

In anticipation of the post-COVID era, the number of mécénat activities has increased,
and a diversity of activities which reflect changes in society are being developed
-Results of the 2022 Survey of Mécénat Activities-

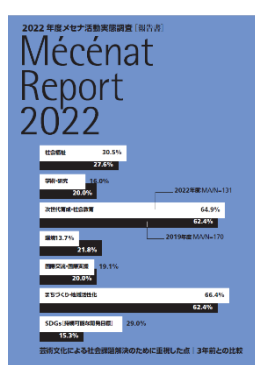
The results for the 2022 Survey of Mécénat Activities conducted annually by the Association for Corporate Support of the Arts (5-3-2 Shiba, Minato-ku, Tokyo, President: Masumi Natsusaka) for companies and corporate foundations throughout the country have been finalized.

The 2022 Survey received responses from 517 companies and 187 corporate foundations regarding Mécénat activities implemented in fiscal 2021. The number of Mécénat activities totaled 1,379 for companies, and 593 for foundations (+113 for companies and -3 for foundations compared to the previous year). Total costs for Mécénat activities amounted to ¥18,340,840,000 for companies (254 respondents, average ¥72.21 million per company) and ¥48,041,960,000 for foundations (166 respondents, average ¥289.41 million per foundation).

The Mécénat Report 2022, a compilation of the survey results, was published on March 27th. It can be viewed on the Association's website. In addition, a briefing session for the 2022 Survey of Mécénat Activities will be held. Details will be announced at a later date on the Association's website.

[Main Points of the 2022 Survey Results] <https://www.mecenat.or.jp/ja/wp-content/uploads/MecenatReport2022.pdf>

1. **The number of Mécénat activities increased.**
2. **There is a continuing tendency to emphasize SDGs for solving social issues as the purpose of Mécénat activities.**
3. **From the number of Mécénat activities implemented by different fields of business, we can see that there has been diversification in the contents of activities as part of social change.**



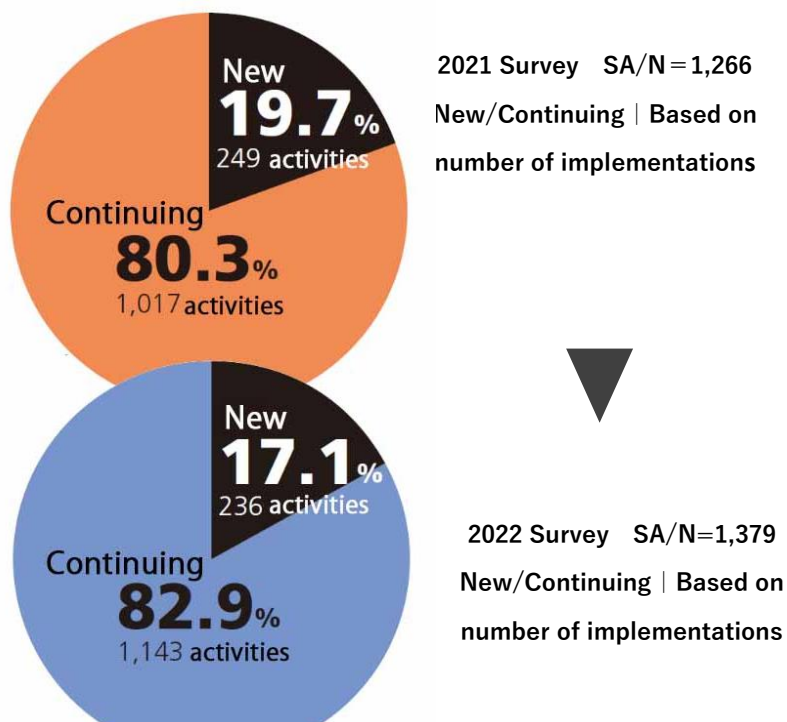
[Overview of the 2022 Survey of Mécénat Activities]

• 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 in education, welfare, the environment, and regional development, through art and cultural (support) activities.
• Survey contents:	Implementation status and details, organizational systems, etc. of Mécénat activities from April 2021 to March 2022
• Survey subjects:	2,082 companies and 294 corporate foundations in Japan
• Survey method:	Questionnaire survey by mail and via the Mécénat Activities Survey website, etc.
• Number of respondents:	517 companies, 187 corporate foundations

[Mécénat Report 2022 Main Contents]

◎ Current topic: Novel coronavirus infection 1. Objectives and points of focus 2. Departments in charge of Mécénat 3. Employee participation 4. Mécénat activity basic policy 5. Post-evaluation and results of activities 6. Area of implementation 7. Mécénat activity contents 8. Activity project expenses 9. Budget formulation method ◎ Current topic: Tokyo Olympic and Paralympic Games 2020 Implementation of cultural program 10. Analysis of the foundations' responses	<u>Case studies of companies/foundations</u> *in order of publication in report • Morohashi Museum of Modern Art • Charm Care Corporation • Nissui Corporation • Hokkoku Bank • Asahi Broadcasting Group Holdings Corporation • Hiroshima Mazda • Itochu Enex Co., Ltd. • WALL SHARE Inc. • Kawasaki Shinkin Bank • Rokkatei Confectionery Co., Ltd. • Sega Sammy Arts Foundation
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1. The number of Mécénat activities increased.



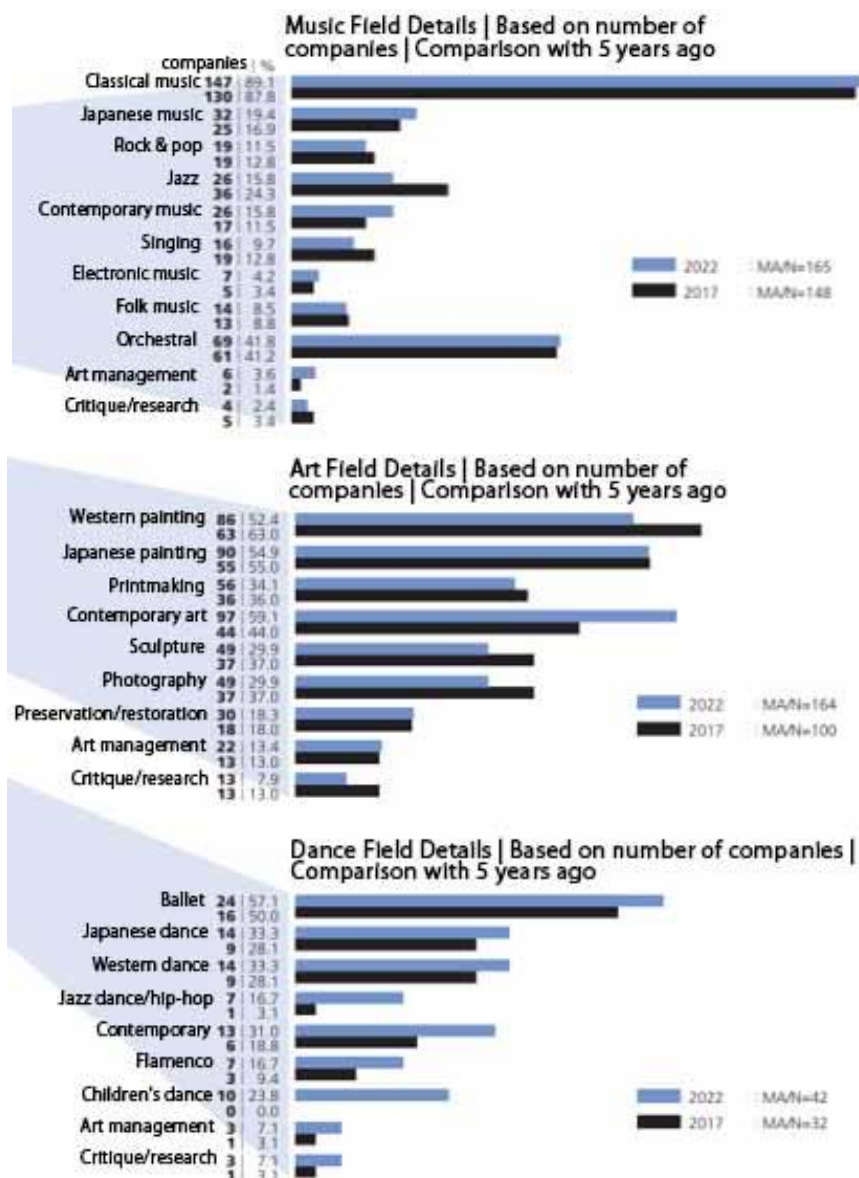
- Despite the ongoing COVID-19 pandemic, the total number of corporate Mécénat activities reached 1,379, an increase of 113 from 1,266 in the previous year's Survey, and the proportion of new activities remains at slightly less than 20%.

2. There is a continuing tendency to emphasize SDGs for solving social issues as the purpose of Mécénat activities.



- As a point of focus in solving social issues through art and culture, "Community development and regional revitalization" was the most common reason for Mécénat activities given, at 66.4%. This was an increase of 4 points compared to three years ago.
- In addition, "SDGs" accounted for 29.0%, an increase of 13.7 points compared to three years ago, confirming a growing tendency to emphasize SDGs.

3. From the number of Mécénat activities implemented by different fields of business, we can see that there has been diversification in the contents of activities as part of social change.



- Activities in new fields have increased, such as “contemporary music” in the music field and “contemporary art” in the art field.
- In the dance field, “jazz dance/hip-hop”, “contemporary”, and “children’s dance” have all been growing rapidly. It is thought that the reasons for this include that dance became a compulsory subject in the junior high school curriculum guidelines in 2012, and that dance culture has spread mainly among the younger generations. In addition, it has also been decided that breakdancing will be added as a dance sport event for the 2024 Paris Olympic Games.

■ 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, vibrant, and 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, exchanges, and dissemination of information, with a focus on advocating corporate Mécénat.

Chairman: Masaya Futamiya (Special Advisor of Sampo Holdings, Inc.) President: Masumi Natsusaka (Advisor of Kao Corporation)

Full & Associate Members: 139 companies and organizations / Individual Members: 22 (as of March 3rd, 2023)

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