



Mécénat in relation to company business, creation of corporate value and regional focus -Results of the 2019 Survey of Mécénat Activities-

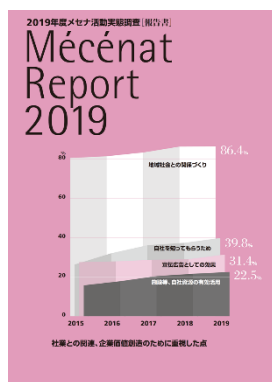
The results for the 2019 Survey of Mécénat Activities conducted annually by the Association for Corporate Support of the Arts (5-3-2 Shiba, Minato-ku, Tokyo, President: Motoki Ozaki) for companies and corporate foundations throughout the country have been finalized.

The 2019 Survey received responses from 319 companies and 163 corporate foundations. Total costs for Mécénat activities amounted to ¥16,292,770,000 for companies (168 respondents, average ¥96.98 million per company) and ¥59,662,520,000 for foundations (132 respondents, average ¥451.99 million per foundation). The number of activities totaled 1,412 for companies, and 581 for foundations.

A compilation of the survey results, “The Mécénat Report 2019,” was published on March 25th with a PDF version also available on the Association’s website. In addition, a briefing session for the 2019 Survey of Mécénat Activities is planned and details will be announced at a later date on the Association for Corporate Support of the Arts website and elsewhere.

【Main Points of the 2019 Survey Results】 https://www.mecenat.or.jp/ja/research_top/research_top#repoets_2019

1. As has been the trend in recent years, the number of companies that engage in Mécénat activities in connection to company business and creation of corporate value has increased.
2. Companies working on Mécénat that are conscious of SDGs in solving social issues are on the rise.
3. By contributing to the promotion of art and culture with an awareness of the regions, many companies have expressed that they are seeing the beneficial effects on the communities.



【Overview of the 2019 Survey of Mécénat Activities】

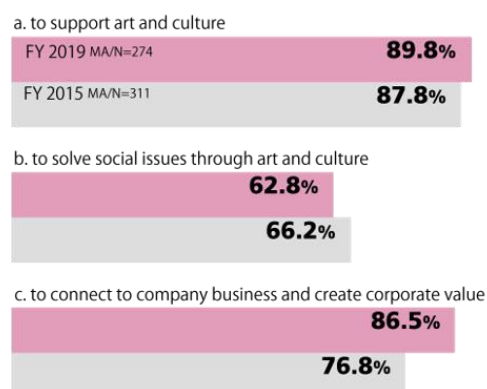
• Mécénat activities:	Refers to the efforts by corporations under a broad interpretation of “social creation through art and culture” to solve various social issues such as education, welfare, environment, and regional development through art and cultural (support) activities.
• Survey contents:	Implementation status and details, organizational system, etc., of Mécénat activities between April 2018 to March 2019
• Survey subjects:	1,975 companies and 317 corporate foundations in Japan
• Survey method:	Questionnaire by mail or PDF form
• Number of respondents:	319 companies, 163 corporate foundations

【“Mécénat Report 2019” Main Contents】

1. Objectives and points of focus	<u>Case studies of companies / foundations</u> • Kinki Labour Bank • Riso Kyoiku Co., Ltd. • Sogo & Seibu Co., Ltd. • Shizuoka Bank • Katolek Corporation • Japan Wool Textile Co., Ltd. • The Kajima Foundation for the Arts
2. Department in charge of Mécénat	
3. Employee participation	
4. Mécénat activity policy	
5. Post-evaluations and results of the activities	
6. Components of Mécénat activities	
7. Activity project expenses	
8. Budget formulation method	
◎ Current topic: Implementation of cultural programs for 2020	
9. Analysis of the foundations’ responses	

1. As has been the trend in recent years, the number of companies that engage in Mécénat activities in connection to company business and creation of corporate value has increased.

Reasons for Mécénat Efforts | Comparison between FY 2015 • 2019



- For the last five years, “to support art and culture” has remained the highest, followed by “to connect to company business and create corporate value.”
- “To connect to company business and create corporate value” had a high increase rate, and the difference between “to support art and culture” is only about 3%.
- While the objectives for working on Mécénat is based on the promotion of art and culture, there is a growing awareness towards utilization of company resources and possible tie-ups with management.

2. Companies working on Mécénat that are conscious of SDGs in solving social issues are on the rise.

b. Points of focus in solving social issues through art and culture |



- In the FY 2019 survey, the percentage of “community development and regional revitalization” increased, having the same rate as “fostering the next generation and social education” and is being considered as the most important factor.
- Responses to SDGs increased by 9.5% from the FY 2017 survey.

3. By contributing to the promotion of art and culture with an awareness of the regions, many companies have expressed that they are seeing the beneficial effects on the communities.



- As was the case in the 2015 survey, “building relationships with local communities” was the highest. In addition, the 2019 survey showed further increases in the percentage.
- Regarding the results of the Mécénat activities within the post-evaluations and results of the activities, the percentage of the three options which included “region” or “local” remained high as in the 2018 survey.
- In the case studies following the results of the Mécénat activities, examples of cooperation and collaboration with various regional institutions (Shizuoka Bank) and collaboration with local art festivals (Katolek Corporation) were provided.

■ Association for Corporate Support of the Arts

A private public-interest corporation in which companies and cultural organizations participate and collaborate with the aim of social creation through the promotion of art and culture. To help realize a creative and vibrant, prosperous society that respects diversity, the association conducts activities related to the promotion of art and culture such as surveys and research, accreditations and awards, grants, exchange, and dissemination of information with a focus on advocating corporate Mécénat.

Chairman: Tatsuyoshi Takashima (Advisor of Dentsu Inc.)

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

Full & Associate Members: 150 companies and organizations

Individual Members: 18 (as of March 1st, 2019)

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