



公益社団法人 企業メセナ協議会

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Entry for 「Japan Mécénat Award 2014」 is Now Open

~ Commendation for corporate activities to build creative society through arts and culture ~

Association for Corporate Support of the Arts (President: Motoki Ozaki; 5-3-2 Shiba, Minatoku, Tokyo) announced that entry for Japan Mécénat Award 2014 is open. Any mécénat activity is entitled to entry when conducted during the period from April 1st 2013 to March 31st 2014 by a corporation or a corporate foundation.

It is not too much to say that corporate mécénat in Japan is cutting-edge in the world in terms of its quantity and quality. Corporations and corporate foundations have taken a lead prior to the government for supporting Japanese culture. Now, total amount of activity fee invested for corporate mécénat has reached to 81.1 billion Japanese yen, which is almost equivalent to the budget the government invests in cultural policies and projects. In such a large scale, corporations have made use of their experience, knowledge and network in order to practice their original activities. Needless to say, such activities highly enhance an important meaning of corporate mécénat within a society.

Japan Mécénat Award is to honor those respectful activities of corporations and corporate foundations that have significantly contributed to creation of a society. We also would like to have this award for introducing them towards diverse societies from home and abroad. Since 1991, the first year of Japan Mécénat Award, we have granted the awards to 179 activities from all over the country. In the last few years, concepts of award-winning activities associate with òmanufacturingö and òtown developmentö led by an association of small-to-middle-sized corporations, and òeducation for next generationö designed and developed in variety. Also, continuous cultural support for recovery of the affected regions and communities by the Great East Japan Earthquake is still active.

With our 24th Japan Mécénat Awards in 2014, we will continue to foster better understanding of the corporations and corporate foundations that put great efforts in building an abundant society. We now welcome entries from all over Japan. Entry can be made through the form on our website until May 30th. Award winners will be announced in the beginning of October 2014, and granted the awards and trophies at the ceremony of Japan Mécénat Awards held at Sprial Hall (Minato-ku, Tokyo) on November 21st, 2014.

■ Categories of Japan Mécénat Award

Grand Mécénat Award

Offered to the most significant mécénat activity that has contributed to the promotion of arts and culture.

Mécénat Awards

Names of the awards will be chosen to reflect contents of winning activities.

Offered to five winning activities which contributed to building a society through arts and culture.

Special Award: Award Granted by the Commissioner for Cultural Affairs

Offered to a mécénat activity that has made significant contributions to enhance the cultural integration and creativity among the citizens, or to establish publicity of Japanese cultures in foreign countries.



■ **Deadline for Entry** May 30th 2014

■ **Qualification Requirements**

Mécénat activities that had been conducted in the period from April 1st 2013 to March 31st 2014, by corporations or corporate foundations that are based in Japan are eligible for entry. Applicants apply either directly or by recommendation.

※ For more details, please see the following sheet for Japan Mécénat Award 2014: Outlines & Criteria. Entry and recommendation forms, information of previous winners can be found on our website (<http://www.mecenat.or.jp>).

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 recognitions 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.

Program Officers for PR: Marie Sakamoto, for Mécénat Award: Aki Uchida & Yuko Harada, for International Relations: Yoko Nakamura.

Japan Mécénat Award 2014: Outlines & Criteria

Purpose:	To reward mécénat activities that had been conducted in the period from April 1st 2013 to March 31st 2014, by corporations or corporate foundations that are based in Japan	
Qualification Requirements:	<p>Mécénat activities that had been conducted in the period from April 1st 2013 to March 31st 2014, by corporations or corporate foundations that are based in Japan are eligible for entry.</p> <p>[Fields of activities] Music / Fine Art / Craft / Film / Visual Media / Plays / Dance / Literature / Traditional Performing Arts / Folklore / Architecture / Composed Arts / Cultural Heritage and Historical landmark / Domestic Arts / Design / Fashion / Manufacturing / etc.</p> <p>[Contents] Holding cultural programs such as performances and exhibitions / Manpower and material support, supply of knowledge and space, financial support / Education, outreach, workshops / Commendation and contests / Facility management / Research, research promotion, publication / etc.</p> <p>❖ <i>One corporation with several activities or a cooperated activity by various corporations and organizations is also eligible to apply.</i></p>	
How to Apply or Recommend:	<p>Download the entry or recommendation form from our website (http://www.mecenat.or.jp), and email it attached to award@mecenat.or.jp. Direct entry is available on our website with the special entry or recommendation form for Japan Mécénat Award 2014.</p> <p>❖ <i>There are two ways to entry: a corporation or corporate foundation can apply by itself. Or a recommendation by a person can be an entry for a corporation or corporate foundation.</i></p>	
Deadline for Entry	May 30 th 2014, Friday 24:00	
Awards	<p style="text-align: center;"><u>Grand Mécénat Award</u></p> <p>Offered to the most significant mécénat activity that has contributed to the promotion of arts and culture.</p> <p style="text-align: center;"><u>Mécénat Awards</u></p> <p>Names of the awards will be chosen to reflect contents of winning activities. Offered to five winning activities which contributed to building a society through arts and culture.</p>	<p style="text-align: center;"><u>Award Granted by the Commissioner for Cultural Affairs</u></p> <p>Offered to one mécénat activity that has significantly contributed to enhance the cultural integration and creativity among the citizens, or to establish publicity of Japanese cultures in foreign countries.</p>
Screening Points	<p style="text-align: center;"><u>Grand Mécénat Award & Mécénat Awards</u></p> <p>Utilization of management resources / Integrations arts, cultures, society and regional communities / Possibility of development in an activity, and an applicant's eagerness to continue it / Impacts and contributions to arts, cultures, and society / etc.</p>	<p style="text-align: center;"><u>Award Granted by the Commissioner for Cultural Affairs</u></p> <p>Approaches to enhance the quality of cultural integrations and creativity among the citizens (local residence, children, etc.) with partnerships of external organizations such as local governments, public interest corporations, NPO, schools, social welfare corporations or to establish publicity Japanese cultures in foreign countries.</p>
Screening Committee Members	<p>Manabu Akaike (Director, Universal Design Intelligence, Inc.)</p> <p>Nobuko Kawashima (Professor, Doshisha University / Vice Chair, Japan Association for Cultural Economics)</p> <p>Noi Sawaragi (Art critic / Professor, Tama Art University)</p> <p>Shinichi Fukuoka (Biologist / Professor, Aoyama Gakuin University)</p> <p>Seigow Matsuoka (Director, Editorial Engineering Laboratory Co., Ltd)</p> <p>Kiyoko Motegi (Japanese music researcher)</p> <p>Motoki Ozaki (President, Association for Corporate Support of the Arts)</p> <p>❖ <i>For the Award Granted by the Commissioner for Cultural Affairs, representatives from the Agency for Cultural Affairs will join the screening.</i></p>	
Organizer	Association for Corporate Support of the Arts	(Sponsor) The Agency for Cultural Affairs Japan