

Research Report 2013 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, Corporate Foundations
Corporations:	4,546 candidates, 530 answered, 397 conducted mécénat
Corporate foundations:	309 candidates, 184 answered
Period subject to the research:	Financial Year of 2012 (April 2012 ó March 2013)
Implementation period of the research:	June 2013 ó August 2013
Total amount of expenditure used for the mécénat activities	¥81,138,750,000 for both corporations and corporate foundations

■ SUMMARY

“Town Development and Regional Activation” became the most popular purpose for conducting mécénat which accounted for more than 60 % of the candidates, followed by “Education for Next Generation.” 61.7% of the candidates, both corporations and corporate foundations, stated town development and regional activation for the purpose of their mécénat. This number is highly increased from the last year of 46.6%. On the other hand, a fall in the numbers of corporations stating “Support to disaster area by the earthquake” became apparent in the survey from 42.9% to 18.9%. This result determines that the candidates have moved their focus on a long term development and education at the disaster area rather than supports for urgent revivals from the earthquake.

The survey clarifies high expectation of the candidates that mécénat lead to build a relationship with regional society as 80% of them answered in the question of what advantages mécénat create. It is not only the expectation, but 68.5% of the candidates have realized the achievement from mécénat in their closer relationship with regional society. Another interesting outcome is the fields of mécénat activities where “Traditional Performing Arts and Festivals” appeared in the popular fields for the first time. Besides, corporations mainly in Tokyo and around have engaged in supporting the disaster area by sending their staff and working together with regional citizens. Such intense connections have moved attention of the corporation to not only where they locate but broader area and people.

Business never stays just in your country, and so does mécénat. Among 57 candidates who conduct mécénat activities outside of Japan, 82.7% expect or plan to begin business where they are working on mécénat. 50.9% intend to promote local arts and cultures of the conducting area, while 49.1% for international exchanges and 42.1% for building relationships with local society. Comments from the candidates unveil that mécénat contributes to corporations’ branding in foreign countries. Yet, we found some corporations not necessarily acknowledging the activities of their abroad offices. This has reminded our research team of the necessity to investigate and study international activities conducted across countries in further research.

■ MAIN DATA

Corporations

<i>Number of mécénat activities</i>	397 corporations, 3,124 activities
<i>Total amount of expenditure used for the activities</i>	¥20,774,730,000 ※N = 397 corporations
<i>Average amount of the expenditure*</i>	¥87,650,000

The methods of implementing mécénat activities (The Methods) Results based on number of activities ※N=2,149

Original projects and operations 31.1% (669 activities)

Support and supply to other organizations 68.9% (1,480 activities)

⇒Details of the support and supply to other organizations (1,480 activities) Multiple answers allowed

Financial support	82.6%	(1,222 activities)
Supplying man-power	17.8%	(264 activities)
Supplying products and services	14.6%	(216 activities)
Offering space	11.8%	(174 activities)
Offering technology and know-how	9.1%	(135 activities)

Corporate Foundations

<i>Number of mécénat activities</i>	699 activities	※N=184 (foundations)
<i>Total amount of expenditure used for the activities</i>	¥60,364,020,000	※N=184 (foundations)

The content of mécénat activities

Results based on number of foundations ※N=184 / MA

Original projects and operations	60.3%	111 foundations
Subsidy	58.2%	107 foundations
Commendation / Awarding	25.5%	47 foundations
Scholarships	9.2%	17 foundations
Cultural Facilities	22.3%	41 foundations
No Answer	1.1%	2 foundations

Results based on number of activities ※N=699

Original projects and operations	44.5%	311 foundations
Subsidy	32.9%	230 foundations
Commendation / Awarding	9.2%	64 foundations
Scholarships	4.3%	30 foundations
Cultural Facilities	7.7%	54 foundations
No Answer	1.4%	10 foundations

■ Details and Figures of Research Results 2013

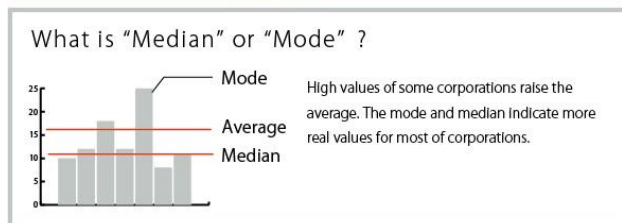
Corporations and Foundations

[N=000] is the number of answers we received for each question. (N=100%)

「MA」 means that the numbers of N=000 include multiple answers.

Credits: "F" =foundations, "C" =Corporations, "A" =Activities

【Figure1】 Mécénat Activity Fee

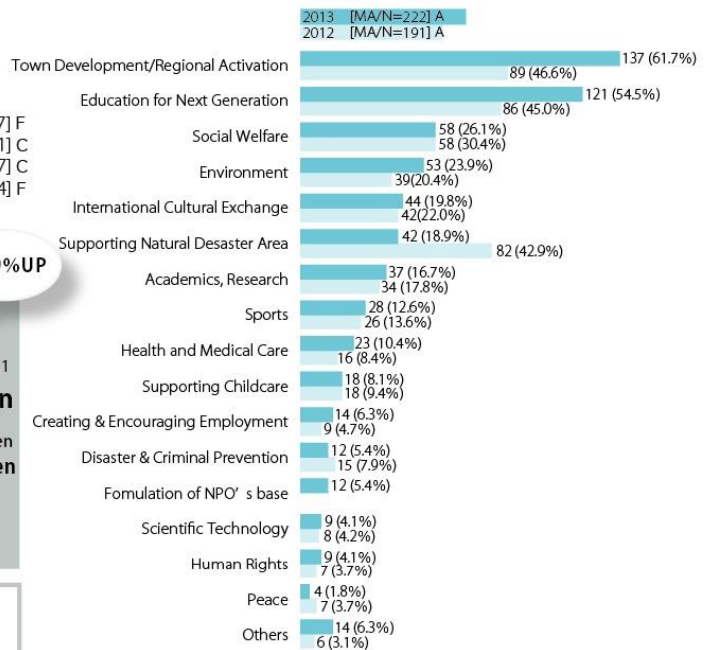


【Figure 3】 Practice Methods

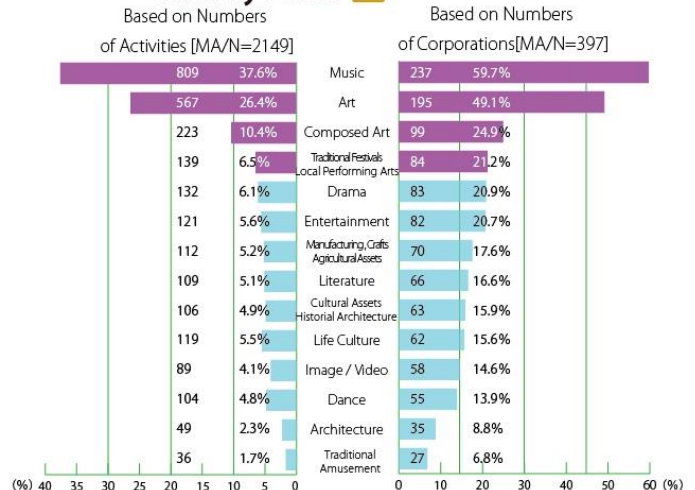
Based on Numbers of Activities



【Figure 2】 Purposes (in relations to social issues)



【Figure 4】 Activity Fields



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

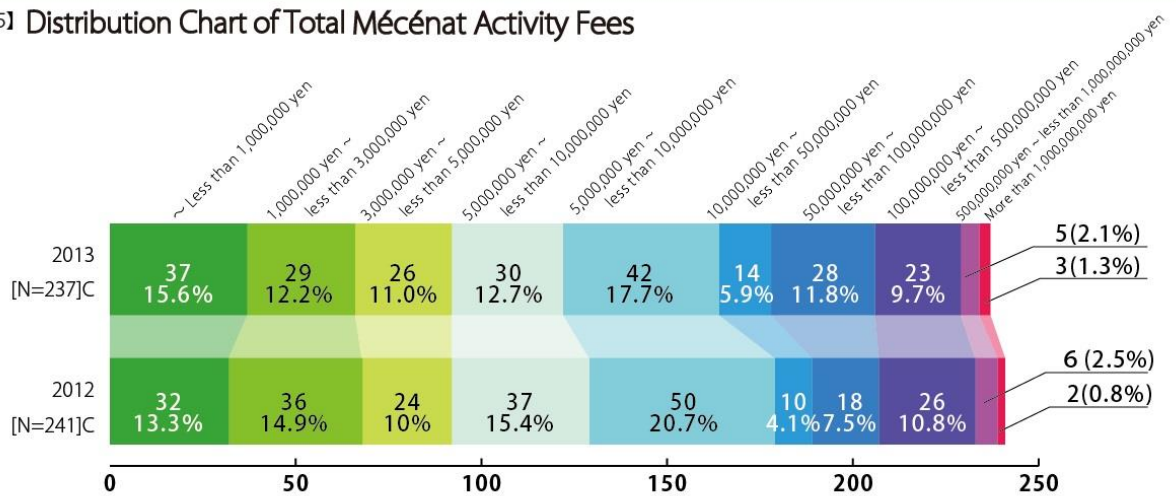
Our mission is to promote social creative activities by arts and culture. Founded in 1990 as a public interest corporation. In order to encourage recognitions and understandings of corporate mécénat in society, we conduct research, investigations, certifications, commendation, networking and publishing. 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.

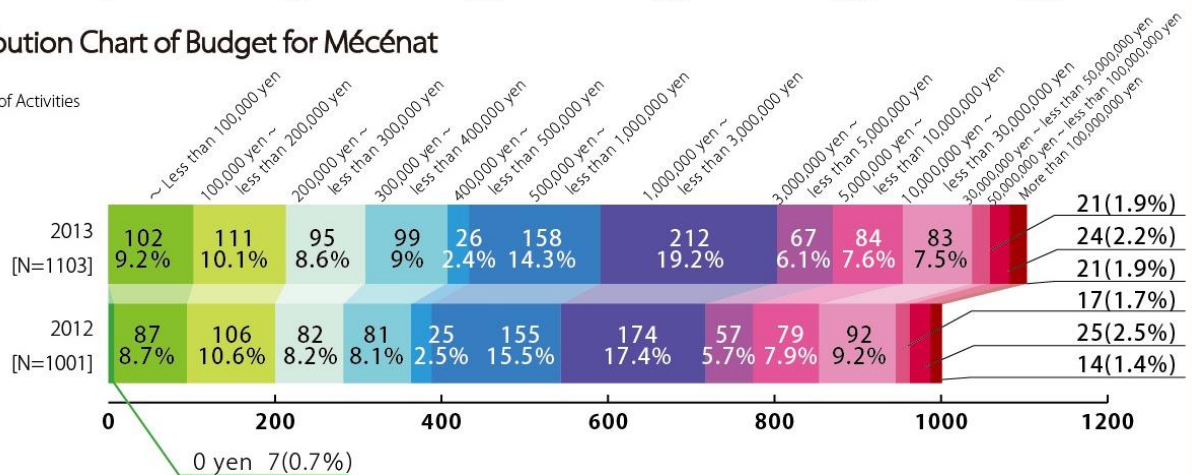
Corporations

【Figure 5】 Distribution Chart of Total Mécénat Activity Fees

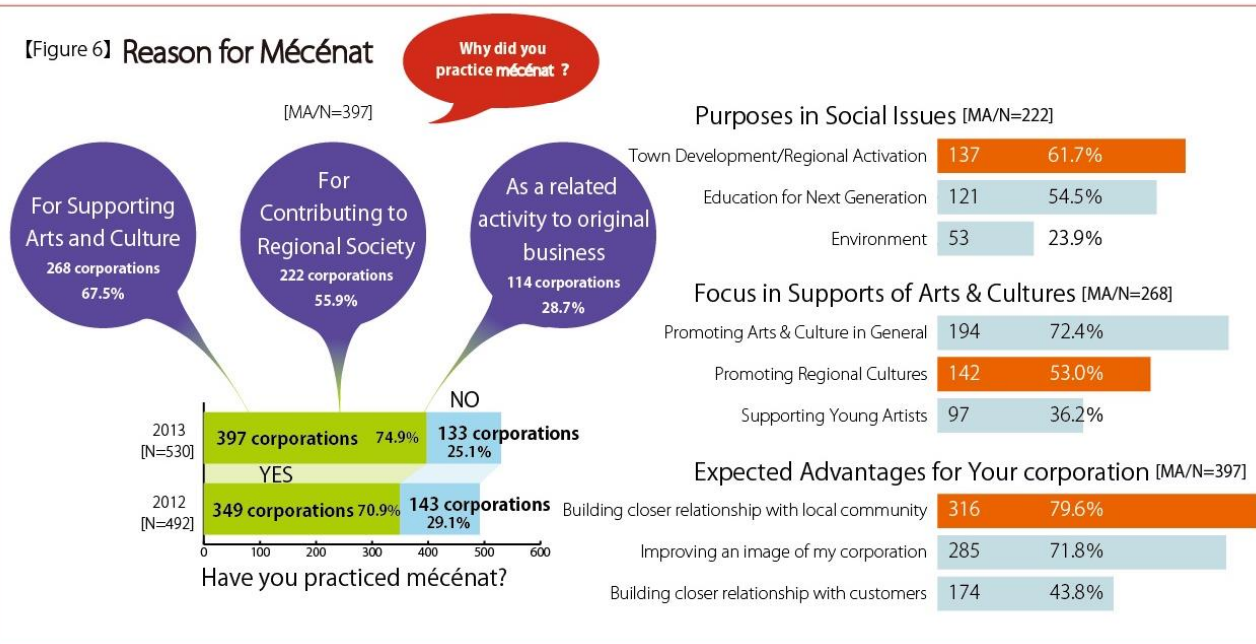


Distribution Chart of Budget for Mécénat

Based on
Numbers of Activities



【Figure 6】 Reason for Mécénat



Foundations

【Figure 7】

Mécénat Activity Fee

2011 [N=207]

2013 [N=184]

13.9%UP

Total Amount

52,984,490,000 yen in 2011

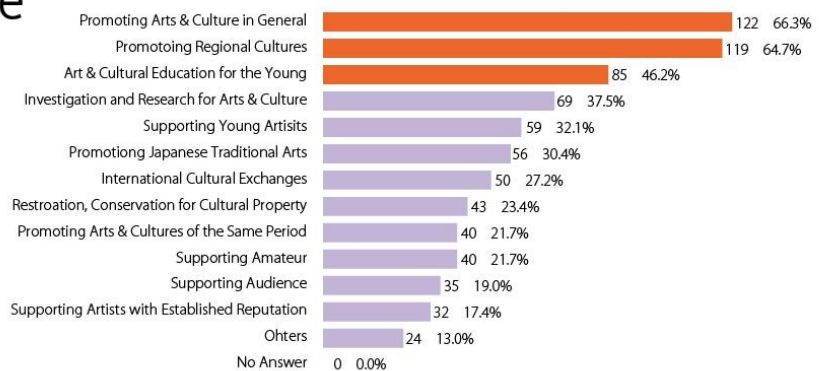
60,364,020,000 yen

Average in 2011 268,960,000 yen

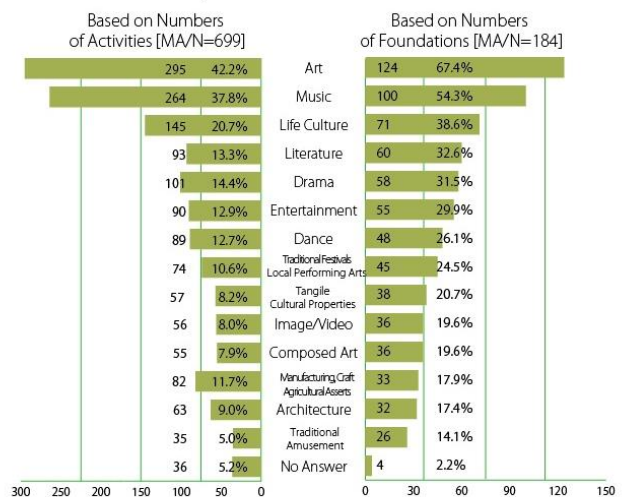
Average

363,630,000 yen

【Figure 8】 Purposes and Focus [MA/N=184]



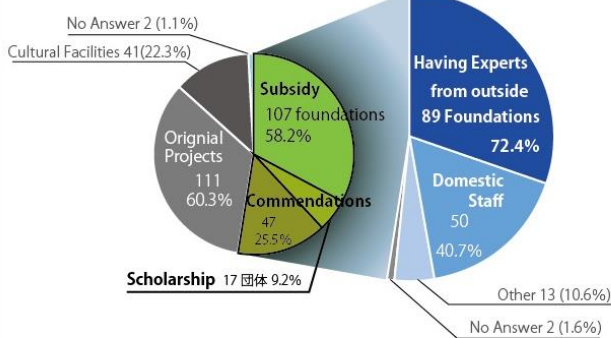
【Figure 10】 Activity Fields



【Figure 9】 Classification of Projects [MA/N=184]

Based on Numbers of Activities

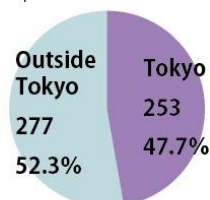
Screening Methods for Subsidy Programs [MA/N=123]



【Figure 11】 Location of Main Office

C F

Corporations



Foundations

