



— Results of the 2025 Survey of Mécénat Activities —
Growing collaboration with external organizations
and utilization of AI

The results for the 2025 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) covering companies and corporate foundations throughout the country have been finalized.

The Mécénat Report 2025, a compilation of the survey results, was published on February 25. The report can be viewed on the Association's website.

Mécénat Activities refers to activities to enrich society through the promotion of arts and culture.

[Main Points of the 2025 Survey Results]

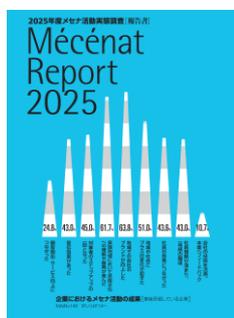
- 1. Over 60% of the companies that conducted ex-post evaluations of their Mécénat activities responded that those activities resulted in an "improvement of their corporate branding in the region."**
- 2. Just over 60% of companies and slightly under 50% of corporate foundations responded that they engaged in some form of collaboration with external organizations. They are expanding the scope of their activities by utilizing mutual expertise and know-how.**
- 3. The utilization of AI is advancing to improve operational efficiency through multilingual support and other efforts. In addition, there is a high degree of interest in how arts and culture will change going forward due to the evolution of AI.**

[Overview of the 2025 Survey of Mécénat Activities]

Survey contents	Implementation status and details, organizational system, etc. of Mécénat activities from April 2024 to March 2025
Survey subjects	2,097 companies and 325 corporate foundations in Japan
Survey method	Questionnaire survey by postal mail and via the Mécénat Activities Survey website, etc.
Number of respondents	539 companies (up 12 year-on-year), 195 corporate foundations (down 5 year-on-year)
Total number of activities	Companies: 1,604 (up 141 year-on-year); Corporate foundations: 642 (down 24 year-on-year)
Total cost of activities	Companies: ¥14,362.9 million (282 respondents) Corporate foundations: ¥55,756.44 million (177 respondents)

*2025 Project for the Collection of Basic Materials Aimed at Grasping Trends of Cultural and Artistic Activities, commissioned by the Japan Arts Council

[Main contents of Mécénat Report 2025]



1. Objectives and points of focus
2. Department in charge of Mécénat
3. Calling out to employees to participate
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
- ◎ Collaboration with external organizations
- ◎ Interest in AI

Case studies of companies/foundations

*In order of publication in the report

- Tokyo Tatemono Co., Ltd.**
- Toyo Seikan Group Holdings, Ltd.**
- Ina Food Industry Co., Ltd.**
- ARS Consultants Co., Ltd.**
- OKAYA & CO., LTD.**
- Benesse Corporation**
- The POLA Foundation of Japanese Culture**
- The Hachijuni Culture Foundation**

See here for the full text: <https://www.mecenas.or.jp/ja/wp-content/uploads/MecenasReport2025.pdf>

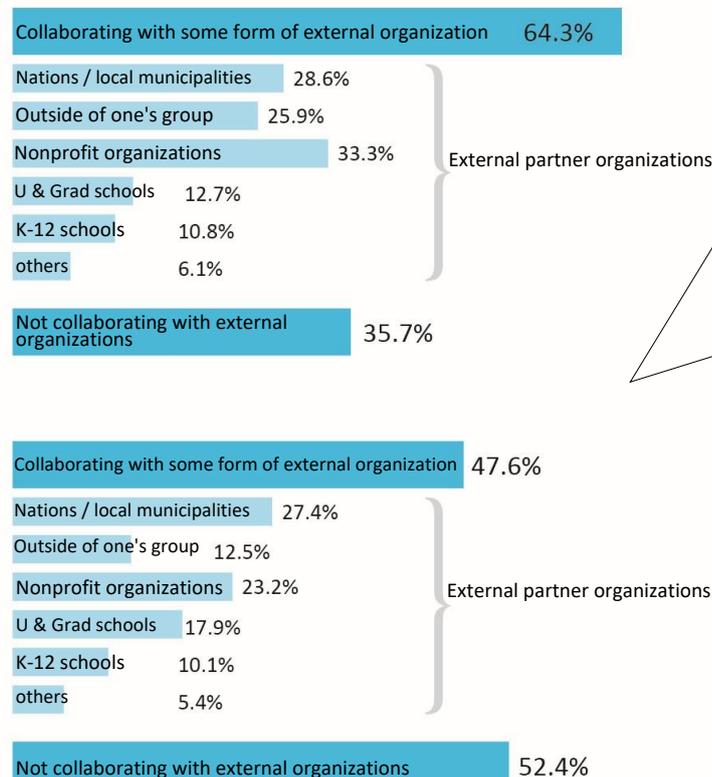


A partial introduction to the contents of the Mécénat Report 2025

Status of collaboration with external organizations and the types of partners |

Based on the number of companies/organizations

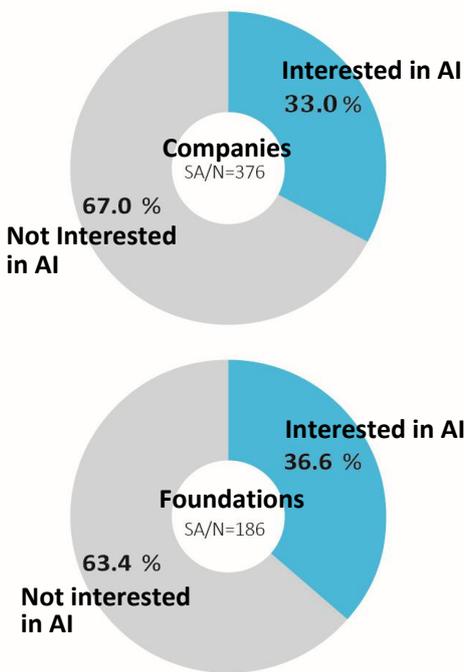
[Companies] Status of collaboration (SA) and types of partners (MA)/N = 378



Collaboration with external organizations:
Written responses (excerpts)

- ◎ Collaborating with external organizations to conduct Mécénat activities allows companies to gain expertise and diverse perspectives, which enables higher-quality support for culture. Leveraging mutual strengths expands social trust and empathy, which increases the sustainability and impact of the activities.
- ◎ Collaboration with municipal governments is expected to strengthen ties with local communities. Furthermore, collaboration with external organizations facilitates the utilization of the specialized knowledge and know-how held by each organization.

Interest in AI | Based on the number of companies/organizations



* See pp. 32-33 of Mécénat Report 2025

Interest in AI: Free-form responses (excerpts)

- ◎ We generate translation patterns and use them for reference. In addition, we refer to easy-to-understand expressions when creating exhibits.
- ◎ We streamline planning and operations as well as generate new ideas.
- ◎ We believe that AI will play an increasingly significant role in creating culture or supporting its creation. Therefore, we are extremely interested in seeing what new forms of culture will emerge through the utilization of AI.
- ◎ We feel that activities are starting to broaden the scope of art appreciation through the utilization of AI. The expansion of creativity through AI is progressing at an immeasurable speed, and we feel that it may change people's values in the future.

■ Association for Corporate Support of the Arts

The association is a private public-interest corporation in which companies and cultural organizations involved in arts and culture participate and collaborate with the aim of promoting arts and culture and enriching society through such efforts. 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 the dissemination of information, with a focus on advocating for corporate Mécénat.

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

Full & Associate Members: 126 companies and organizations (as of February 1, 2026).

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

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