

## Growing Awareness of Business and Arts Relationship

### - Results 'Survey for Actual Condition of Corporate Mecenat Questionnaire' - Fiscal Year 2016

The latest result of 'Survey for Actual Condition of Corporate Mecenat Questionnaire: Fiscal Year 2016', conducted by Association for Corporate Support of the Arts (Minato-ku, Tokyo/ President: Masaki Ozaki), was announced. Responses were obtained from 398 corporations (including 345 implementing mécénat activities) and 192 corporate foundations. The number of activities totaled 2,536 (1,873 of corporations and 663 of corporations foundations), and the total sum of mécénat expenses totaled approx. 85 billion yen (USD 0.85 billion).

#### <Overview of the survey results>

##### ◆ **Emphasis on Relation with Business, and Value Creation for Corporations (72.2%) - working on its ingenuity**

1. With the change in the social situation surrounding corporations, each corporation makes use of various management resources and carries out activities while improving its corporate identity.  
\* Relation with business/value creation: 60.2% (2015) ⇒ 72.2% (2016) | Self-Project/Self-producing: 56.7% (2015) ⇒ 58.3% (2016)
2. Specialized departments are in charge of the activities. Various ingenuity have been implemented such as involvement of employees, other departments and branches, program evaluation by the corporation's own evaluation axis, questionnaires, and project evaluation by effect measurements using external institutions.  
\* General Affairs 18.3%, PR 15.7%, CSR 15.4% | Participation of more than 100 employees : 14.4% (2015) ⇒ 16.8% (2016) | Post Evaluation : social meaning 72.5%, validity 56.9%, level of achievement 52%

##### ◆ **Building a relationship with the community (58.3%), Promotion of Regional Culture (45.2%) - enhancing the identity and presence in the project implementation area**

1. 'Building a relationship with the community' as main emphasis of Mecenat activities. Department of general affairs, that are main contacts to local regions, develops relationship with the local community through regional culture funds, cooperation/participation in festivals, improving their own brands.
2. Mecenat activities in overseas where their businesses are located, are carried out by 57 corporations. While building relations with local societies, they support local arts and culture, disseminate the Japanese culture, and develop the network of domestic and foreign cultural officials.  
\* Oversea activities 16.5% | Emphasis of oversea activities : global exchange/mutual understanding 63.2%, promotion of local culture and arts 54.4%, building relation with local 50.9%

##### ◆ **More than 30% of activities lasting over 10 years - continuous efforts into various achievements**

There are many episodes; project becoming a gateway to new young artists, collaboration with artists contributing to regional rejuvenation, training for next generations, and raising awareness of creativity inside corporations.  
\* Mecenat implemented corporations 86.7% | Length: new 22.1%, more than 10 years 31.2% (average 15.5 years)

##### ◆ **About 60 corporations supporting Tohoku affected prefectures – Even in Kumamoto and Oita prefectures**

A number of corporations have supported the affected areas and people via corporate mecenat. Some still continue, and also new activities have been implemented. In Kumamoto and Oita prefectures, 19 corporations have carried out Mecenat activities locally.

\* Mecenat implemented areas: Tohoku affected regions 57 corporations, Kumamoto/Oita 19 corporations

#### **[For more information, please contact us]**

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# Research Results 2016

## FUNDAMENTAL DATA

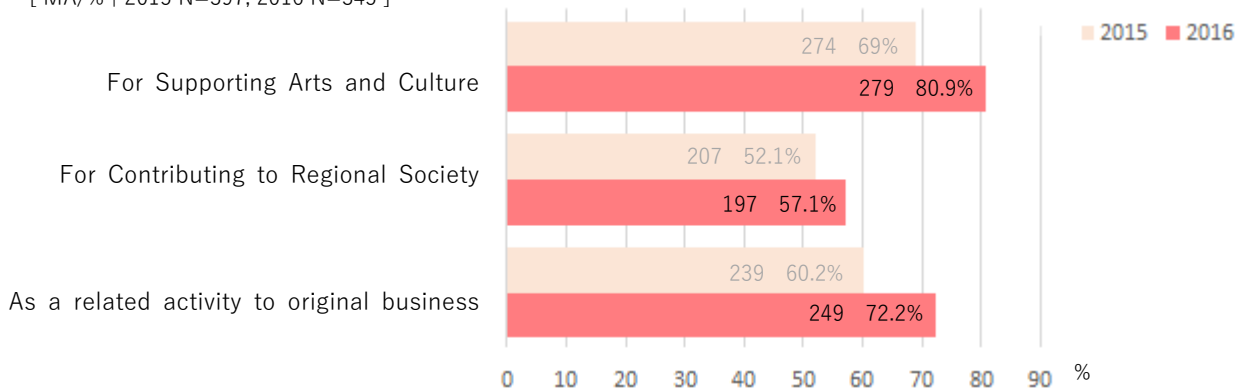
Currency= Japanese Yen (JPY)

	Corporations	Corporate Foundations (2)
<b>Candidates</b>	1,911 candidates <sup>(1)</sup> 398 responded, 345 found active	312 candidates, 192 responded
<b>Research objects</b>	Mecenat programs conducted in the fiscal year of 2015 (April 2015 - March 2016) For the foundations, the fiscal year is conformed to each foundation's calendar.	
<b>Number of mecenat programs</b>	1,873 programs	663 programs
<b>Finance invested in</b>	JPY 24,178,050,000 (N=248 Corporations)	JPY 57,882,030,000 (N=170 Foundations)
<b>Total amount of finance spent in Japan</b>	JPY 84,828,940,000 <sup>(3)</sup>	

- (1) Approx. 1,600 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. (JPY 2,768,860,000)

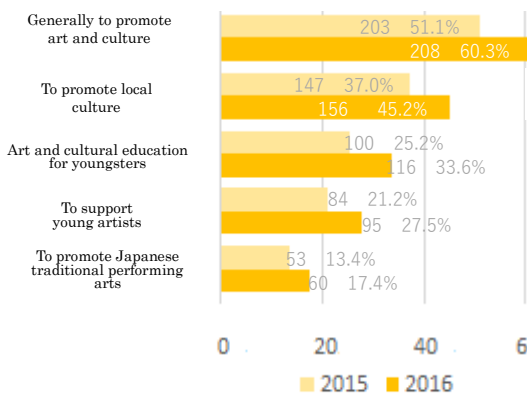
## I. Purpose of corporate support for the arts

[ MA/% | 2015 N=397, 2016 N=345 ]



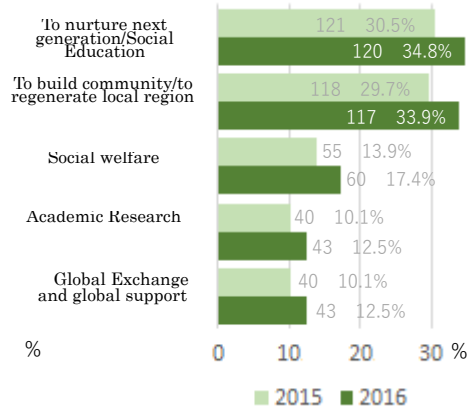
### A. Focus in Supports of Arts & Culture

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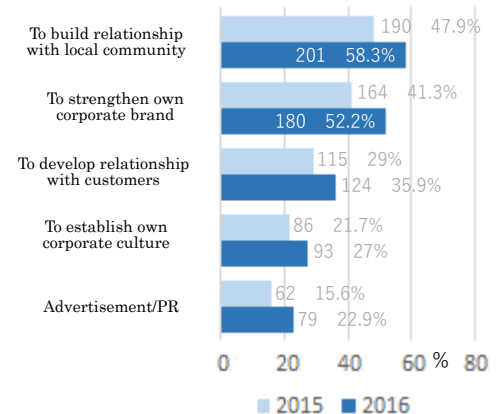
### B. Purposes in Social issues

Top5



### C. Expected Advantages for Your corporation

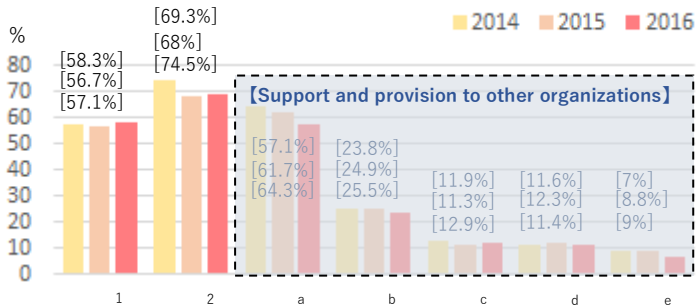
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## II. Programs/ Structure

### 【Program of Corporate mecenat】

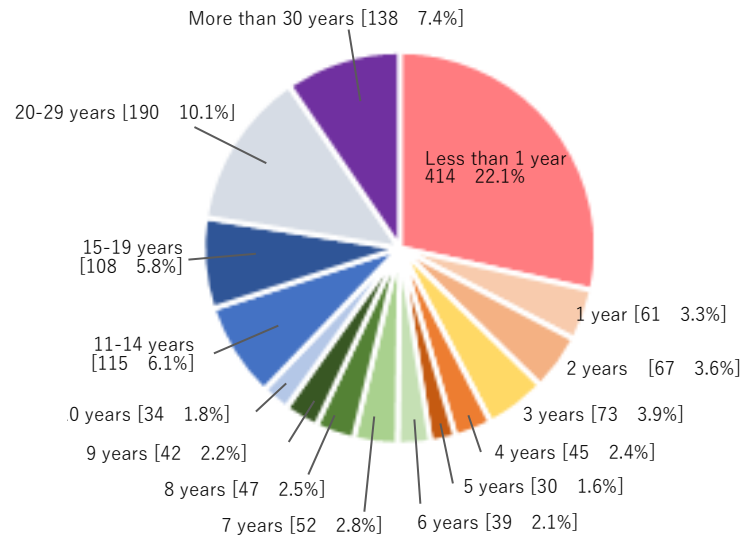
[ MA/% | 2016 N=345, 2015 N=397, 2014 N=333, Based on Numbers of Corporations ]



1. Self-project/ Self-producing
2. Support and provision to other organizations
  - a. Financial support
  - b. Provision of manpower
  - c. Provision of space
  - d. Provision of products and service
  - e. Provision of skills and know-how

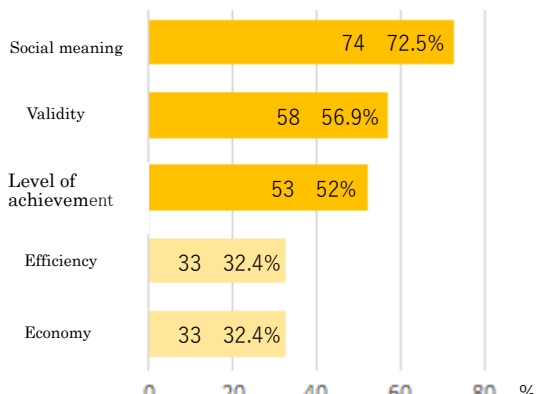
### 【Lengths of corporate mecenat activities】

[ SA/% | N=1,873, Based on Numbers of Activities ]



### 【Post Evaluation Points】

[ MA/ % | N=102, Based on Numbers of Corporations ]



- Social Meaning: Impact towards the society by the program
- Validity: Whether the program seems valid for the set goal
- Level of Achievement: How much you achieved for the set goal
- Efficiency: Does the maximum result on the input management resource come out?
- Economy: Is it the minimum cost necessary to achieve the target?

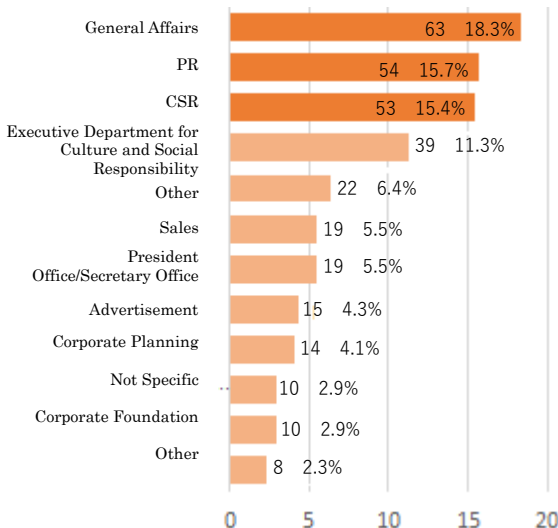
#### 【Example of post evaluation method】 (From comments)

- Holds the meeting with administrative members, and discuss what kind of positive aspects we were able to give to the local community
- We hold proposal competition so that planning content and costs are optimized
- Gallery membership committee members hold the evaluation meeting every year and submit the minutes to the executive officers in charge of corporate Mecenat
- Evaluate each project based on: utility, individuality, innovativeness, expansibility, contribution to the society, partnership, human resources, contribution, and cost.
- Questionnaire and free comments survey are carried out to see the satisfaction of participants, and the results are published on the website
- The CSR award system is set up within the company to honor high-level activities
- Measuring the effect on advertisement conversion data

## III. Structure of Corporate mecenat

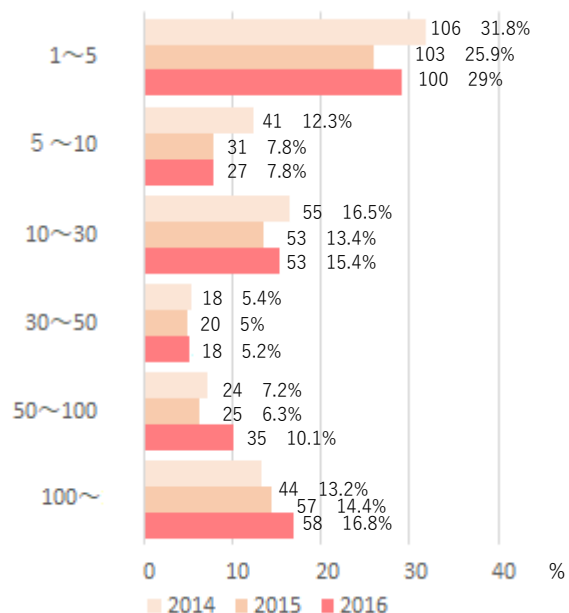
### 【Department in charge of Corporate Mecenat】

[ MA/ % | N=345 ]

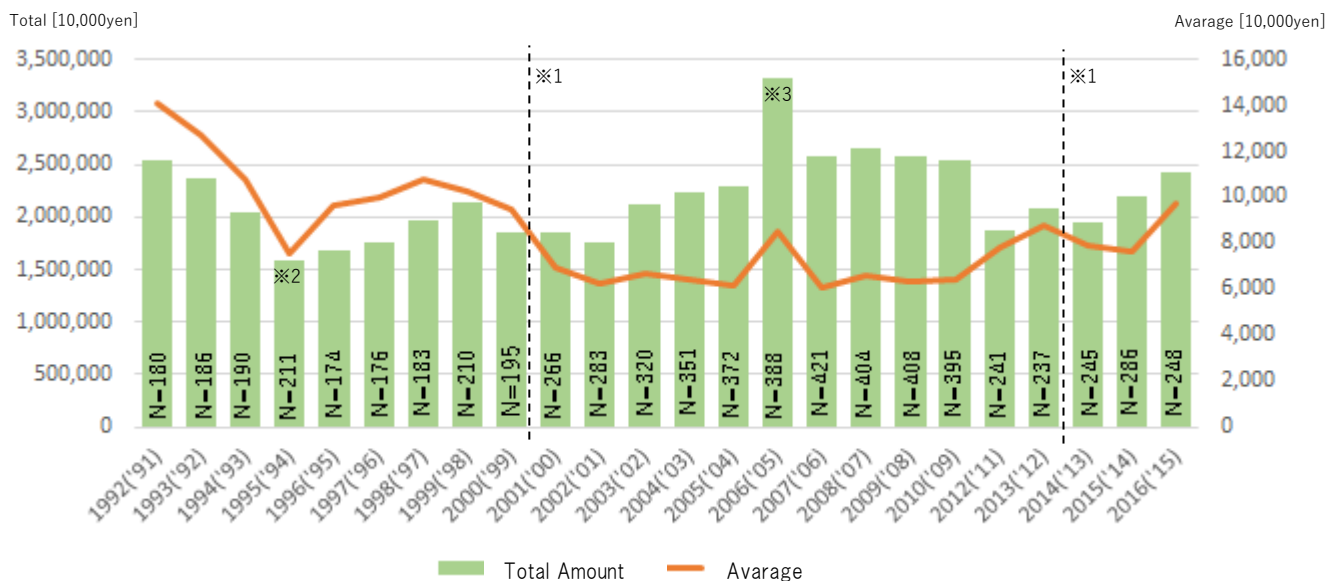


### 【No. of employees who participated】

[ MA/ % | 2014 N=333, 2015 N=397, 2016 N=345 ]



## 【Cost of Corporate Mecenat Activities】

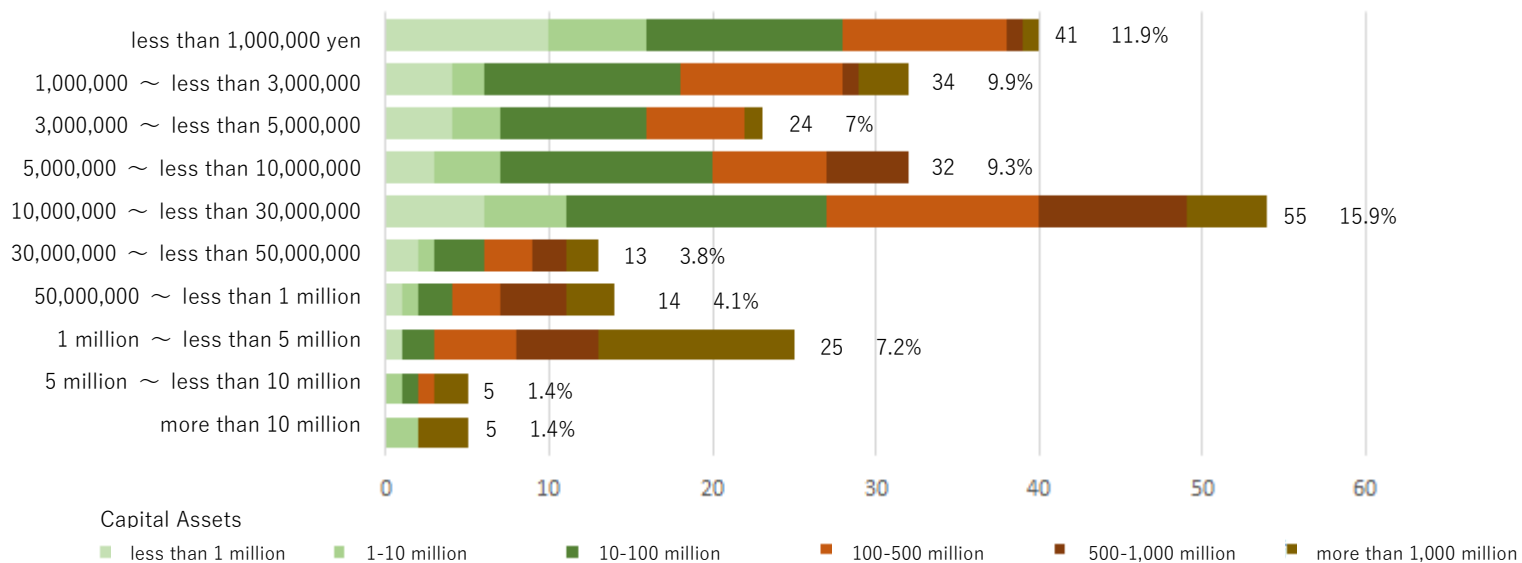


※1. The significant changes were made to the survey target population parameter in FY 2001 and FY 2014.

※2. In FY 1994, the average of activity expenditure among 211 corporations that responded was JPY 138.68 million (USD 1.26 million). The statistic excludes the single fiscal year expenditure such as facility construction.

※3. The main reason for the significant increase in the total expenses in FY 2006 was due to the fact that approximately JPY 10 billion was appropriated as activity expenditure for FY2005 with two of the responding corporations.

## 【Total amount of expenditure per project × Capital Assets of Corporations】 [ SA/ N=345 ]



## IV. Profiles of corporations/foundations who responded

### 【Location of corporations/foundations】

Location	No of corporation answered	No of Corporate mecenat	No of answered foundation
Hokkaido	8	7	6
Aomori	2	1	1
Iwate	0	0	0
Miyagi	3	2	2
Akita	1	1	1
Yamagata	3	2	4
Fukushima	0	0	1
Ibaraki	2	1	2
Tochigi	1	1	0
Gunma	3	3	1
Saitama	3	2	0
Chiba	9	9	1
Tokyo	173	146	71
Kanagawa	14	11	3
Yamanashi	2	1	1
Nagano	5	3	5
Niigata	4	4	2
Toyama	2	2	2
Ishikawa	2	2	2
Fukui	1	1	2
Gifu	7	7	3
Shizuoka	9	9	5
Aichi	24	23	7
Mie	2	2	3
Shiga	2	2	3
Kyoto	12	12	5
Osaka	35	31	10
Hyogo	13	10	12
Nara	1	1	3
Wakayama	3	3	2
Tottori	1	0	1
Shimane	1	1	2
Okayama	4	4	5
Hiroshima	9	7	1
Yamaguchi	0	0	2
Tokushima	1	1	3
Kagawa	5	4	3
Ehime	3	3	0
Kochi	2	2	2
Fukuoka	8	7	5
Saga	7	6	2
Nagasaki	1	1	1
Kumamoto	1	1	0
Oita	2	2	2
Miyazaki	2	2	1
Kagoshima	1	1	1
Okinawa	4	4	1
Total	398	345	192

### 【Category of industries that corporate mecenat who has been responded implemented】

