



## Though the total number of mécénat activities has decreased due to COVID-19, they continue through a variety of ingenious ideas -Results of the 2021 Survey of Mécénat Activities-

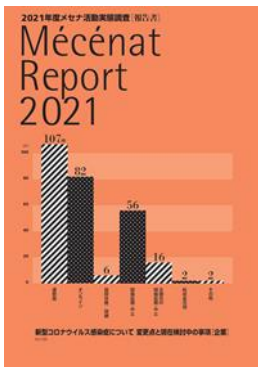
The results for the 2021 Survey of Mécénat Activities conducted annually by the Association for Corporate Support of the Arts (5-3-2 Shiba, Minato-ku, Tokyo, President: Motoki Ozaki) for companies and corporate foundations throughout the country have been finalized.

The 2021 Survey received responses from 503 companies and 186 corporate foundations. The number of Mécénat activities totaled 1,266 for companies, and 596 for foundations (-383 for companies and -96 for foundations compared to the previous year). Total costs for Mécénat activities amounted to ¥21,432,670,000 for companies (240 respondents, average ¥89.3 million per company) and ¥44,893,960,000 for foundations (150 respondents, average ¥299.29 million per foundation).

A compilation of the survey results, the Mécénat Report 2021, was published on March 24<sup>th</sup>. It can be viewed on the Association's website. In addition, a briefing session for the 2021 Survey of Mécénat Activities will be held. Details will be announced at a later date on the Association's website.

**[Main Points of the 2021 Survey Results]** <https://www.mecenat.or.jp/ja/wp-content/uploads/MecenatReport2021.pdf>

1. Even with COVID-19, Mécénat activities continued to be carried out through the addition of various ingenious ideas in terms of management, including online. \*as of September 2021
2. There is a continuing tendency to emphasize "region", "SDGs", and the "creation of corporate value" as objectives for Mécénat activities.
3. Regarding the results of Mécénat activities, there were many who said that there was a positive effect on communities as well as within the company.



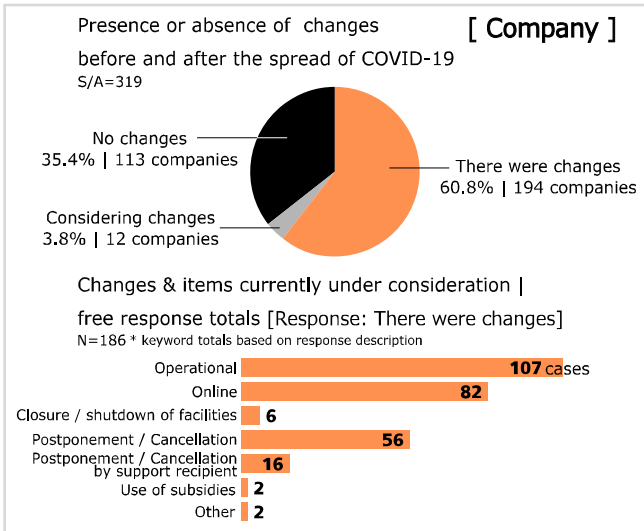
### [Overview of the 2021 Survey of Mécénat Activities]

• 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 from April 2020 to March 2021
• Survey subjects:	2,085 companies and 300 corporate foundations in Japan
• Survey method:	Questionnaire survey by mail and via the Mécénat Activities Survey website, etc.
• Number of respondents:	503 companies, 186 corporate foundations

### [Mécénat Report 2021 Main Contents]

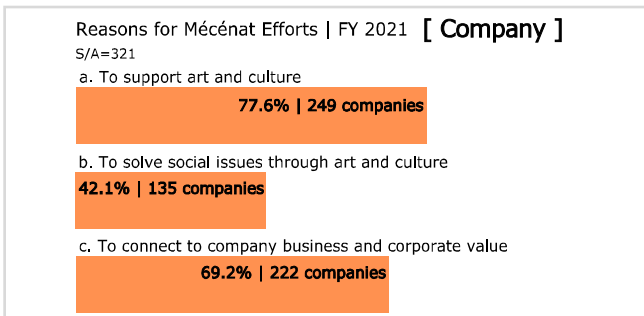
<ul style="list-style-type: none"> <li>◎ Current topic: Novel coronavirus infection</li> <li>1. Objectives and points of focus</li> <li>2. Department in charge of Mécénat</li> <li>3. Employee participation</li> <li>4. Mécénat activity basic policy</li> <li>5. Post-evaluations and results of the activities</li> <li>6. Components of Mécénat activities</li> <li>7. Activity project expenses</li> <li>8. Budget formulation method</li> <li>◎ Current topic: Tokyo Olympic and Paralympic Games 2020 implementation of cultural programs</li> <li>9. Analysis of the foundations' responses</li> </ul>	<h4>Case studies of companies/foundations</h4> <p>*in order of publication in report</p> <ul style="list-style-type: none"> <li>• Gekkeikan Sake Co., Ltd.</li> <li>• Grand Marble, Co., Ltd.</li> <li>• Chishima Foundation for Creative Osaka</li> <li>• Fukutake Foundation</li> <li>• Toppan Inc.</li> <li>• GS Yuasa Battery Ltd.</li> <li>• Pola Orbis Holdings Inc.</li> <li>• Okayama Broadcasting Co., Ltd.</li> <li>• NHN Japan Corporation</li> <li>• Suntory Holdings Limited</li> <li>• Tokyo Soir Co., Ltd.</li> <li>• Haseko Corporation</li> <li>• Mizuho Financial Group, Inc.</li> <li>• Soukeikai Foundation</li> </ul>
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**1. Even with COVID-19, Mécénat activities continued to be carried out through the addition of various ingenious ideas in terms of management, including online. \*as of September 2021**



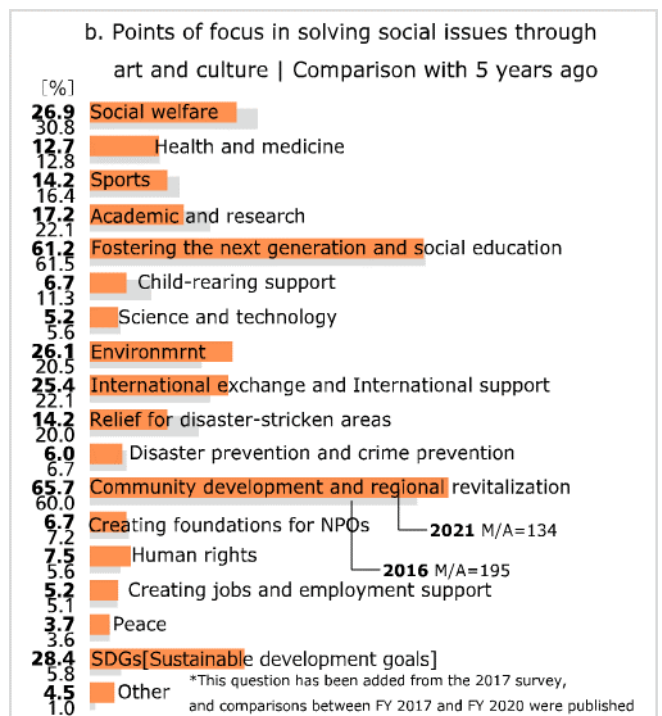
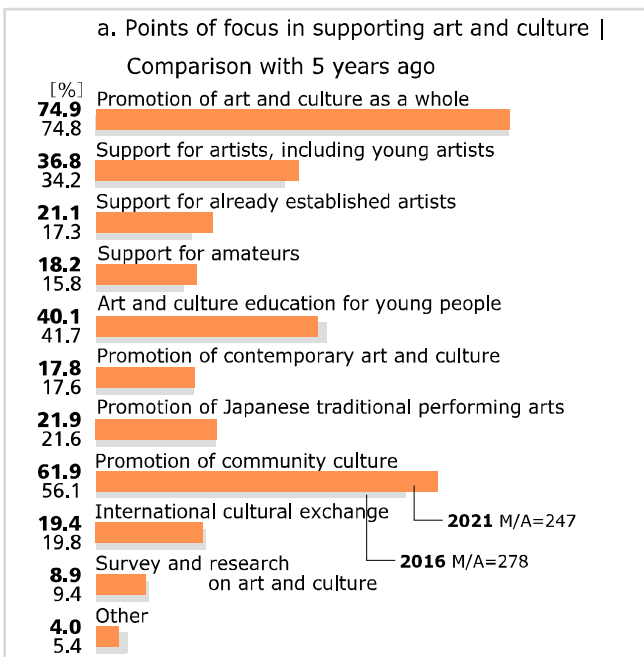
- Regarding changes in Mécénat activities before and after the spread of COVID-19, more than 60% of companies answered that “there were changes”. However, there seem to have been many companies which selected there were “no changes” when activities were ultimately implemented, such as when introducing an online aspect to part of the activities, in describing their response.
- While some described activities as continuing while keeping track of the state of spread, and making appropriate changes, such as operational changes including planning content and budget, and the use of the Internet, there were also responses which brought up the issue of difficulty in making decisions due to the fact that future state of spread could not be foreseen; these responses stood out. At the same time, some accounts mentioned the limitations of transitioning to online.

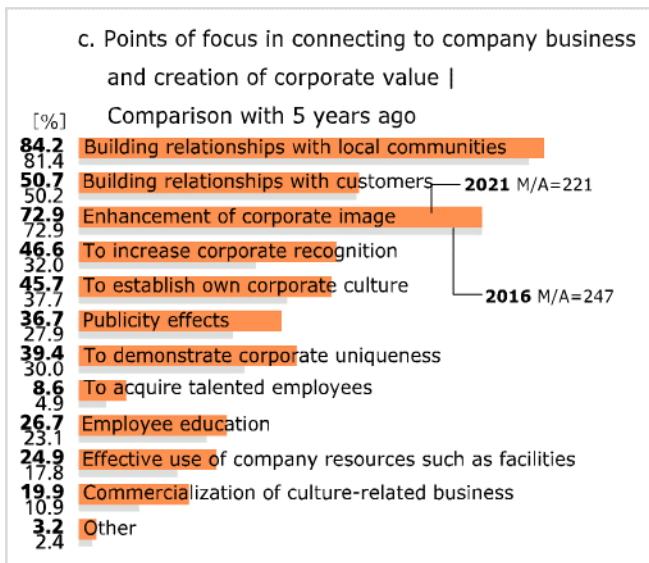
**2. There is a continuing tendency to emphasize “region”, “SDGs”, and the “creation of corporate value” as objectives for Mécénat activities.**



Nearly 70% of companies responded with “To support art and culture” as well as “To connect to company business and corporate value” as reasons for Mécénat efforts.

- For points of focus in (a) through (c) below, in keeping with recent trends, 60-80% of companies selected options that include “region” or “community”. The number of respondents which selected options related to SDGs and the creation of corporate value has also increased.



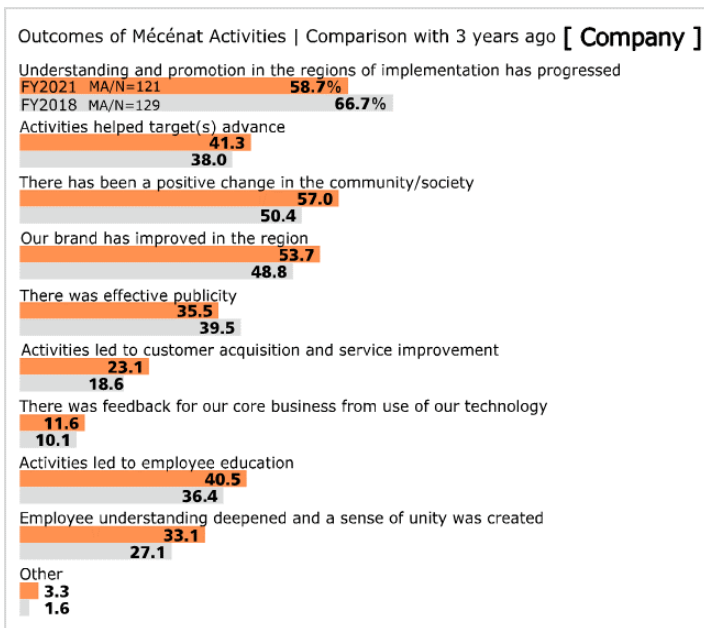


In (a), “Promotion of art and culture as a whole” had the highest percentage, almost the same as five years ago. “Promotion of community culture” exceeded 60%, and “Support for artists, including young artists” has also increased.

In (b), “Fostering the next generation and social education”, which had the highest percentage five years ago, was surpassed by “Community development and regional revitalization” in the 2021 survey. As for “SDGs”, the percentage increased significantly from four years ago by 22.6%, and was the third highest result after the aforementioned two options.

In (c), the trend remained unchanged, with “Building relationships with local communities” having the highest percentage at over 80%, followed by “Enhancement of corporate image”. Compared to five years ago, responses related to corporate branding, such as “To increase corporate recognition” and “To demonstrate corporate uniqueness”, stand out.

**3. Regarding the results of Mécénat activities, there were many who said that there was a positive effect on communities as well as within the company.**



- The top three options for outcomes of Mécénat activities were the same as three years ago, and included “region” or “community”. In addition, the percentage of two options related to effects on companies (“Activities led to employee education” and “Employee understanding deepened and a sense of unity was created”) have increased, showing positive effects on region and community as well as within the company.

**■ 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: 148 companies and organizations

Individual Members: 18 (as of March 1<sup>st</sup>, 2022)

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