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Mecenas activities utilizing own corporate management resources across Japan -Results 'Survey for Actual Condition of Corporate Mecenas Questionnaire' -Fiscal Year 2015

Association for Corporate Support of the Arts (Minato-ku, Tokyo/ President: Motoki Ozaki) announced the results of 'Survey for Actual Condition of Corporate Mecenas Questionnaire: Fiscal Year 2015'. Compared to last fiscal year, we have received more answers; 397 corporations (with the total of 3,295 activities), and 206 corporate foundations (with the total of 666 activities) nationwide who have engaged in mecenat activities. The total sum of mecenat activities by corporations and corporate foundations became approx. 90 billion yen. Despite of a slight decline compared to 2014, we have received more positive answers towards their implementation of cultural program for 2020 Tokyo Olympics and Paralympics, and it is expected that the total sum will increase again after 2016.

<Overview of the survey results>

- ◆ **Development of own self-mecenas program utilizing own management resources**
 - ✓ The result shows a current tendency that corporations look at cultural resources particularly in regions, and develop their own projects based on various themes such as; nurturing new generations, and cultural exchanges. Examples are 'Shizuoka "dream" design contest by Shizuoka Shinkin Bank, which brings regional industries and children's ideas together; 'Kyoto International Music Students Festival networking music schools around the world (by ROHM Co., Ltd. /Rohm Music Foundation). The statistic shows approximately 70% of corporations (225 corporations) answered that they have engaged in their own mecenat projects.
 - ✓ More than 50% of corporations (130 corporations) who have supported cultural organizations not only give financial assistance but also provide manpower, their own products and services. It is certain that they utilize their own management resources to mecenat activities.
 - ✓ 30% of mecenat activities happened in 2014 have lasted more than 10 years, and we can see the familiarity of Corporate Mecenas.
- ◆ **Opinion Poll in relation to cultural programs with 2020 Tokyo Olympics and Paralympics**
 - ✓ On the question regarding the development of cultural program towards 2020 Tokyo Olympics and Paralympics, around 70 corporations gave positive answers despite of 'their pending decisions'. Corporations, who are not official sponsors of Olympic Games, are also positively considering developing their own cultural programs; such as exporting Japanese culture, global cultural exchange programs, a program which utilizes their existing mecenat activities, and strategic structure to increase the number of foreign tourists.
- ◆ **Change of structure in Mecenas activities/Trend of corporate foundations**

- ✓ Our statistic shows that more CSR departments have become in charge of corporate mecenat activities (14%) instead of PR and General Affairs departments. It can be argued that placing corporate cultural philanthropy as a part of CSR would maintain mecenat projects in the long term, and encourage employees to join the projects. In fact, around 60 corporations answered that more than 100 employees have participated in mecenat activities.
- ✓ Approx. 11 corporate foundations have been established in these 5 years, with the purpose of 'art and cultural promotion', 'promotion of regional culture' and 'global cultural exchange' as current trends.
- ◆ **Continuous support through culture in Tohoku affected areas**
- ✓ Most of corporations who have engaged in mecenat activities in the areas other than their headquarters, answered that their activities are in Tohoku region, and variety of activities are continuously developed; collaborative projects with artists, workshops for children and youngsters, support of Matsuri and traditional performing arts, and regional tours of performances and exhibitions.

Corporate Mecenat Research in Japan

Corporate Mecenat Research is a research for exploring Japanese corporations and corporate foundations undertaking programs in relation to the arts and culture. It has been conducted by the Association for Corporate Support of the Arts since 1991. This research is planned, operated and analyzed by the researching group, consisting of mecenat officers from the Association's corporate members.

Research Results 2015

FUNDAMENTAL DATA

Currency= Japanese Yen (JPY)

	Corporations	Corporate Foundations ⁽²⁾
Candidates	1,700 candidates ⁽¹⁾ 455 responded, 397 found active	300 candidates, 206 responded
Research objects	Mecenat programs conducted in the fiscal year of 2014 (April 2014 - March 2015) For the foundations, the fiscal year is conformed to each foundation's calendar.	
Number of mecenat programs	3,295 programs	666 programs
Finance invested in	JPY 21,93,000,000 (N=286 Corporations)	JPY 57,18,000,000 (N=194 Foundations)

**Total amount of
finance spent in
Japan**

JPY 89,390,000,000 ⁽³⁾

- (1) Approx. 1,300 corporations which have responded to the questionnaire in the five years. The number includes all the listed companies, the unlisted with top 300 for sale figures, the Association's corporate members, the companies which have applied to Mecenat Award. It also covers 400 companies selected by the Association.
- (2) The foundations and charitable trusts whose activities relate to or include the Arts and Culture. Those invested by companies' owners are included.
- (3) The finance is calculated with the information from open resource provided by corporate foundations and data obtained from the association's network.

* Compared to the cost of Mecenat activities of two consecutive years' respondents, our statistic shows the increase in approx. 600 million yen.

As a reason for the decrease of total cost, it can be said that it is because there have not been any large international arts festivals and many cultural facilities has been closed due to refurbishments.

【Contact Us】

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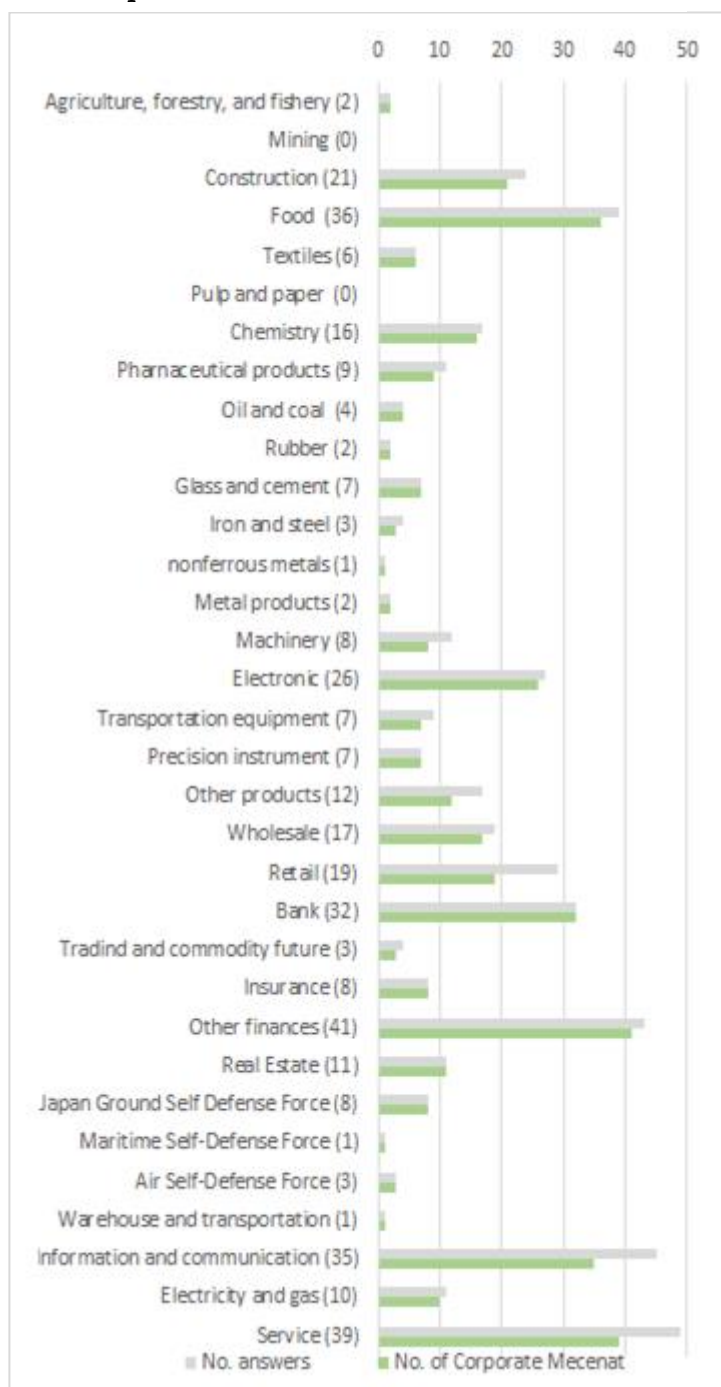
Aise Shiba Bldg 8F, 5-3-2 Shiba, Minato-ku, Tokyo, 108-0014, Japan URL: <http://www.mecenat.or.jp/en>

I. Profiles of corporations/foundations who responded

〈Location of corporations/foundations who responded〉

〈Category of industries that corporate mecenat has been implemented〉

< Location of corporations/foundations who responded >			
Location	No. of Corporation Answered	Corporate Mecenat	No. of answered foundations
Hokkaido	6	5	7
Aomori	1	1	1
Iwate	0	0	0
Miyagi	3	2	2
Akita	1	1	1
Yamagata	2	2	4
Fukushima	1	1	2
Ibaragi	2	2	2
Tochigi	5	4	0
Gunma	4	4	1
Saitama	5	2	1
Chiba	8	8	0
Tokyo	208	177	72
Kanagawa	14	11	3
Yamanashi	2	2	1
Nagano	4	3	2
Niigata	7	7	3
Toyama	2	2	2
Ishikawa	3	3	2
Fukui	3	2	2
Gifu	8	8	4
Shizuoka	12	12	6
Aichi	23	21	7
Mie	2	2	4
Shiga	5	5	3
Kyoto	13	12	8
Osaka	34	28	9
Hyogo	15	14	11
Nara	1	1	3
Wakayama	4	4	2
Tottori	1	1	1
Shimane	2	2	1
Okayama	5	4	6
Hiroshima	8	6	6
Yamaguchi	0	0	3
Tokushima	3	2	4
Kagawa	8	8	4
Ehime	0	0	2
Kochi	0	0	1
Fukuoka	9	8	5
Saga	7	7	1
Nagasaki	1	1	1
Kumamoto	3	3	1
Oita	2	2	1
Miyazaki	2	2	1
Kagoshima	1	1	3
Okinawa	5	4	0

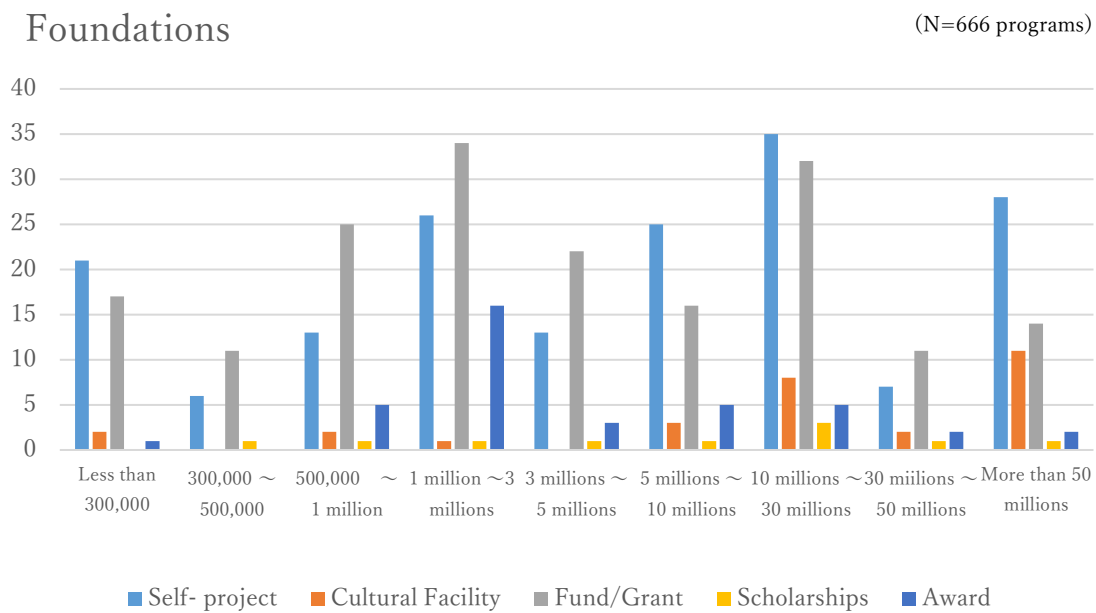


()=industries that corporate mecenat has been implemented

〈Cost of Corporate mecenat activities〉

Currency= Japanese Yen (JPY)

(N=1,073 programs)

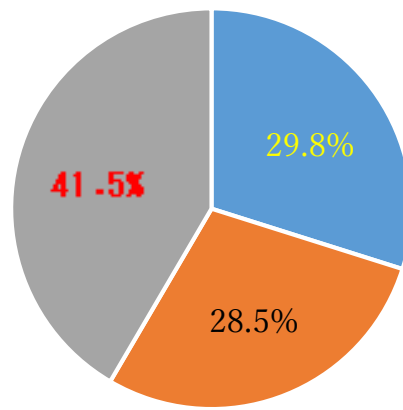


II. Programs/ Structure

<Program of Corporate Mecenat >

About two-thirds of corporate Mecenat activities are self-projects. Corporations who provide supports to other organizations, utilize their own management resources rather than providing financial support.

■ Program of Corporate Mecenat

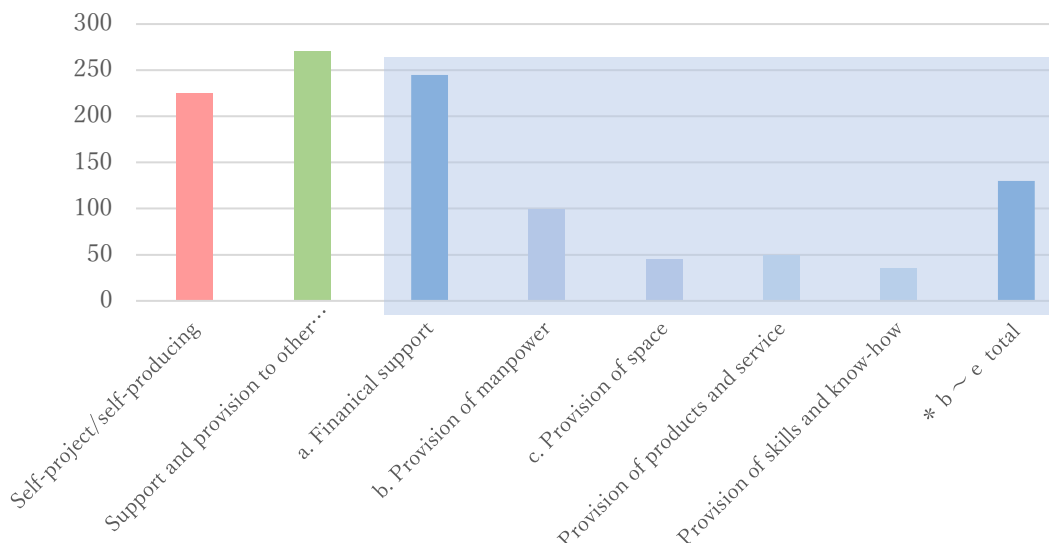


(No. of Corporations =385)

- Self-project/ Self-producing
- Self-project/ Self-producing, Support and provision to other organizations
- Support and provision to other organizations

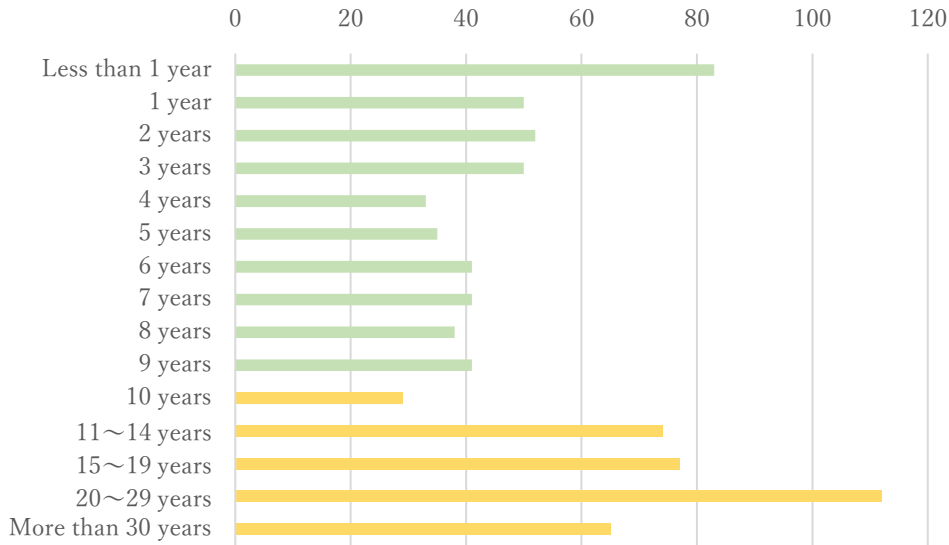
• Details of support and provision

(No. of Corporations =385/ Multiple Answers)



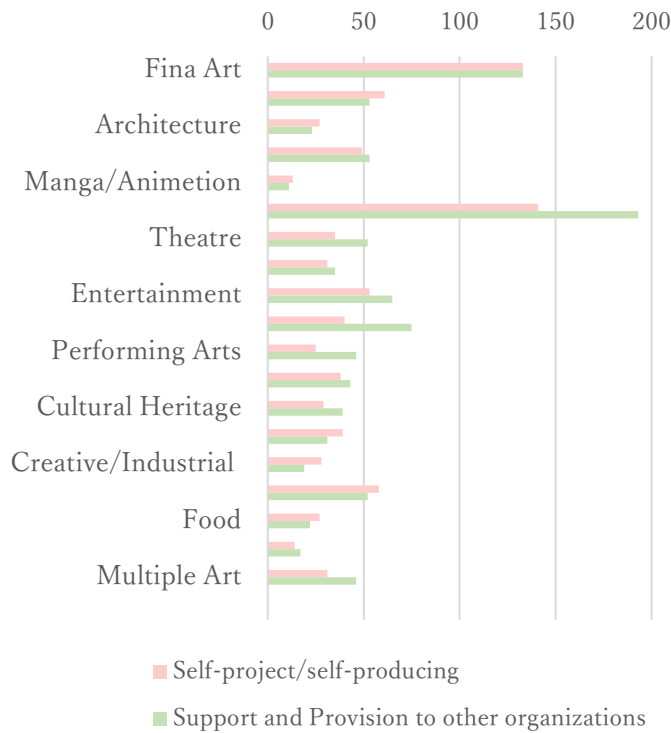
Lengths of corporate mencent activities

(No. of Corporations =397)



Field of Corporate Mecenat activities

× Methodology and Examples



(No. of Corporations =385/ Multiple Answers)

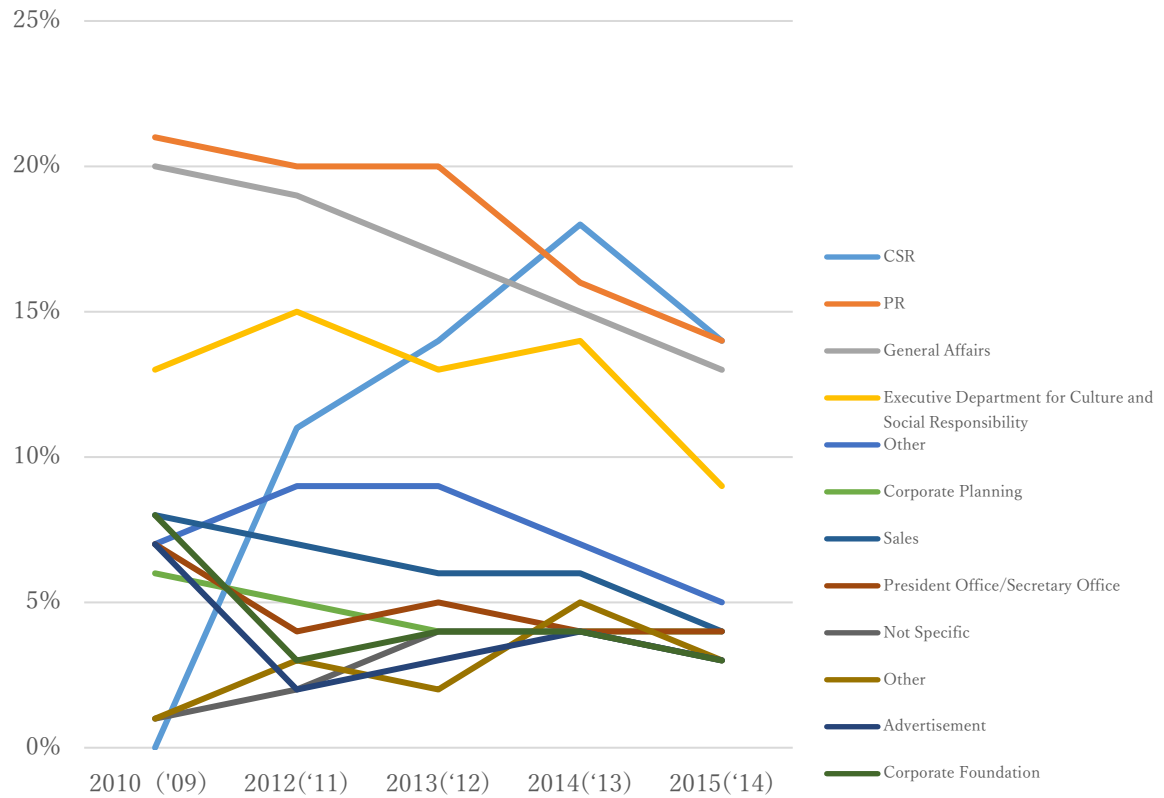
Type of original planning

Fine art	Exhibition, Exhibition of competition・Art Award, Museum/Gallery management, etc.
Music	Concert, Music festival, Award, Company member choir
Theater	Awards for Theater, etc.
Literature	Literary award, Concour, etc.
Cultural relics	Conservation and practical use of cultural asset, etc.
Lifestyle culture	Exhibition, Cultural lecture, Tea ceremony, etc.
Festival, traditional performing arts	Sponsor of festival, Award, etc.

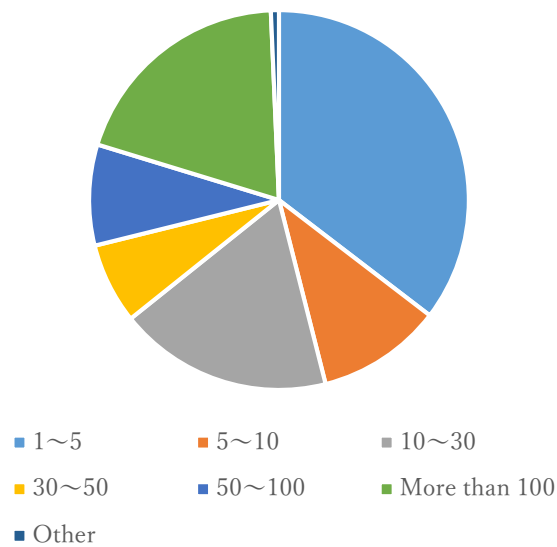
〈Structure of Corporate Mecenat〉

■ Estimation of department in charge of Corporate Mecenat

(Multiple Answers /%)



■ No. of employees who participated

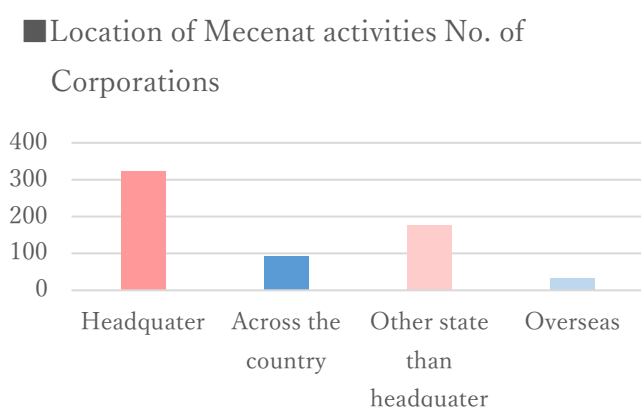


(No. of Corporations =291/ Multiple Answers)

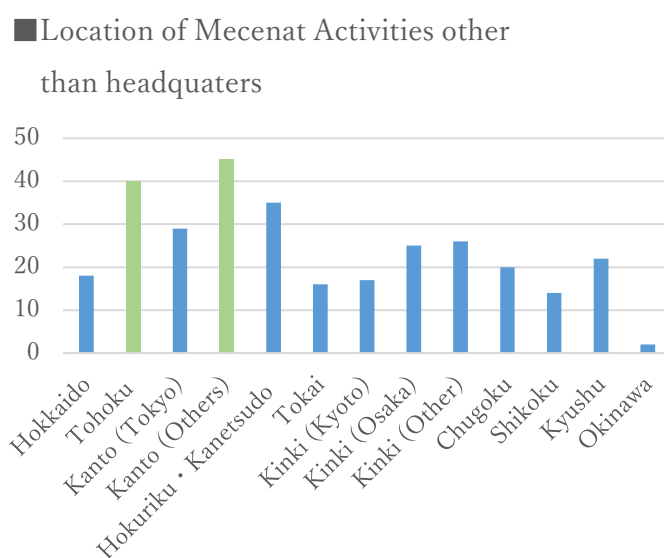
III. Location of corporate mecenat activities and supporting activities for Tohoku affected areas

〈Location of Mecenat activities〉

About 80% of corporations are operating their Mecenat activities in the areas of their headquarters, and approx. half of them are also carrying out their activities in other areas. The number of corporations who operate Mecenat activities in Tohoku region is the second most.



(No. of corporations = 385 /Multiple Answers)



(No. of corporations = 178 /Multiple Answers)

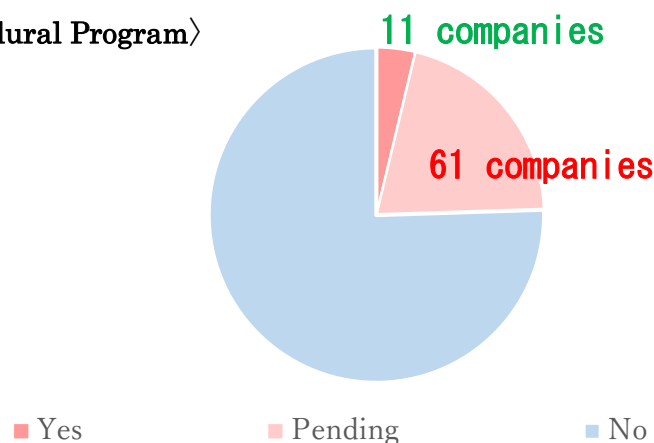
■ Programs of mecenat activities in Tohoku

● For child and youth	• Concert at school, Direction of child orchestra, Painting workshop with artists, puppet play performance
● Festival, traditional performing arts	• Support for the Tohoku region's festival, Support for the traditional performing arts
● Art peoject, event	• Music festival, Art Award, Traveling exhibition, Film festival, Film Screening, Study tour with photographer
● Life environment	• Donated pottery tableware to temporary housing by it's relevant group company

IV. Cultural Programs towards 2020 Tokyo Olympics and Paralympics

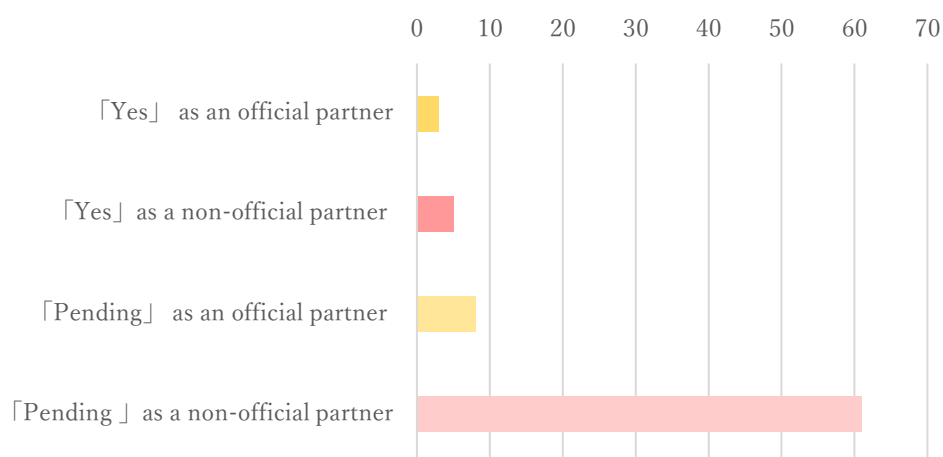
〈Plan for Cultural Program〉

(Number of Corporations =294)



■ Details of Yes/Pending Corporations

(Number of Corporations =72)



■ The main study content example (free answer)

<p>■ Dissemination of Japanese culture and cultural exchange</p>	<ul style="list-style-type: none"> • Through the trend of Japanese Sake around the world, we would like to develop a project that are not only strengthening our own brand but also contributing Japanese Sake industry and our society (Food/Aomori) • Projects that will lead to introducing Japanese graphic designs and designers (Other product/Tokyo)
<p>■ Globalization and Development of current Mecenat activities</p>	<ul style="list-style-type: none"> • Would like to carry out some programs of individuals or company itself, as our employees and staff are also engaging in cultural and artistic activities (Service/Tokyo) • Must consider our existing projects towards Olympics and Paralympics. (Insurance/Tokyo)
<p>■ Other</p>	<p>We are thinking to host conversation sessions with the guests of different languages, and cultural study sessions for both foreign and Japanese culture, especially for our employees and local communities. (Information & Communication/ Tokyo)</p>