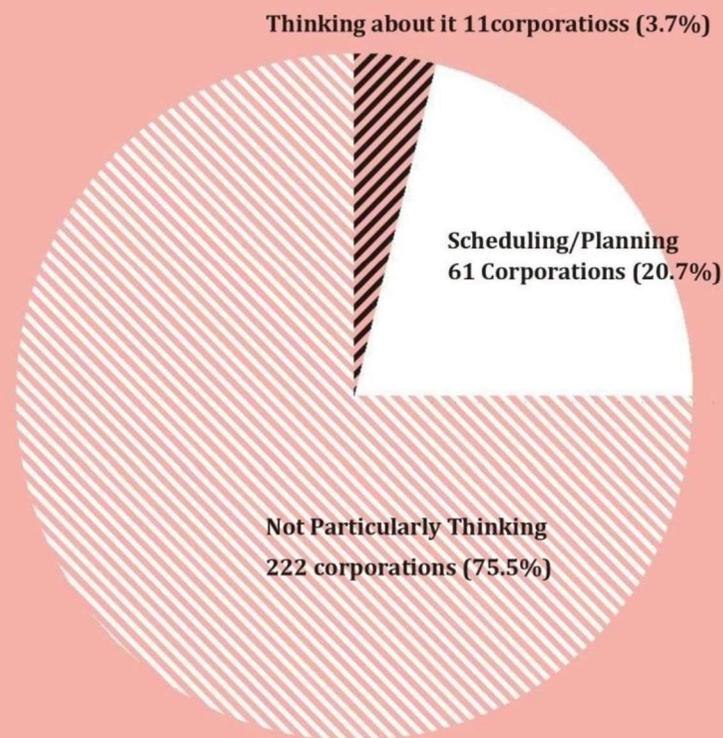
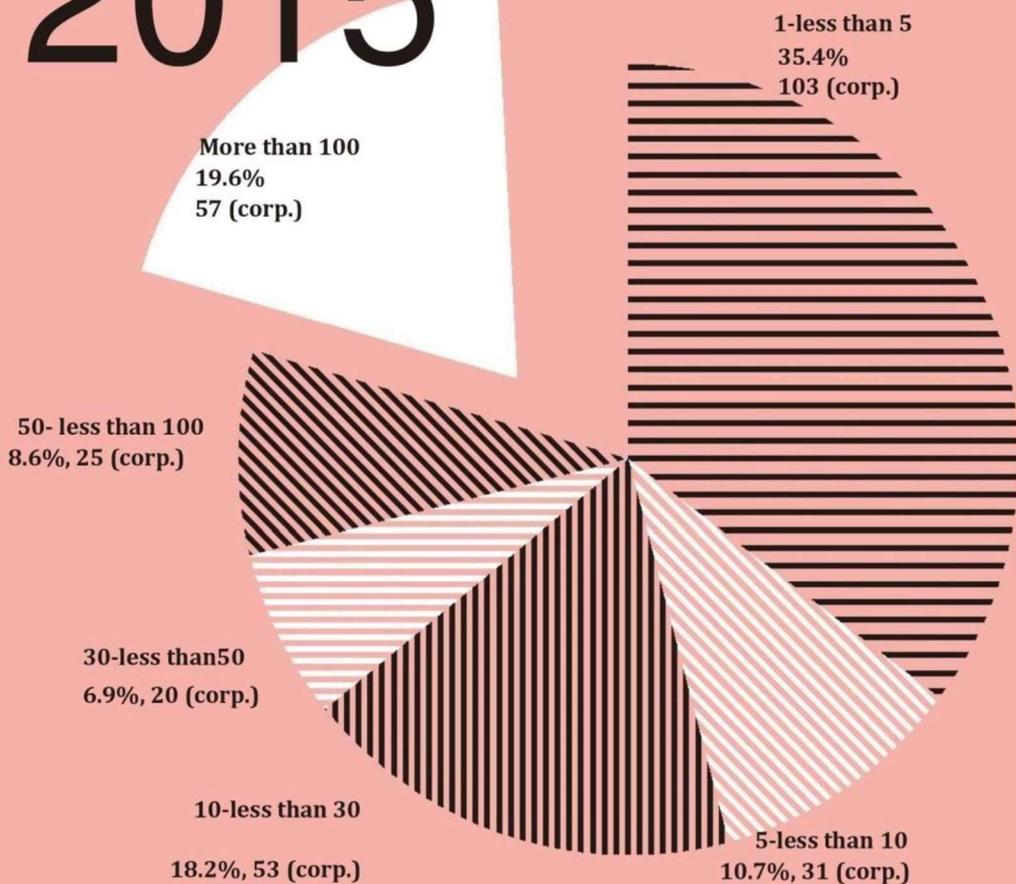


Mécénat Report 2015



Association for Corporate Support of the Arts: Kigyo Mecenat Kyogikai [KMK] is a Public Interest Incorporated Association supported by corporations, arts and culture organizations and others.
www.mecenat.or.jp/en



No. of employees participating arts/cultural activities (corporations)
 No. of corporations = 291

Scheduled cultural program towards 2020 Tokyo Olympics and Paralympics (Corporations)
 No. of corporations = 294

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About our research

Survey for Actual Condition of Corporate Mécénat

“The Survey for Actual Condition of Corporate Mécénat” is conducted every year since 1991 by Kigyo Mécénat Kyogikai (KMK: Association for Corporate Support of the Arts). The subject of the survey of companies in Japan, as well as KMK members of corporations.

The survey gathers cases of mécénat activities and analyzes the current situation surrounding mécénat as well as corporate consciousness towards mécénat. The survey is used to explore how mécénat should be today and its prospects for the future. The results of the survey are presented in the press release issued every fall. These results are presented with hopes that corporate mécénat is widely publicized to the public. The results of the survey are used by people involved in mécénat, researchers, government and other public offices, local governments, and arts and cultural organizations around the world. Focuses in our survey cover a wide range of subjects from categories of activity fields, types of supports and finance. Yet, the subjects in this survey is limited only for support on arts and cultures; therefore, those activities conducted for sales promotions or practiced in other popular fields of CSR such as sports, scientific research, welfare, environmental problems are not included.

FUNDAMENTAL DATA (Research Result 2015)

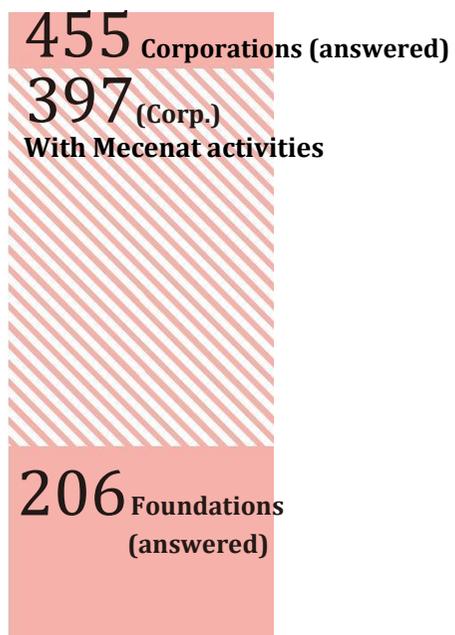
	Corporations	Corporate Foundations ⁽²⁾	Currency= Japanese Yen (JPY)
Candidates	1,700 candidates ⁽¹⁾ 455 responded, 397 found active	300 candidates, 206 responded	
Research objects	Mecenat programs conducted in the fiscal year of 2014 (April 2014 - March 2015) For the foundations, the fiscal year is conformed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

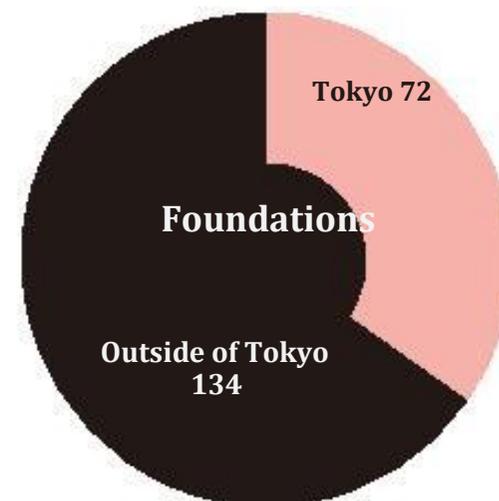
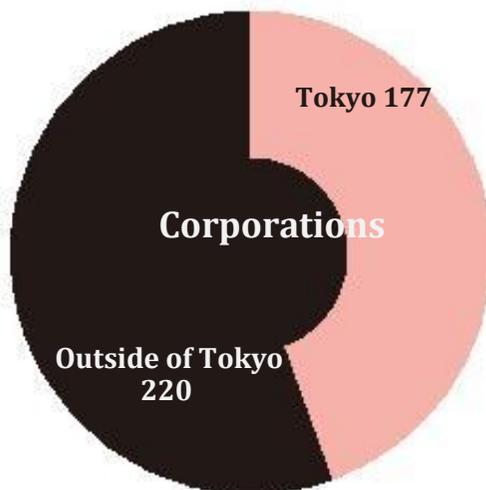
(2) The foundations and charitable trusts whose activities relate to or include the Arts and Culture. Those invested by companies' owners are included.

(3) The finance is calculated with the information from open resource provided by corporate foundations and data obtained from the association's network.

Corporations/Foundations Data



No. of Corporations and Foundations with Mecenat Activities



What is Mécénat?

Mécénat is a concept of promoting creation of a society through support of the arts and culture.

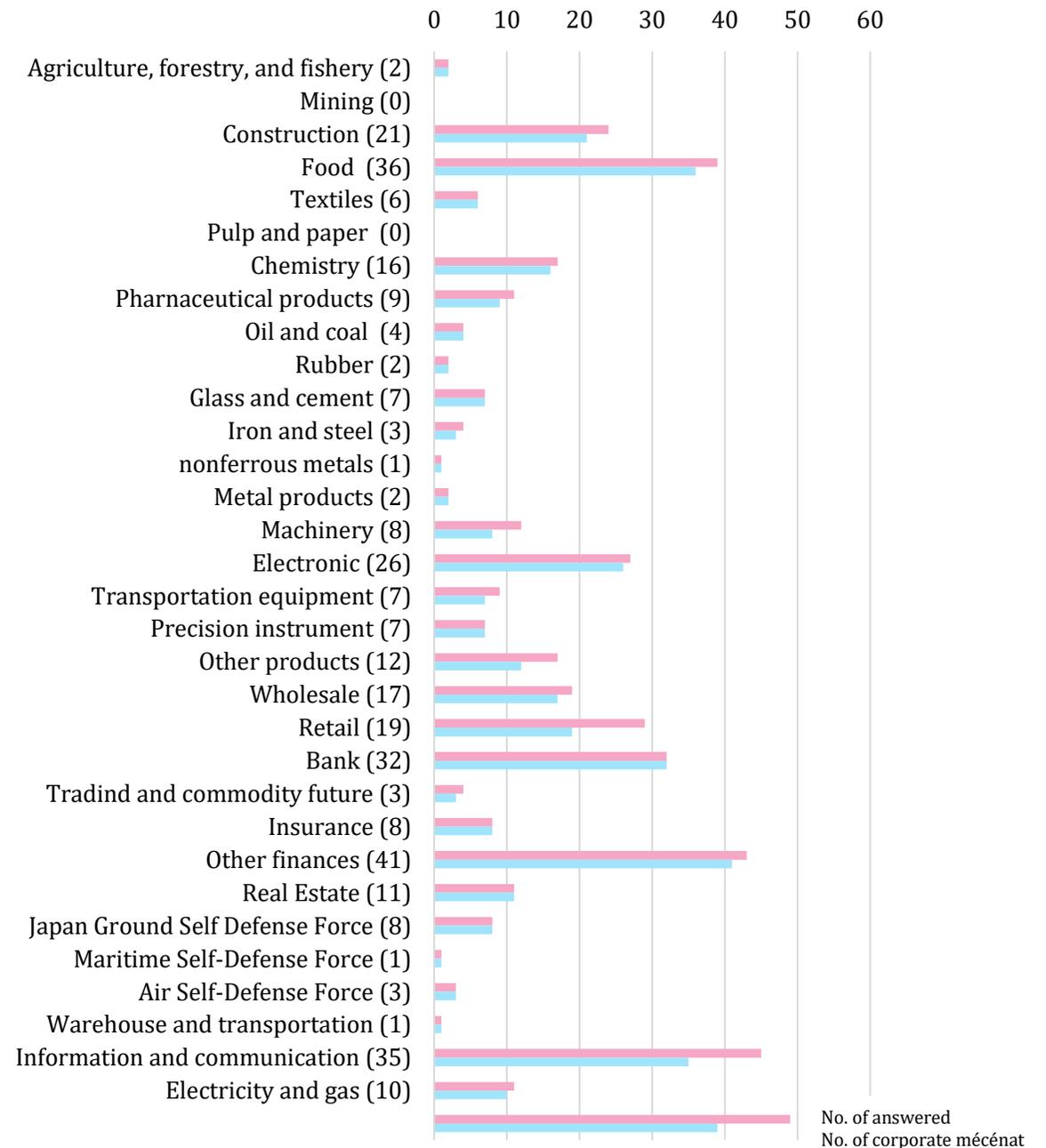
Mécénat is one of the social contribution activities, and corporations that are actively supporting the arts are growing in number. The arts and culture mirror the age and embrace values of “innovation” and “creativity” for the betterment of society. For any corporation, to promote local culture for community revitalization or support the arts that engender new values is a social investment for future society. Such activities also promise a sustainable development for the corporation. Corporations are demanded of their total brand image. It is more important for a corporation to tie connections with the arts for purposes of business innovation, because arts are always innovative, flexible and rich with ideas and sensibility.

1. Profiles of corporations/foundations who responded

<Location of corporations/foundations who responded>

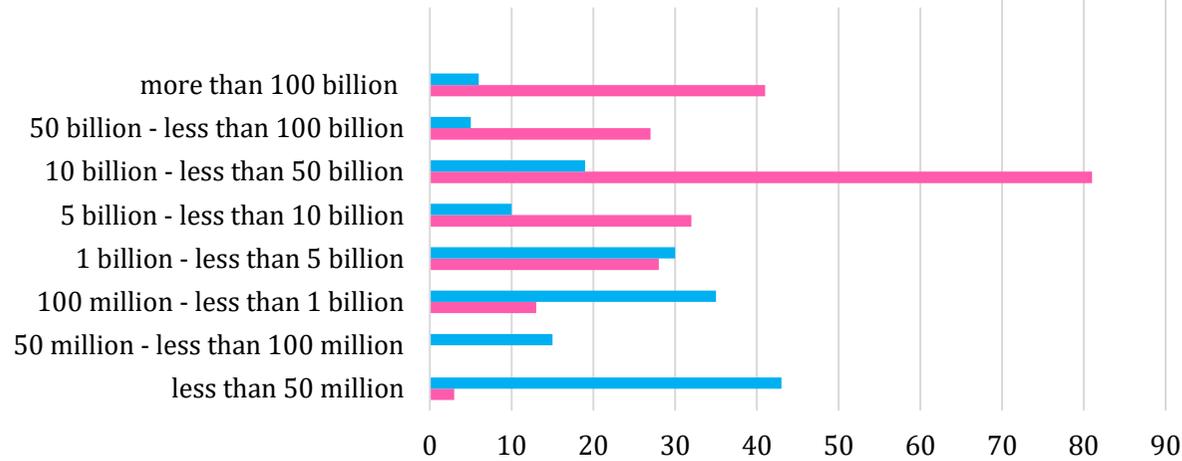
Location	No. of Corporation Answered	Corporate Mécénat	No. of answered foundations
Hokkaido	6	5	7
Aomori	1	1	1
Iwate	0	0	0
Miyagi	3	2	2
Akita	1	1	1
Yamagata	2	2	4
Fukushima	1	1	2
Ibaragi	2	2	2
Tochigi	5	4	0
Gunma	4	4	1
Saitama	5	2	1
Chiba	8	8	0
Tokyo	208	177	72
Kanagawa	14	11	3
Yamanashi	2	2	1
Nagano	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

<Category of industries the support activities for the arts has been implemented>

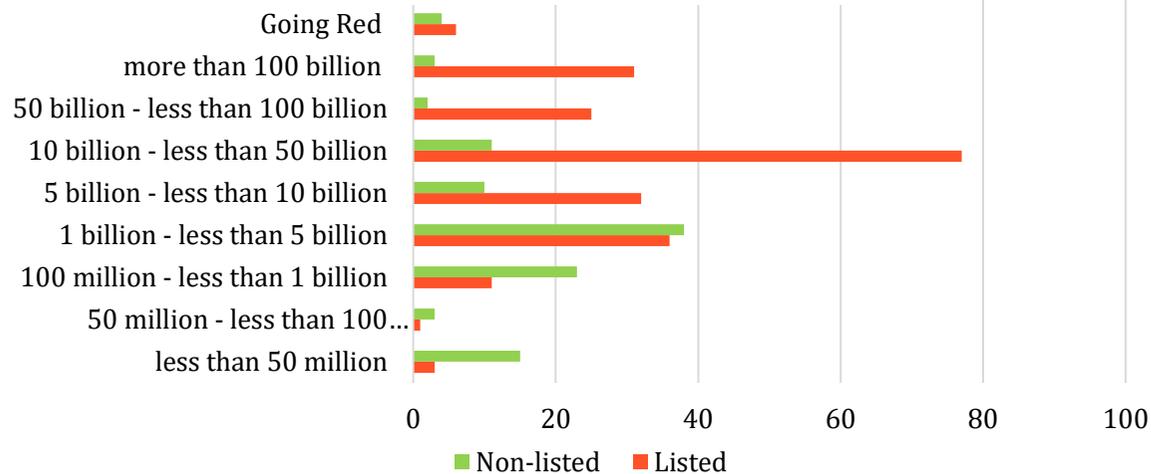


<Scale of Corporations and Foundations that are implementing the support activities for the arts>

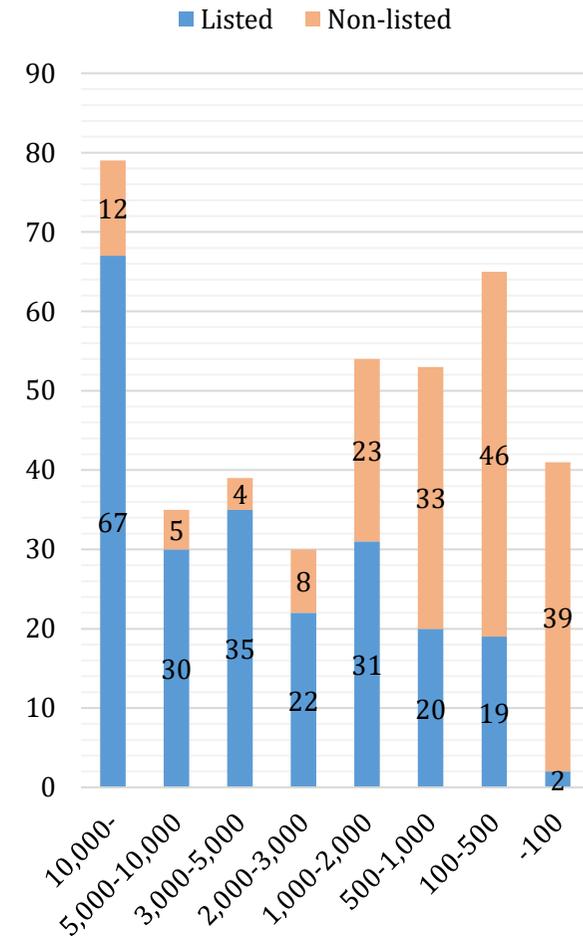
Capital Assets of Corporations
(No. of corporations answered = 388/ Currency = JPY)



Net Profit of Corporations
(No. of corporations answered = 331/ Currency = JPY)



No. of employees
(No. of corporations answered = 396)

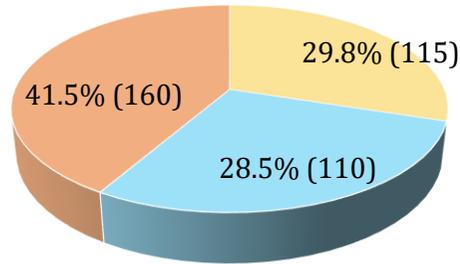


2. Programs and Structures of corporate support for the arts

<Program of Corporate Mecenat>

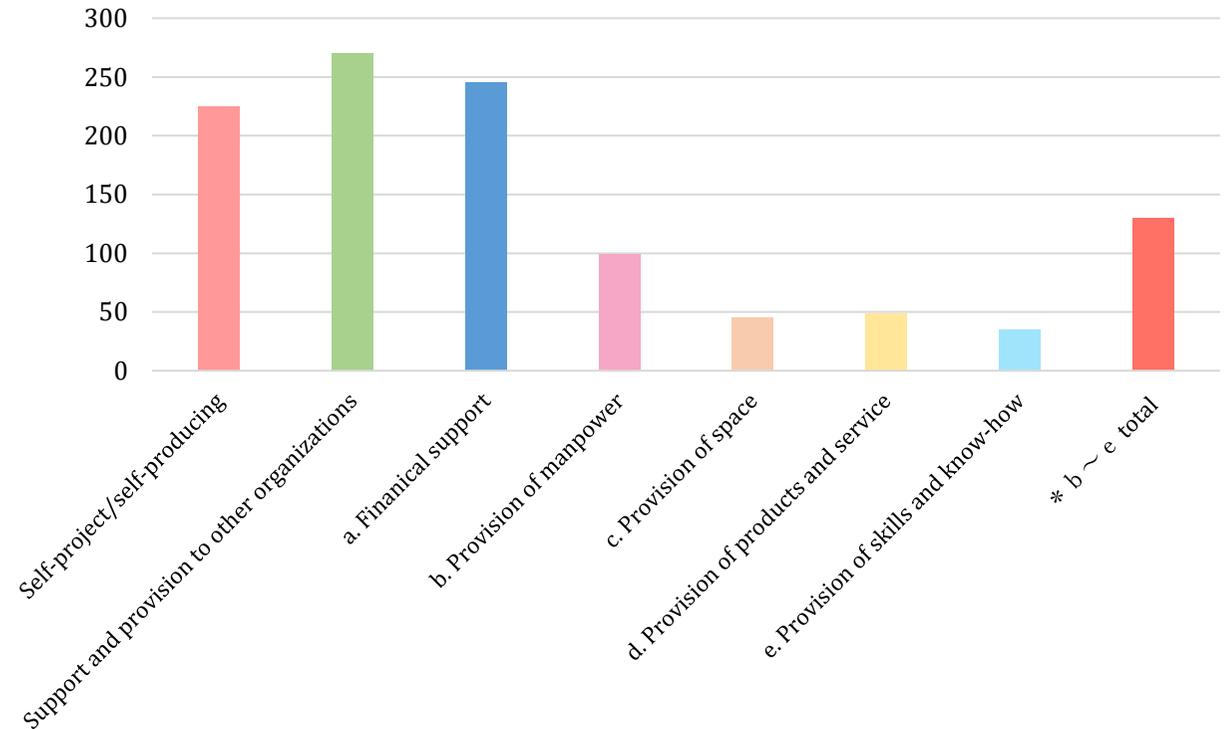
About two-thirds of corporate support activities for the arts are self-projects. Corporations who provide supports to other organizations, utilize their own management resources rather than just providing financial support.

No. of Corporations = 385



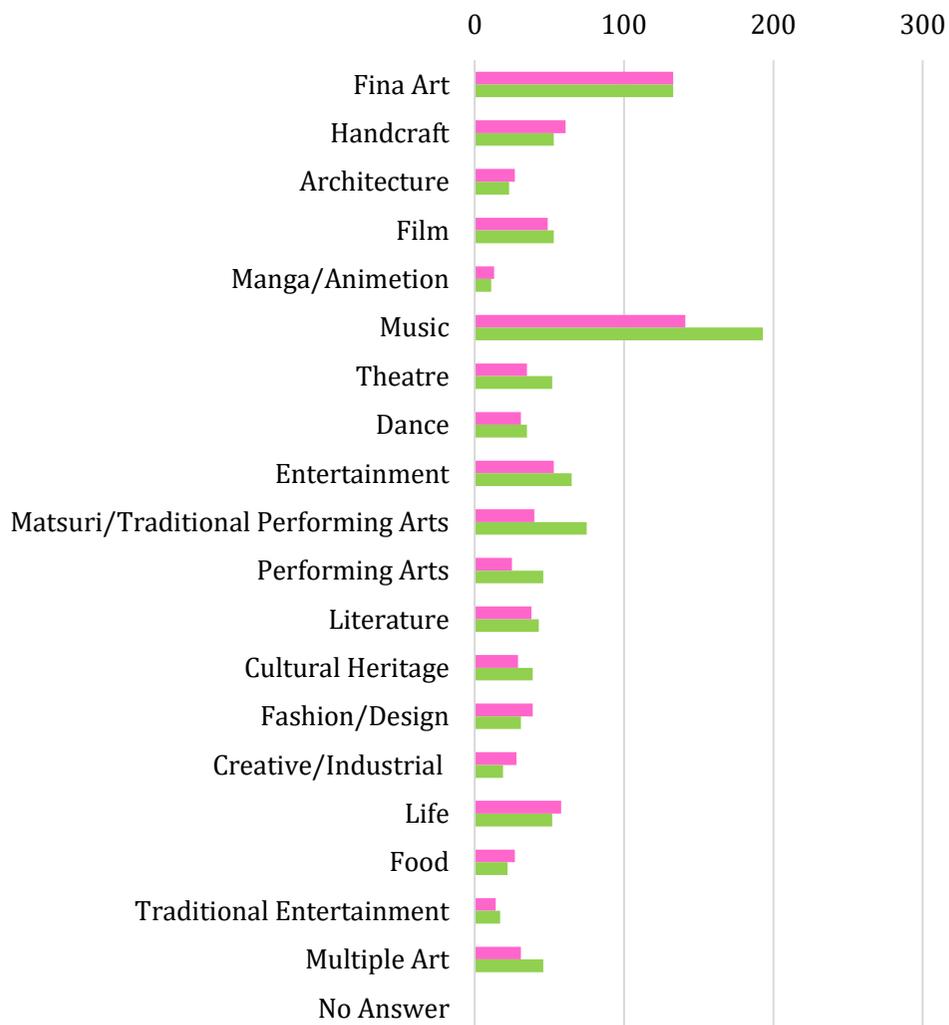
- Self-project/ Self-producing
- Self-project/Self-producing, Support and provision to other organizations
- Support and provision to other organizations

<Details of Provision and Support>



<Field of Corporate support activities for the arts >

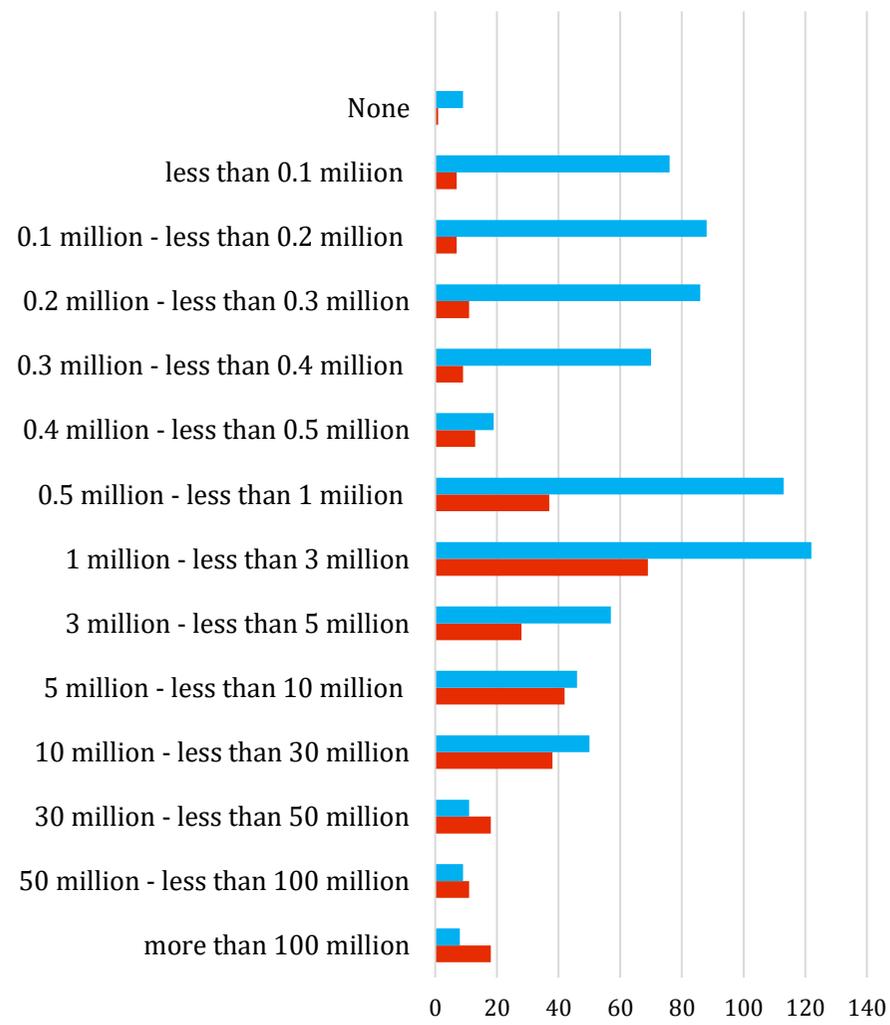
No. of Corporations = 385/ Multiple Answers



■ Self-project/self-producing ■ Support and Provision to other organizations

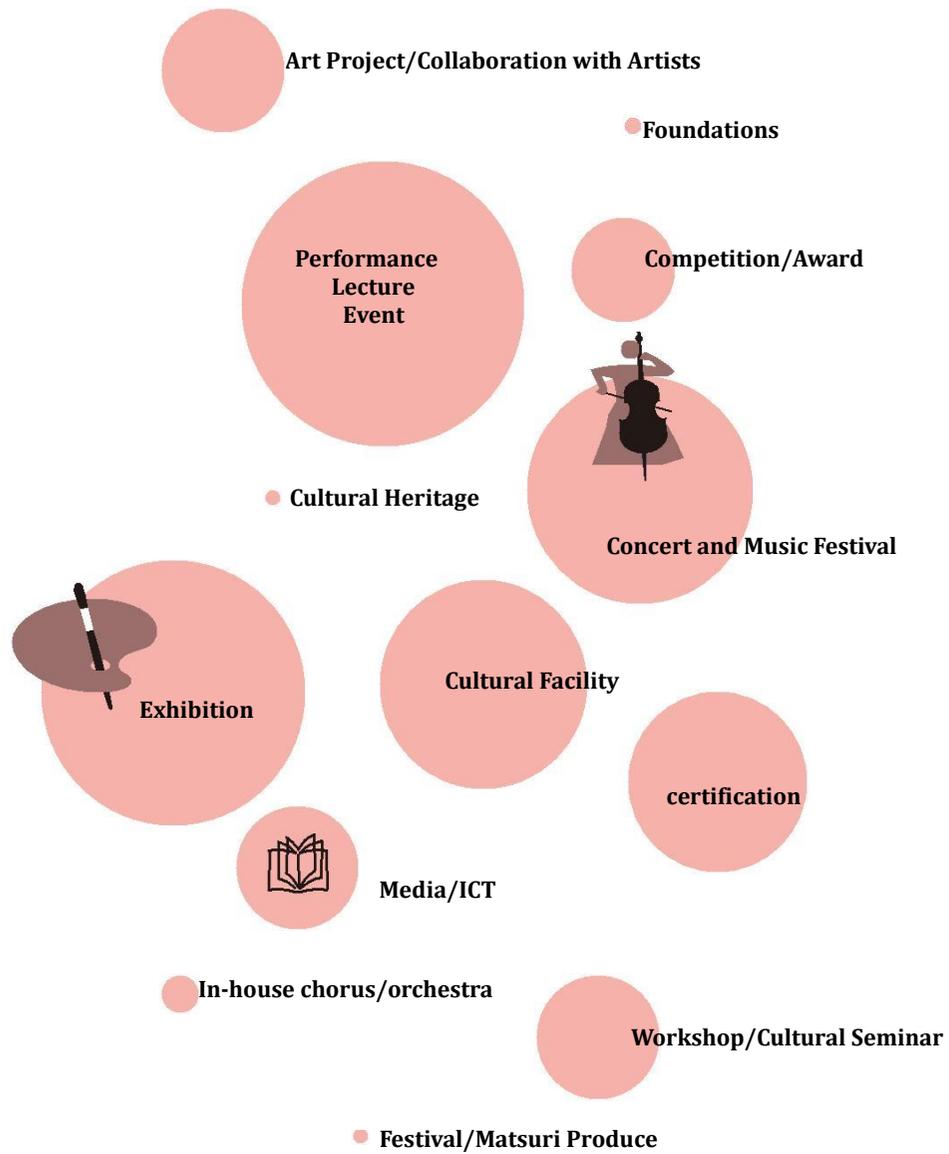
< Total amount of expenditure per project >

No. of Corporations = 1,073/ Currency = JPY

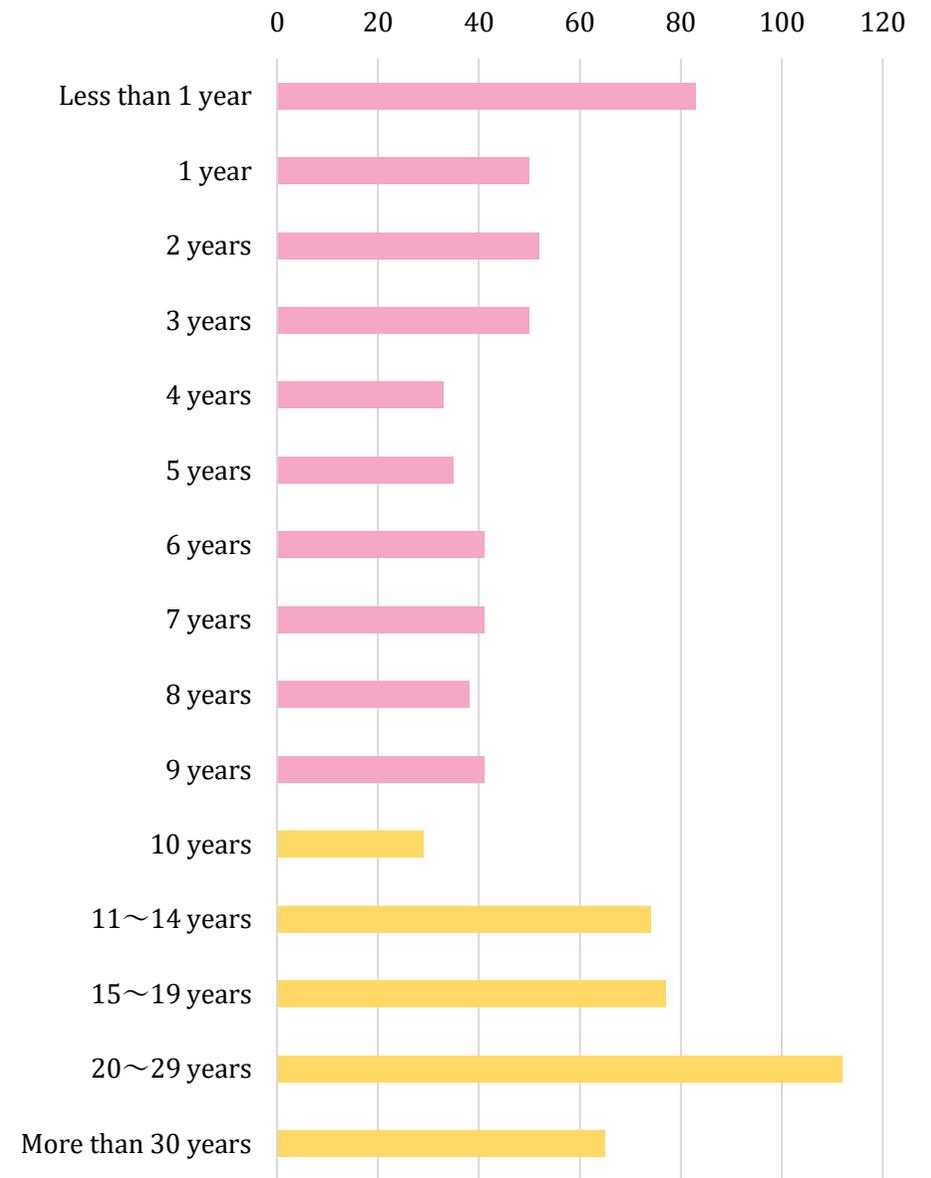


■ Support and provision to other organizations ■ Self-project/self-producing

<Type of Self-project/self-producing>

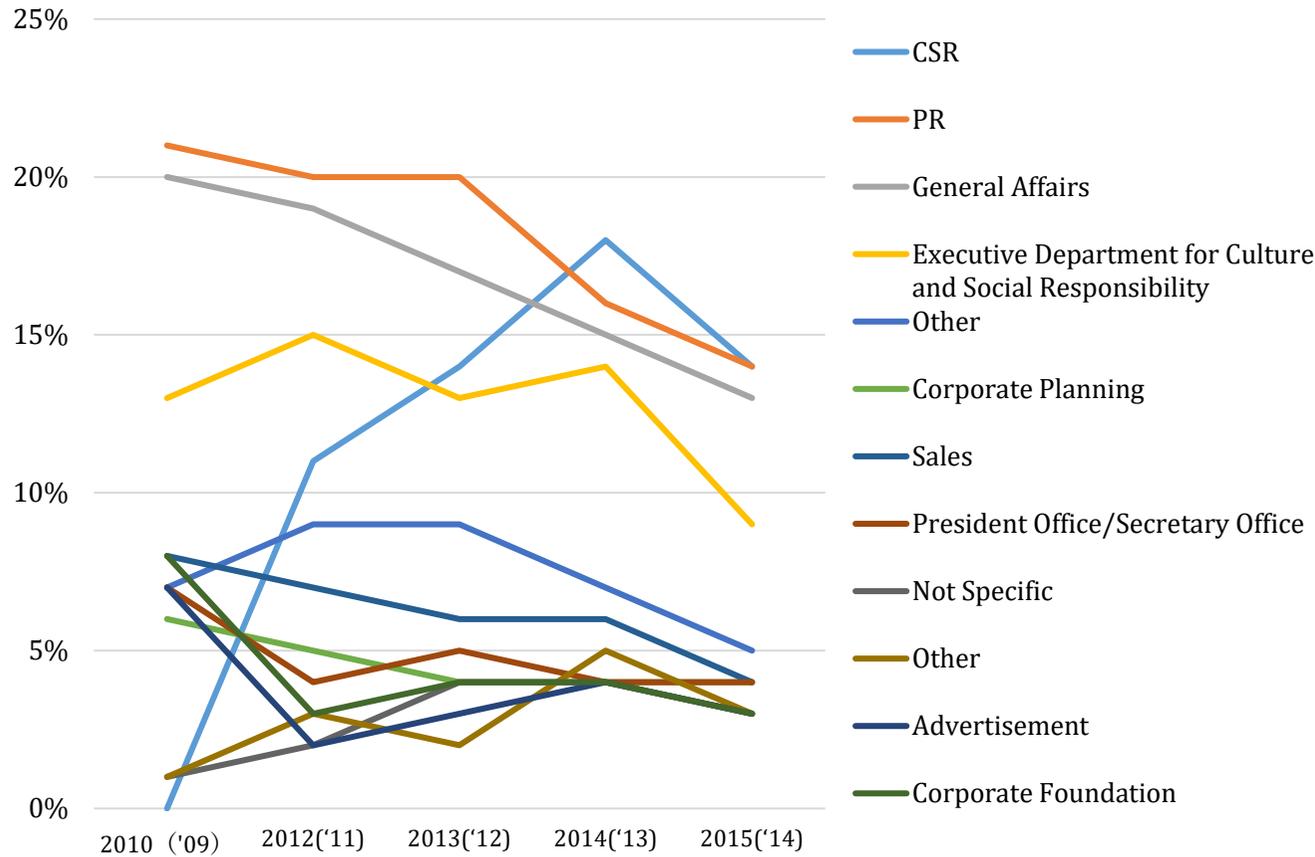


<Lengths of corporate support for the arts>

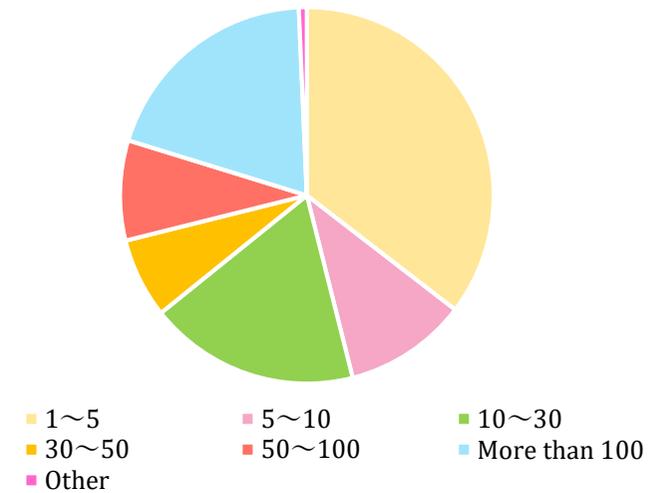


<Department Structure of corporate support for the arts >

Estimation of department in charge of corporate support for the arts



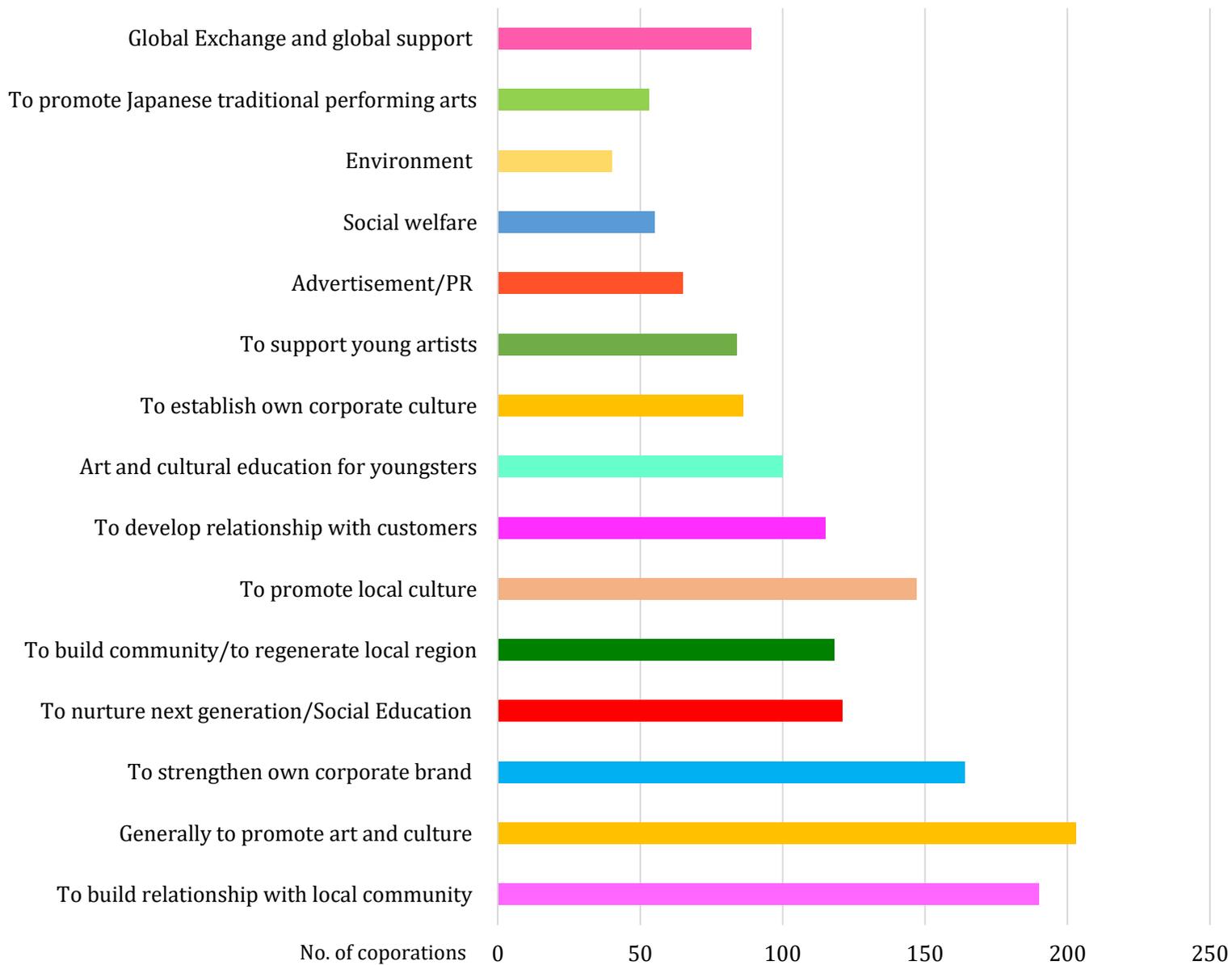
No. of employees who participated



We can see the change in past years that the department in charge of corporate support for the arts, has shifted from 'Public Relations' and 'General Affairs' to 'Corporate Social Responsibility (CSR)'. By placing the corporate support activities for the arts in the CSR department, it is expected to maintain the continuous support for the arts as well as to encourage the employees to participate activities through volunteering system.

<Purpose of corporate support for the arts>

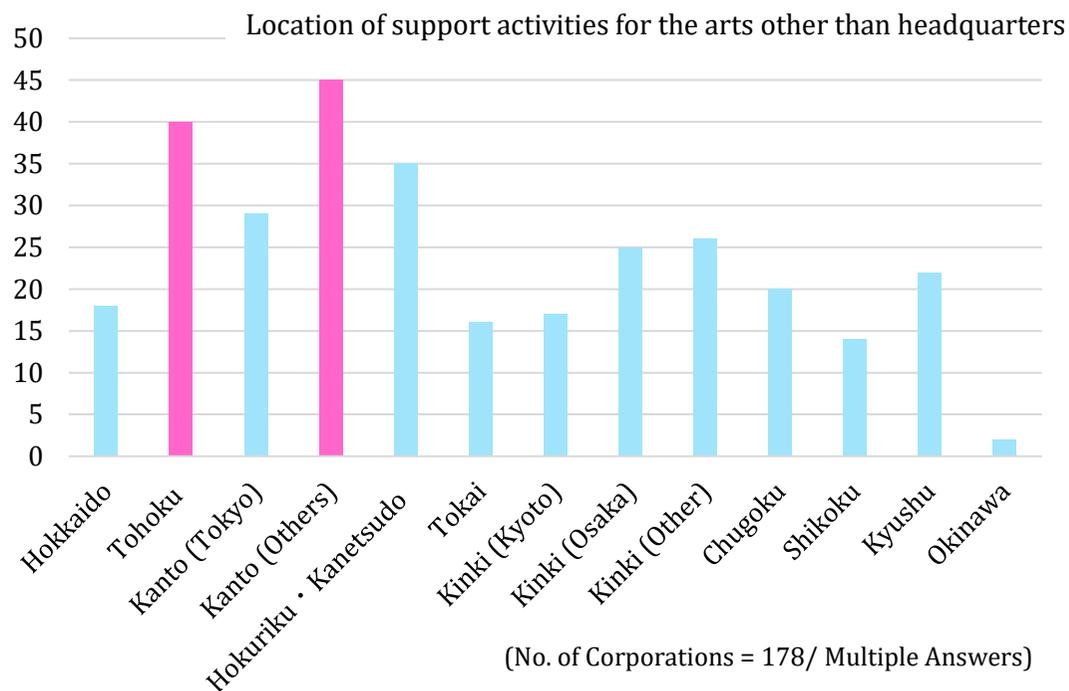
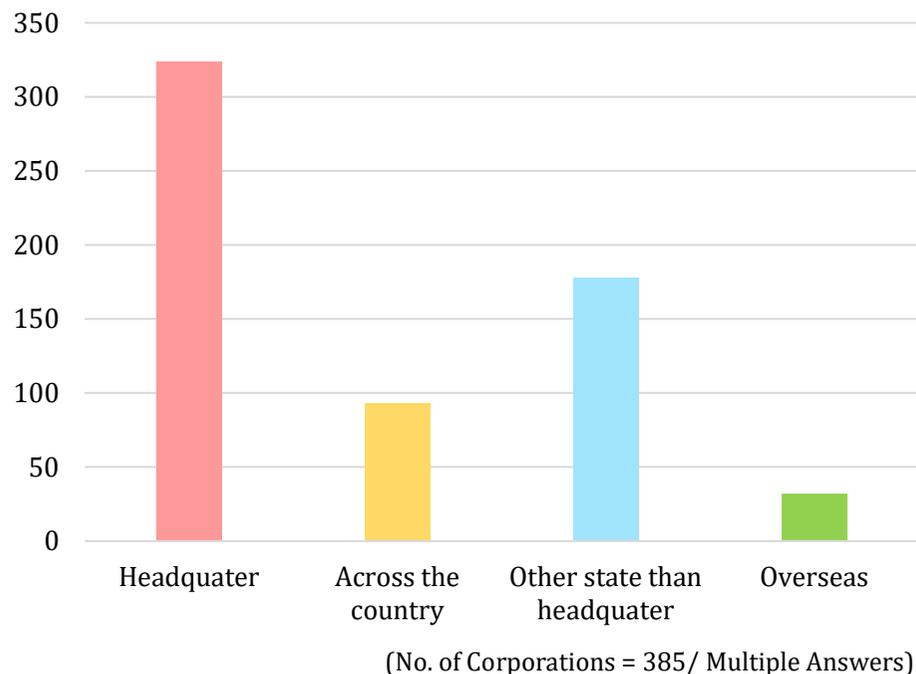
No. of answered corporations = 730/ Multiple Answers



3. Location of corporate supporting activities for the arts and activities in Tohoku affected areas

<Location of corporate support activities for the arts>

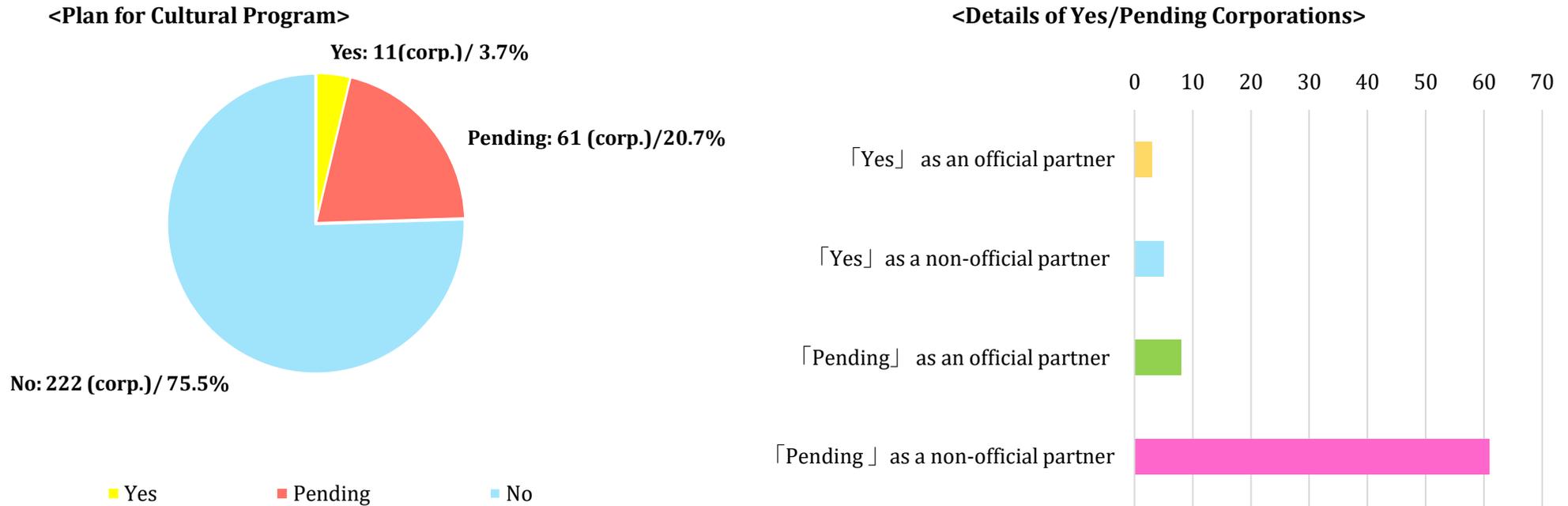
About 80% of corporations are operating their support activities for the arts in the areas of their headquarters, and approx. half of them are also carrying out their activities in other areas. The number of corporations who operate support activities in Tohoku region is the second most.



<Programs of corporate support 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 project, event	➤ Music festival, Art Award, Traveling exhibition, Film festival, Study tour with photographer
Life environment	➤ Donated pottery tableware to temporary housing by its relevant group company

4. Cultural Programs towards 2020 Tokyo Olympics and Paralympics



<Details of Cultural Programs>

Dissemination of Japanese culture and cultural exchange	<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 (Another product industry /Tokyo)
Globalization and Development of current Mecenat activities	<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)