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Emphasizing Social Impact in Contributing to Achievement of SDGs —Results of the 2018 Survey of Mécénat Activities

The results have been compiled for the 2018 Survey of Mécénat Activities, conducted annually by the Association for Corporate Support of the Arts (5-3-2 Shiba, Minato-ku, Tokyo, President: Motoki Ozaki) of companies and corporate foundations nationwide.

For the 2018 survey, responses were received from 328 companies and 175 corporate foundations. Total costs for mécénat activities were ¥21,270,430,000 for companies (222 respondents, an average of ¥95.81 million per company) and ¥55,356,160,000 for foundations (166 respondents, an average of ¥333.47 million per foundation). The number of activities totaled 1,515 for companies, and 638 for foundations.

The Mecenat Report 2018, which compiles the survey results, will be published on March 25th, and a PDF version will also be available on the Association's website. In addition, a briefing for the 2018 Survey of Mécénat Activities is planned to be held on May 21st. Details will be announced at a later date on the Association for Corporate Support of the Arts website and elsewhere.

[Main Points of the 2018 Survey Results] <https://www.mecenat.or.jp/ja/introduction/research/post/2018>

This year, comparisons were made with past years (including 5, 10, and 15 years ago) to see major trends.

1. Mécénat activities related to company business have increased.

The number of those who responded that their reasons for working on mécénat were “to connect to our business and create value as a company” increased significantly.

2. Companies are seeking to indicate and quantify social impact.

Regarding from what angle post-evaluations of activities were conducted, there was a substantial increase in the following three responses: “relevance,” “economy,” and “level of achievement.”

3. About half of companies that conducted post-evaluations responded that “there has been positive change in the community/society.”

Interviews with two companies were conducted, and specific details of changes were published.

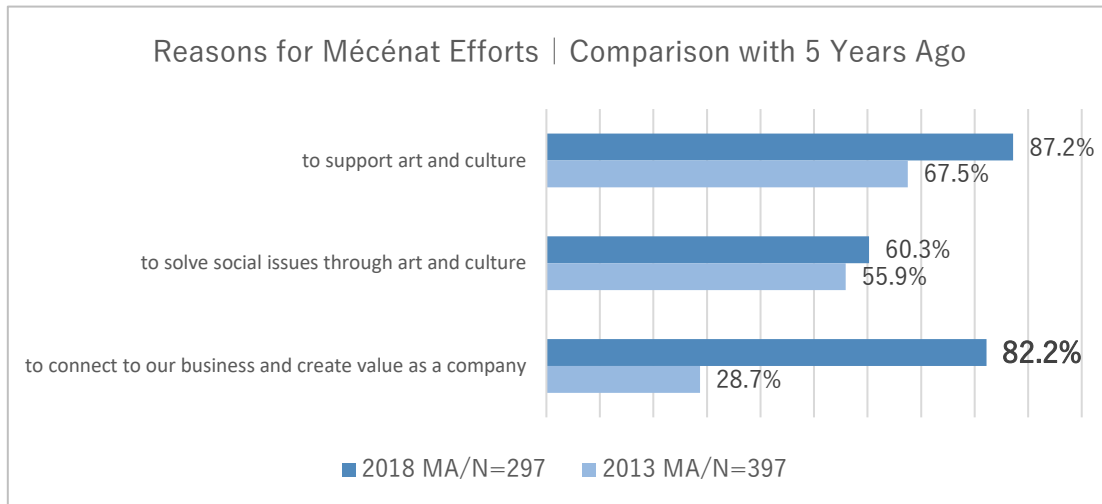


About the Mécénat Report 2018

- “Mécénat activities”: Refers to companies’ artistic and cultural (support) activities and efforts to solve social issues such as education, welfare, the environment, and regional development, with a broad interpretation of “social creation through art and culture.”
- Survey contents: Implementation status, details, organization etc. of mécénat activities in FY 2017 (April 2017 to March 2018)
- Survey targets: 1,960 companies and 317 corporate foundations in Japan
- Survey method: Questionnaire via mail or PDF form
- Number of respondents: 328 companies, 175 corporate foundations

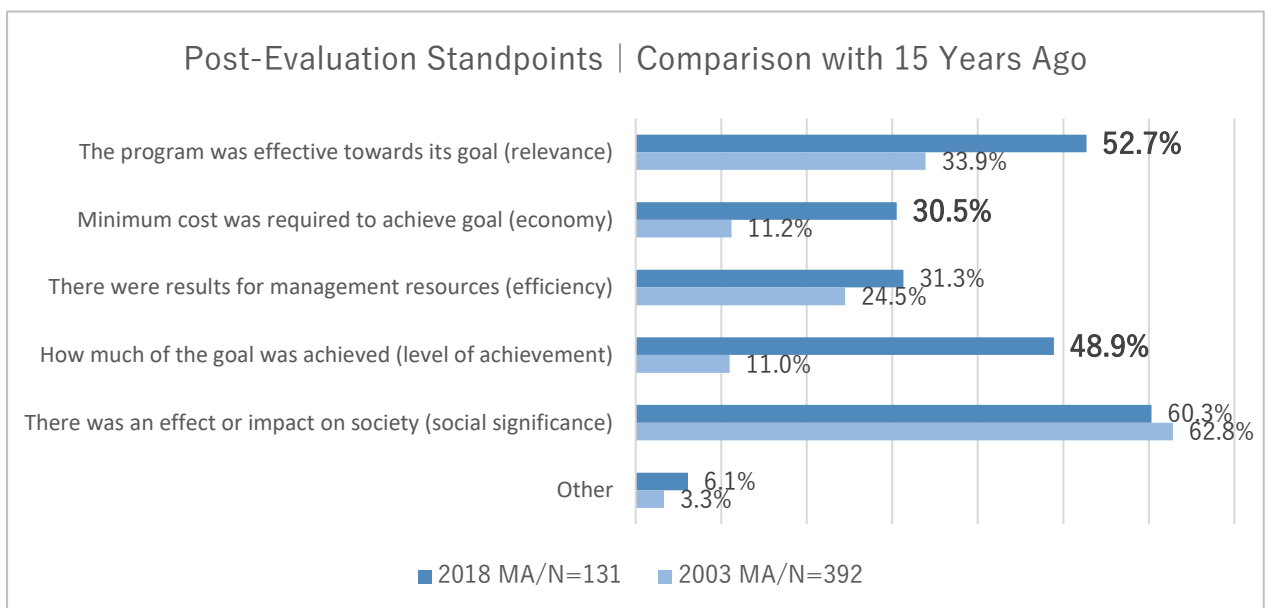
1. Mécénat activities related to company business have increased.

- The percentage of respondents has increased for all three objectives for working on mécénat, but in particular, the number of those who responded that their reasons for working on mécénat were “to connect to our business and create value as a company” has increased from five years ago.
- The large increase from 28.7% in FY 2013 to 82.2% in FY 2018 indicates that an increasing number of companies are carrying out mécénat activities related to their businesses.

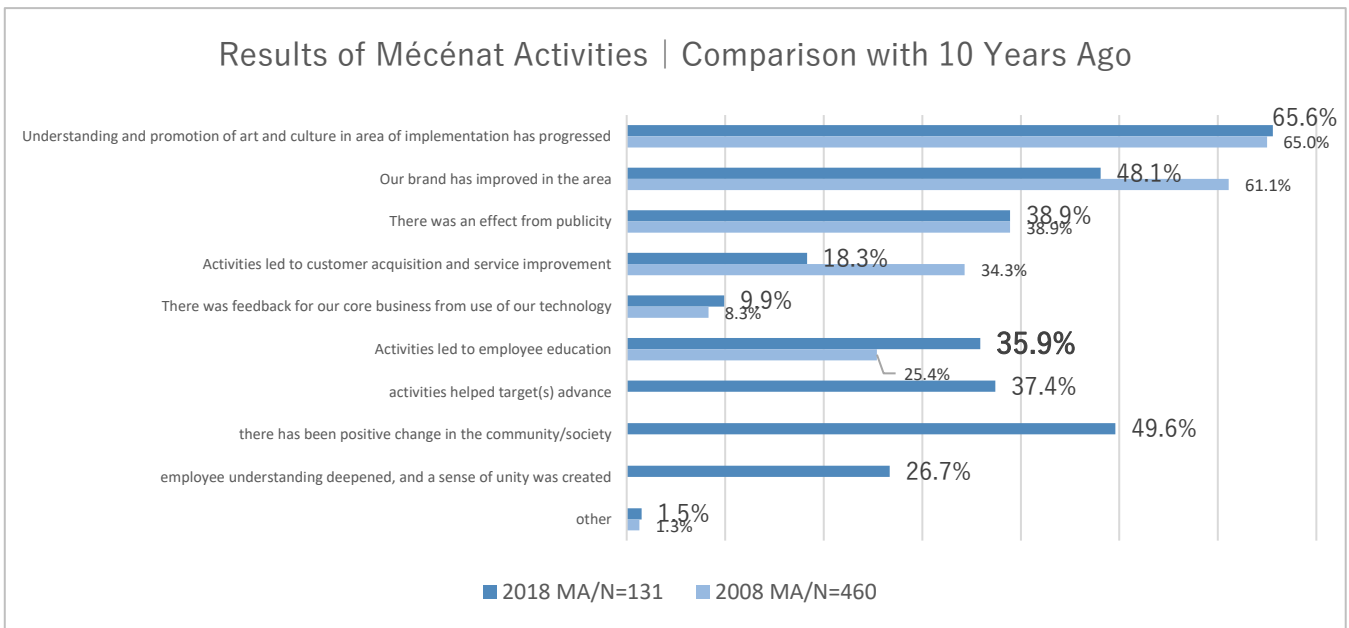


2. Companies are seeking to indicate and quantify social impact.

- Regarding from what angle post-evaluations of activities were conducted, the most common answer 15 years ago as well as for FY 2018 was “there was an effect or impact on society.”
- Following that, percentages for “relevance,” “economy,” and “level of achievement” grew significantly.

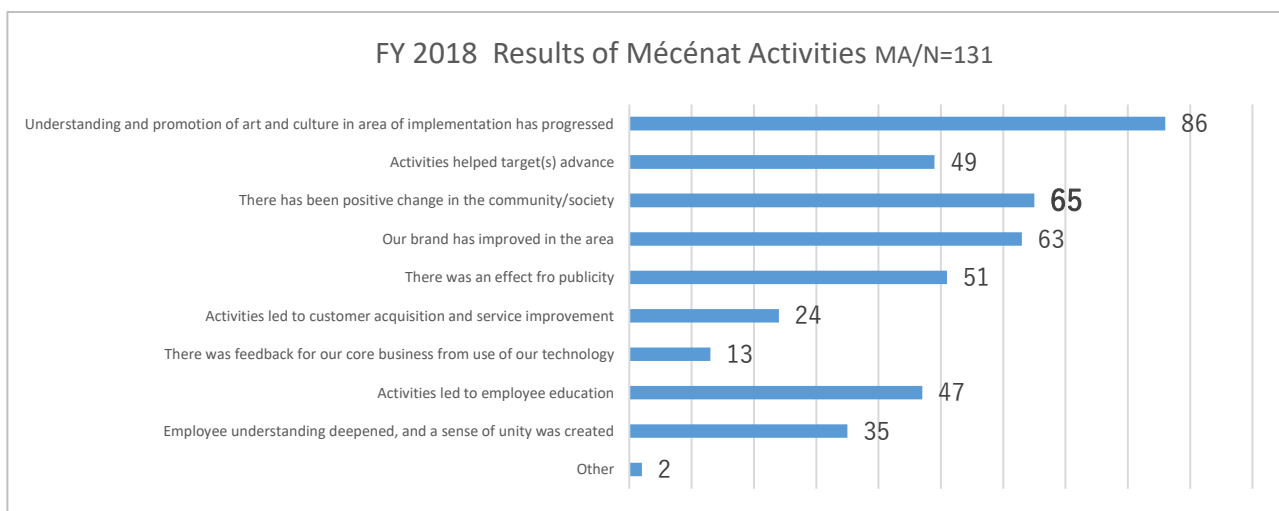


3. Responses of mécénat activities having “led to employee education” increased 10% from 10 years ago.



4. About half of companies that conducted post-evaluations responded that “there has been positive change in the community/society.”

- Out of the 131 companies that responded that they had conducted post-evaluations of activities in FY 2018, about half (65) responded that “there has been positive change in the community/society.”
- Two companies were interviewed, and their responses were published in the report.



■ Association for Corporate Support of the Arts

We are a private public-interest corporation with which cultural organizations, including companies, participate and collaborate, with the aim of social creation through the promotion of art and culture. In order to contribute to the realization of a creative, vibrant, prosperous society that respects diversity, we focus on promoting corporate mécénat through activities such as culture-related surveys and research, certification and recognition, grants, exchanges, and communication.

Chairman: Tatsuyoshi Takashima (Advisor of Dentsu Inc.)

President: Motoki Ozaki (Former Chairman of the Board, Kao Corporation)

Full & Associate Members: 158 companies and organizations

Individual Members: 19 (as of March 11th, 2019)

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