



**– Results of the 2023 Survey of Mécénat Activities –
More emphasis placed on “making the best use of people”**

The results for the 2023 Survey of Mécénat Activities conducted annually by the Association for Corporate Support of the Arts (5-3-2 Shiba, Minato-ku, Tokyo, President: Masumi Natusaka) for companies and corporate foundations throughout the country have been finalized.

The Mécénat Report 2023, a compilation of the survey results, was published on March 26th. It can be viewed on the Association’s website. In addition, a briefing session for the 2023 Survey of Mécénat Activities will be held. Details will be announced at a later date on the Association’s website.

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.

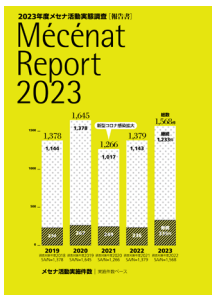
[Main Points of the 2023 Survey Results]

1. Compared to the 2021 survey (target year: 2020), which was most affected by the spread of COVID-19, the number of Mécénat activities implemented increased as in the previous year, showing a clear trend of recovery.
2. In addition to “local communities,” there is a growing tendency to emphasize “making the best use of people” as the objectives of Mécénat activities.
3. To support cultural and artistic activities of people with disabilities as part of Mécénat activities, corporate organizations are taking on the challenge of creating new value through such measures as “expansion of opportunities to view and present works” and “sales of works.”

[Overview of the 2023 Survey of Mécénat Activities]

Survey contents	Implementation status and details, organizational system, etc. of Mécénat activities from April 2022 to March 2023
Survey subjects	2,088 companies and 309 corporate foundations in Japan
Survey method	Questionnaire survey by mail and via the Mécénat Activities Survey website, etc.
Number of respondents	518 companies (up 1 year-on-year), 192 corporate foundations (up 5 year-on-year)
Total number of activities	Companies: 1,568 (up 189 year-on-year); Corporate foundations: 639 (up 46 year-on-year)
Total cost of activities	Companies: ¥19,054.32 million (272 respondents, average ¥70.05 million per company) Corporate foundations: ¥54,753.04 million (176 respondents, average ¥311.1 million per foundation)

[Mécénat Report 2023] Main contents <https://www.mecenat.or.jp/ja/wp-content/uploads/MecenatReport2023.pdf>



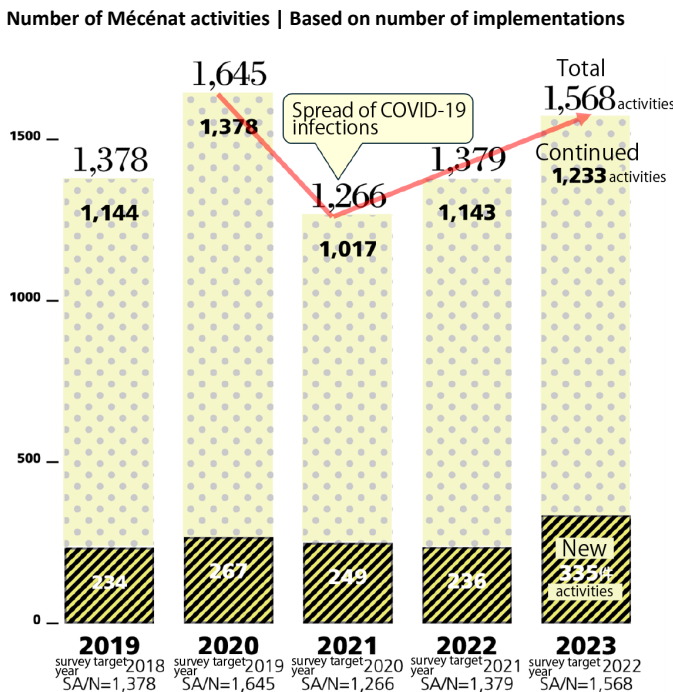
1. Objectives and points of focus
2. Department in charge of Mécénat
3. Employee participation
4. Mécénat activity basic policy
5. Post-evaluations and results of activities
6. Details of Mécénat activities
7. Activity project expenses
8. Budget formulation method
9. Analysis of the foundations’ responses
- ◎ Regarding any changes made in Mécénat activities due to COVID-19 and the intention for continuation
- ◎ Regarding the status of support for the cultural and artistic activities of people with disabilities

Case studies of companies/foundations

* In order of publication in report

- ModuleX Inc.
- DyDo Group Holdings, Inc.
- Oitaken Shinyo Kumiai
- Yodogawa Steel Works, Ltd.
- Miura Co., Ltd.
- Sekinoichi Sake Brewery Co., Ltd.
- Kuma Foundation
- Uehara Museum of Art
- Yamato Inc.
- Hyozaemon Co., Ltd.

Point 1. Compared to the 2021 survey (target year: 2020), which was most affected by the spread of COVID-19, the number of Mécénat activities implemented increased as in the previous year, showing a clear trend of recovery.



Looking at trends in the number of Mécénat activities implemented by companies over the last five years, compared with the 2020 survey (target period: 2019) before COVID-19, the 2021 survey (target period: 2020) recorded 1,266 implementations, down 379 from the previous year, which was a significant decrease.

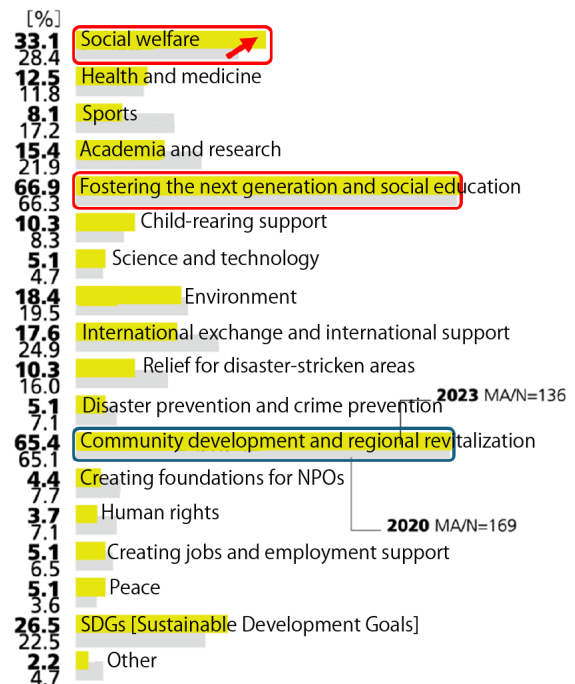
However, in the 2022 survey (target year: 2021), a slight recovery was seen with 1,379, and in the 2023 survey (target year: 2022), the figure increased to 1,568, showing a clear trend of recovery.

Point 2. In addition to “local communities,” there is a growing tendency to emphasize “making the best use of people” as the objectives of Mécénat activities.

a. Points of focus in supporting art and culture | Comparison with 3 years ago



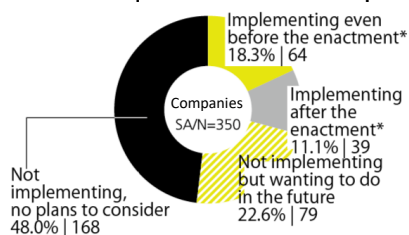
b. Points of focus in solving social issues through art and culture | Comparison with 3 years ago 0.5



Regarding the objectives and points of focus in corporate Mécénat activities, the proportions of the answers, “Support for young artists” and “Social welfare,” have increased compared to three years ago, and the proportion of “Fostering the next generation and social education” has continued to be high. There is a growing tendency for Mécénat activities to emphasize “making the best use of people” as well as “local communities.”

Point 3. To support cultural and artistic activities of people with disabilities as part of Mécénat activities, corporate organizations are taking on the challenge of creating new value through such measures as “expansion of opportunities to view and present works” and “sales of works.”

Status of support for cultural and artistic activities of people with disabilities | Based on number of companies



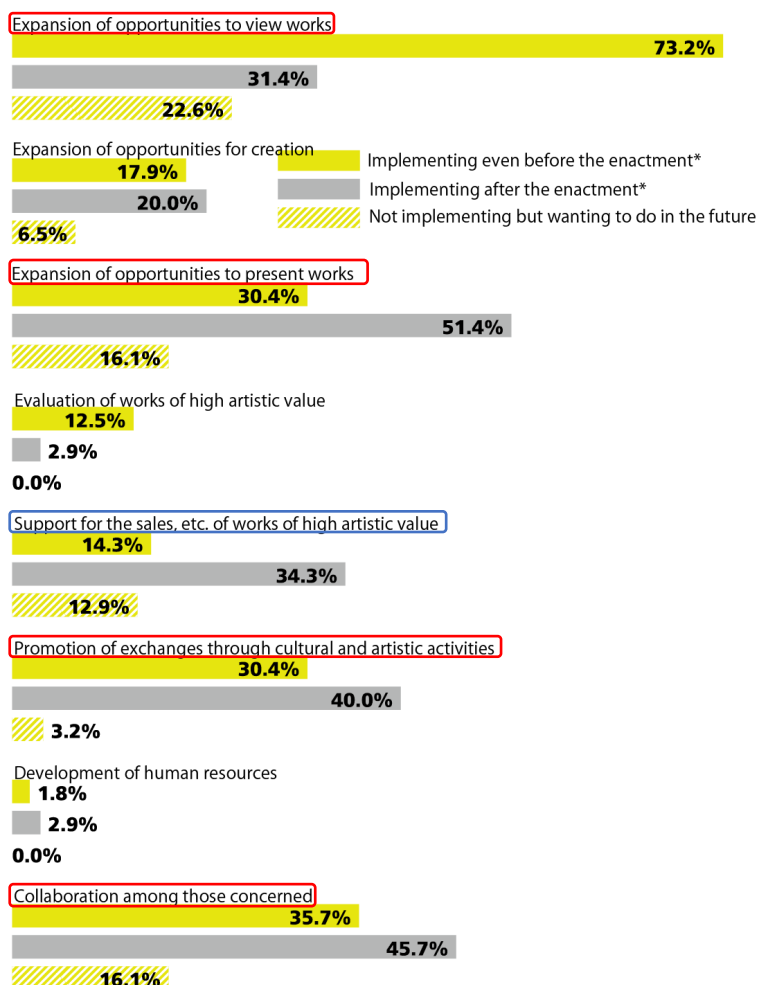
* “Act on the Promotion of Cultural and Artistic Activities of People with Disabilities” enforced in 2018

■ About five years have passed since the enforcement of the “Act on the Promotion of Cultural and Artistic Activities of People with Disabilities” in 2018. Accordingly, the survey this time asked about the status of the support for cultural and artistic activities of people with disabilities. More than 50% of the companies answered that they are “implementing” or “wanting to implement in the future.”

Looking at the details of the support activities, higher percentages were seen in the following measures: “Expansion of opportunities to view works,” “Expansion of opportunities to present works,” “Collaboration among those concerned,” and “Promotion of exchanges through cultural and artistic activities.”

In addition, there were many free descriptions about the measure, “Support for the sales, etc. of works of high artistic value,” confirming that companies are making efforts to create new value through “sales of works” and other activities.

Details of support activities | Based on number of companies
*Aggregated based on free descriptions



Support activities were classified into the 11 measures stipulated in the Act on the Promotion of Cultural and Artistic Activities of People with Disabilities. Among the 11 measures, for “Protection of rights,” “Establishment of a consultation system,” and “Information collection,” free descriptions in line with the content of the Act were not given; therefore, these measures are not shown in the above graph. Free descriptions not falling into the 11 measures, such as “under consideration,” were included in “Other” to aggregate, which is also not shown in the above graph.



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

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

Full & Associate Members: 136 companies and organizations / Individual Members: 26 (as of February 29th, 2024).

For inquiries regarding this matter, contact: Association for Corporate Support of the Arts

Public Relations: Sato / Survey: Fujimoto

Tel: 03-5439-4520 Fax: 03-5439-4521 E-mail: press@mecenat.or.jp

+SHIFT MITA Bldg. 8F, 5-3-2 Shiba, Minato-ku, Tokyo 108-0014 <https://www.mecenat.or.jp/>

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