

## Placing importance on value in corporate activities and awareness towards contributions to SDGs

### ～ Results of 2017 Survey for Actual Condition of Corporate Mécénat ～

The Association for Corporate Support of the Arts (Minato-ku, Tokyo, President: Motoki Ozaki) has tabulated the latest results of the Survey for Actual Condition of Corporate Mécénat which targets companies all over Japan every year. The 2017 survey saw responses from 340 companies (of which 302 companies with mécénat activities). The total amount of costs for mécénat activities was ¥20,564,780,000 (203 companies responding for average costs per company at ¥113,000,000) over a total of 1,592 programs.

The Mécénat Report 2017 which lists the results was published on March 23<sup>rd</sup> and it is available from the Association's website in a PDF file. They plan to hold a briefing session for the 2017 Survey for Actual Condition of Corporate Mécénat sometime in May-June of 2018. Details will be available at a later time on the Association's website.

**【Main points of 2017 survey results】** URL: [www.mecenat.or.jp/ja/introduction/research/post/2017/](http://www.mecenat.or.jp/ja/introduction/research/post/2017/)

1. 48.7% of companies used corporate philosophy for basic policies of mécénat activities. There has also been an increase in activities of independent planning and management and carrying out these activities as part of their corporate activities with a strong awareness towards value to the company.
2. More than half of the companies listed "solve social issues with arts and culture" as an objective of mécénat. Many companies place importance on welfare and education that contributes to solving social issues listed in the 17 Sustainable Development Goals
3. There has been a gradual increase in mécénat activities with an awareness towards the Olympics and Paralympics in 2020.

\* For details refer to the separate materials or the survey report listed on the above link.

### Survey Report Mécénat Report 2017



Published March 23<sup>rd</sup>, 2018

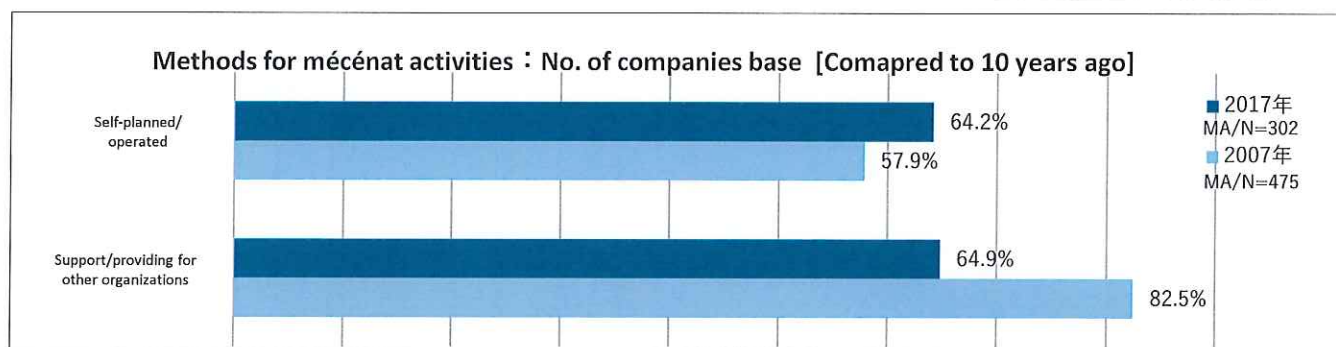
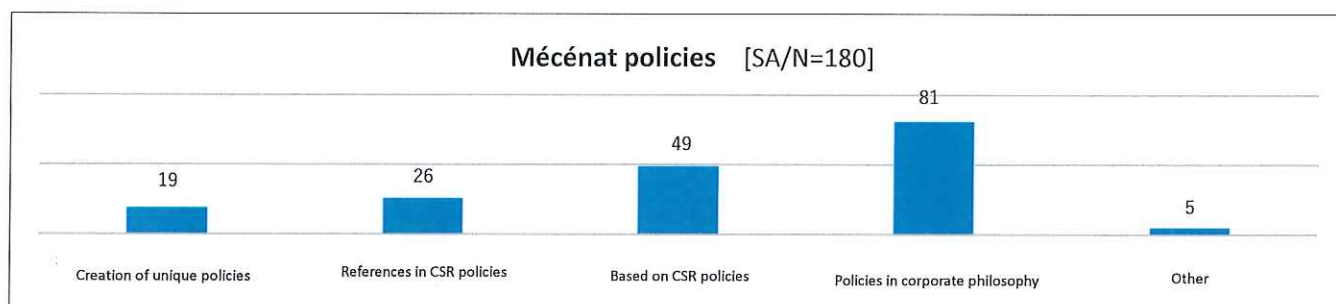
- In this year's survey, the relationship between mécénat and "linking with business" has become closer and there were a lot of companies with the objective of mécénat activities being "to contribute to local society" and "company branding".
- In recent years, response to Sustainable Development Goals (SDGs) as social action programs by companies has become more important. Amidst these conditions, compound type mécénat activities which involve linking the solving of social issues with art has been garnering a lot of attention since the late 2000s even in corporate mécénat. Companies were asked about their awareness and contents of compound type mécénat.
- Responsibility for explanations and social responsibility is being demanded even more for company stakeholders. This survey delves deeply into post-evaluations and how results are measured for mécénat activities.

**【Main data listed】** : Mécénat activity polices, mécénat activity methods, managing departments, employee participation, current topics [SDGs and mécénat], program objectives, post evaluations and results of activities, mécénat activity programs (methods, number of years continued, fields), costs of activities, current issues [Culture Programs for 2020]

**【For inquires】** Association for Corporate Support of the Arts PR: Shione Suezawa, Kanako Sato, Survey: Mayumi Mita  
TEL: 03-5439-4520 FAX: 03-5439-4521 E-mail: [press@mecenat.or.jp](mailto:press@mecenat.or.jp)  
Aise Shiba Bldg. 8F, 5-3-2 Shiba, Minato-ku, Tokyo, 〒108-0014 URL: <http://www.mecenat.or.jp>

## Main points of 2017 survey results

1. 48.7% of companies used corporate philosophy for basic policies of mécénat activities. There has also been an increase in activities of independent planning and management and carrying out these activities as part of their corporate activities with a strong awareness towards value to the company.
  - Of the 175 companies who responded “We set basic policies for mécénat activities,” about half (48.7%, 81 companies) responded that they have a corporate philosophy as the basic policy of mécénat activities.
  - In methods for mécénat activities, there was a decrease in “Support/providing for other organizations” but there was an increase in “independent planning and management” mécénat activities when compared to the survey from 10 years ago (2007). (Independent planning: 57.9% in 2007→64.2% in 2017, 6.3% increase)
  - Based on the above two survey results, it is clear that there is an increase in activity policies in corporate philosophy and activities which were planned and operated by companies for corporate mécénat in recent years. In the 1990s, corporate mécénat was usually carried out separate from the main business. However in recent years, it is clear that independent planned and managed mécénat activities with a strong awareness towards value for the company are carried out as part of corporate activities with basic policies being included in the corporate philosophy.



### < Overview of 2017 Survey for Actual Condition of Corporate Mécénat >

**Survey overview:** Mécénat activity conditions, contents, system, etc. for 2016 (April 2016-March 2017)

**Survey targets:** 1,966 companies in Japan

※Companies who responded to the Survey for Actual Condition of Corporate Mécénat in the past 5 years (targets: all listed companies, non-listed companies with high ranking sales numbers, members of the Association for Corporate Support of the Arts, companies applying for the Mécénat Award) and other companies selected by the Association

**Survey method:** Questionnaire survey by mail or on the Internet

**Questionnaire period:** July-September, 2017

**No. of responding companies:** 340 companies (Of which 302 companies carries out mécénat activities)

**Mécénat activities in this survey:**

Corporate art and cultural activities (support) and solving social issues such as education, welfare, the environment and regional development through these activities based on social creation through the promotion of art and culture in a wide range of fields.

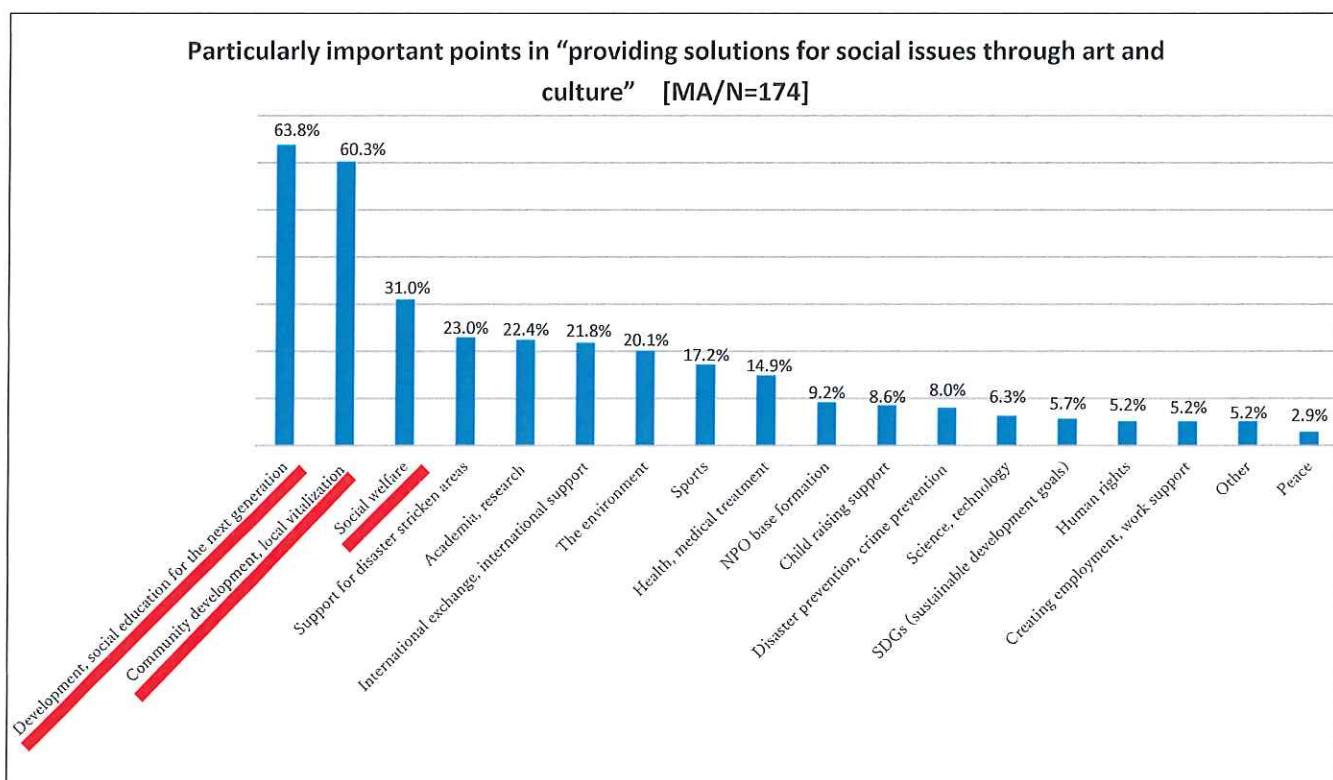
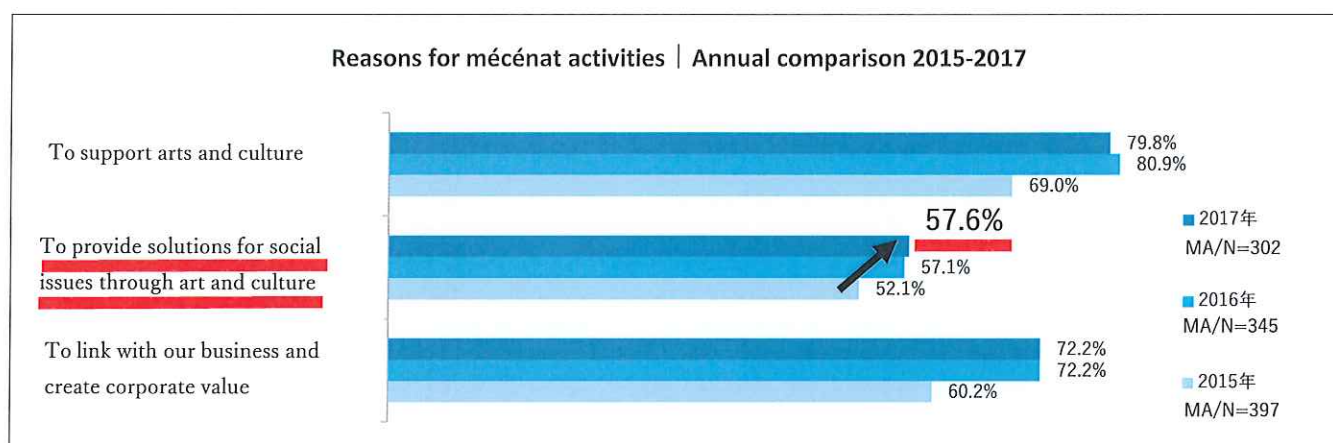
\*

Examples of mécénat activities: programs which include art and cultural elements such as holding performances, exhibitions, etc., managing cultural facilities, etc., financial assistance, human resources/material assistance, providing expertise or space, awards or contests, workshops or worker training programs, initiatives in local development, training young people or assistance for disaster stricken areas



2. More than half of the companies listed “solve social issues with arts and culture” as an objective of mécénat  
 Many companies place importance on welfare and education that contributes to solving social issues listed in the 17 Sustainable Development Goals

- More than half (57.6%) of companies responded one of the objectives of their mécénat activities was to “Solve social issues with arts and culture”
- For particularly important points in “solving social issues with arts and culture,” responses which contribute to the 17 Sustainable Development Goals were at the top such as “Development, social education for the next generation,” (63.8%) “Community development, local vitalization” (60.3% and “Social welfare” (31.0%) despite only 10 companies (5.7%) selecting the newly established SDGs choice which was started from this survey.

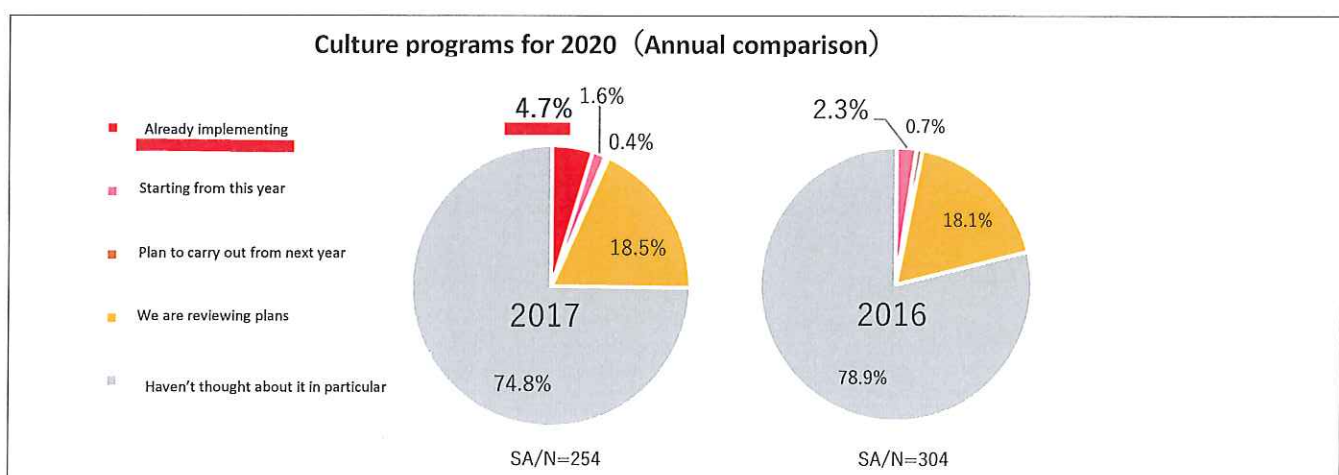


[Reference]: 17 Sustainable Development Goals (SDGs)

- |  |   |
|--|---|
| 1. End poverty   | 11. Make cities sustainable   |
| 2. End hunger and achieve food safety  | 12. Ensure sustainable consumption and production   |
| 3. Ensure health and welfare   | 13. Take urgent action to combat climate change   |
| 4. Ensure quality education for all and life-long learning                         | 14. Conserve and sustainable use the oceans, seas and marine resources  |
| 5. Achieve gender equality   | 15. Halt and reverse land degradation, sustainably manage forests, combat desertification, halt biodiversity loss |
| 6. Ensure access to water and sanitation   | 16. Promote peaceful and inclusive societies  |
| 7. Ensure access to energy   | 17. Strengthen means and revitalize the global partnership for sustainable development                            |
| 8. Promote inclusive and sustainable economic growth and employment                |   |
| 9. Build resilient infrastructure, promote industrialization and foster innovation |   |
| 10. Reduce inequality within and among countries                                   |   |

3. There has been an increase in mécénat activities with an awareness towards the 2020 Olympics and Paralympics, and also an increase in activities which are scheduled to be started or under consideration.

- 4.7% of companies responded that they are carrying out culture programs for the 2020 Olympics and Paralympics in the 2017 survey. The results of the 2016 survey showed that 2.3% of companies responded they were going to start these activities from this year indicating a gradual increase in mécénat activities with awareness towards 2020.
- Culture programs are being carried out and considered by various different companies regardless of being official sponsors of the Olympics or not. The answers written in the free writing section show a number of companies which responded they are using specific program contents from mécénat activities which they are already carrying out on a continual basis based on program certifications such as "beyond 2020".



<Specific program contents and policies: Legacy to leave behind as a company from 2020 through carrying out programs> (excerpts from the free answer section)

- ❖ We are considering existing activities as a base. (Information/communications, Aichi)
- ❖ Promotion of activities related to the Olympics and Paralympics by companies who are not official sponsors may be difficult in reality. However, we are carrying out an art contest with the objective of providing support and developing skills and providing assistance in becoming independent for children who may have disabilities as a program which has obtained “beyond2020” certification. (Real estate, Tokyo)
- ❖ We hold exhibitions that serve as new art experiences with national treasures and works from art museums in Japan and overseas (highly precise copies) in cooperation with museums. This is also a part of Olympic and Paralympic education. Developing understanding of Japanese culture with a base of international exchange and experiencing imaging technology which Japan specializes in can lead to the creation of awareness and pride in Japanese people (legacy). (Electrical equipment, Tokyo)
- ❖ We are considering domestic performances of Japanese traditional performing arts and music as well as overseas performances of Japanese music. (Service, Tokyo)
- ❖ Theaters and museums constructed after WWII, which became the stage of cultural program activities are currently in need of large scale repairs and remodeling. The more impact that these buildings have on the community and society, the more important they are to past users and owners. It is important to consider how to utilize the new buildings and to construct the stage for future cultural activities. Therefore, we have held exhibitions since 2014 introducing works and construction technology we have been involved in Koto Ward which is home to our Tokyo head office has the most facilities for the 2020 Tokyo Olympics so we would like to make contributions as a local company together with the community to bring allure to the area through methods such as increases in visitors (tourists), changes to the townscape and new cultural activities. (Construction, Osaka)
- ❖ We will carry out programs such as educational programs about the Olympics and Paralympics and educational programs on video production using the Olympics to provide support for training future generations in using our expertise. (Electrical equipment, Osaka)
- ❖ Cooperating artists and their production companies are sometimes considering activities for the Olympics so we provide planning services to support them. We have sponsored products for Paralymp Art World Cup since 2016 and expect to expand to the Paralympics afterwards. (Other products, Tokyo)

■Association for Corporate Support of the Arts:

This public interest incorporated association involves participation and cooperation for organizations which deal with culture including companies with the objective of social creation through the promotion of art and culture. The Association carries out activities such as surveys, research, certification, awards, assistance, exchanges and information sharing pertaining to culture development focusing on promoting corporate mécénat which aims to contribute to realizing a creative and vibrant society where people respect diversity.

Chairman: Tatsuyoshi Takashima (Adviser of Dentsu Inc.)

President: Motoki Ozaki (Adviser of the Board of Kao Corporation)

Full and associate members: 171 companies and organizations

Individual members: 22 people (As of February 6<sup>th</sup>, 2018)