progress to our goal of increasing peopleø interest in creating a fulfilled society by promotions of arts and culture.

✧ Official Webiste for This is MECENAT <http://www.mecenat-mark.org>

Association for Corporate Support of the Arts URL: <http://www.mecenat.or.jp/>

Our mission is to promote social creative activities by arts and culture. Founded in 1990 as a public interest corporation. In order to encourage recongitions and understandings of corporate mécénat in society, we conduct research, investigations, certifications, commendation, networking and publishing. The number of our member corporations and organizations are 166 at the time of March 2014.

For more information, please contact to mecenat@mecenat.or.jp.

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