

Research Report 2012 on Actual Condition of Corporate Mécénat in Japan

※ 「N=」 is the number of parameters we received answers for each category of the research. (N=100%)

Candidates:	Corporations only
Corporations:	4,291 candidates, 492 answered, 349 conducted mécénat
Period subject to the research:	Financial Year of 2011 (April 2011 ó March 2012)
Implementation period of the research:	May 2012 ó June 2012

■ SUMMARY

The result points out remarkable performances of the small sized companies and the corporations who mainly based in regions in playing an important role of promoting regional cultures. These companies need to be flexible with various stake holders in good communication with their located regions. Therefore, they do understand that mécénat becomes crucial communicating method for their staff to participate, and for the regional society to be active. It is apparent from the result that a great deal of trust on them as regional corporations is achieved through their mécénat activities.

For those corporations who have conducted projects composing another field with arts, 46.5% put their emphasis on "Town Development and Regional Activation." Of the number, the medium sized corporations (capitalized around ¥50,000,000) were most successful which a high percentage, 62.5% of the corporations actually conducted mécénat. The most popular reason for conducting mécénat was "Contribution to Society" which accounted for 89.1%, followed by 76.8 % for "Contribution to Regional Society." Furthermore, 150 corporations have established original policies for mécénat. 58.3% of the corporations include the ideas of locality and the names of particular regions.

The period subject to this research covers a year after Great East Japan Earthquake happened. This has obviously effected in the mind of corporations. 36.5% of the corporations stated their mécénat activities related to supporting the disaster area and the victims. For the areas mécénat conducted, a number of the activities conducted in the five prefectures of Tohoku area grew 170%, when the activities for rescuing the disaster area and victims organized by the corporations who conducted a composed mécénat grew octuplet (97 activities). In fact, the earthquake has induced a mood of self-control among us that more urgent and immediate problems are to be solved before arts and culture. Despite such a difficult year, corporations were always sensitive to the needs from the disaster area and the emotional care for the victims while they donated for urgent situations. They never stop considering about what they can do through mécénat in every moment. By utilizing their own network and technology, they developed supporting activities.

More efforts can be seen in the voluntary programs, vacations of their staff as well as the system of matching-gift. Staff themselves made actions for creating a better society, having been encouraged as a member of a corporation. Such respectful vision was shown in the result of our survey.

■ MAIN DATA

<i>Number of mécénat activities</i>	1875 activities	※N = 349 corporations
<i>Total amount of expenditure used for the activities</i>	¥18,805,780,000	※N = 241 corporations
<i>Average amount of the expenditure*</i>	¥78,030,000	

The methods of implementing mécénat activities (The Methods) Results based on number of activities ※N=1,875

Original projects and operations 33% (618 activities)

Support and supply to other organizations 67% (1,257 activities)

⇒Details of the support and supply to other organizations (1,257 activities) Multiple answers allowed

Financial support	84.4%	(1,061 activities)
Supplying man-power	13.6%	(171 activities)
Supplying products and services	10.0%	(126 activities)
Offering space	11.5%	(145 activities)
Offering technology and know-how	5.5%	(69 activities)

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.

Actual Conditions of Corporate Mécénat

The first research was conducted in 1991, targeting corporations, corporate foundations, and charitable trust in Japan. The investigation is designed and analyzed by the association's research & investigation team. This team consists of corporate officer whose corporations are members of the association.