



– Results of the 2024 Survey of Mécénat Activities –

Growing importance of Mécénat activities contributing to corporate businesses and corporate value creation

The results for the 2024 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 Mécénat Report 2024, a compilation of the survey results, was published on February 25th. It can be viewed on the Association’s website. In addition, a briefing session for the 2024 Survey of Mécénat Activities will be held. Details will be announced at a later date on the Association’s website.

Mécénat Activities: Refers to activities to build a better society that enriches people’s lives through the promotion of arts and culture.

[Main Points of the 2024 Survey Results]

1. Regarding the aims of Mécénat activities conducted by companies, the number of respondents who indicated “To connect with corporate business and create corporate value” was the same as the number that responded “To support arts and culture,” showing that the importance of Mécénat activities contributing to corporate businesses and corporate value creation is increasing.
2. Calling out to employees to participate in activities is improving employees’ well-being and deepening their understanding of corporate and management philosophy.
3. The use of social media is advancing versatile information transmission, such as behind-the-scenes looks at Mécénat activities and streaming of explanatory videos by curators, and expanding the circle of appreciation for Mécénat activities.

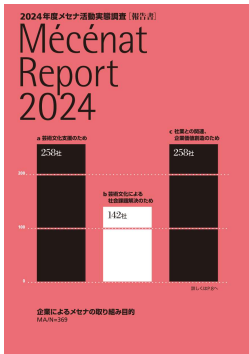
[Overview of the 2024 Survey of Mécénat Activities]

Survey contents	Implementation status and details, organizational system, etc. of Mécénat activities from April 2023 to March 2024
Survey subjects	2,126 companies and 321 corporate foundations in Japan
Survey method	Questionnaire survey by mail and via the Mécénat Activities Survey website, etc.
Number of respondents	527 companies (up 9 year-on-year), 200 corporate foundations (up 8 year-on-year)
Total number of activities	Companies: 1,463 (down 105 year-on-year); Corporate foundations: 666 (up 27 year-on-year)
Total cost of activities	Companies: ¥18,875.08 million (271 respondents) Corporate foundations: ¥56,991.38 million (181 respondents)

* This research was supported by Japan Arts Council.

[Main contents of Mécénat Report 2024]

<https://www.mecenas.or.jp/ja/wp-content/uploads/MecenasReport2024.pdf>



1. Objectives and points of focus
2. Department in charge of Mécénat
3. Employee participation
- ◎ 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
- ◎ Use of social media

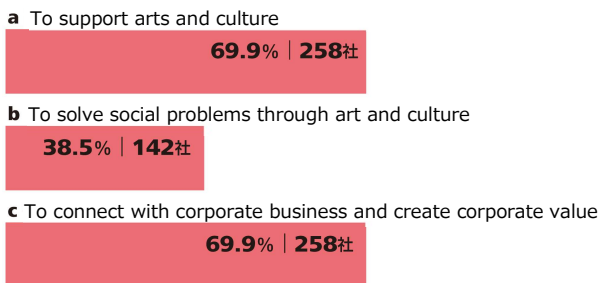
Case studies of companies/foundations

*In order of publication in report

- Bridgestone Corporation**
- SENSHU Co., Ltd.**
- ReBITA Inc.**
- SHOYEIDO INSENCE CO.**
- AIDEM Inc.**
- SEKI CO., LTD.**
- Mitsui Sumitomo Insurance Cultural Foundation**
- Takaya Cultural Foundation**
- ZENRIN CO., LTD.**
- The Kyoto Costume Institute**

Point 1 Regarding the aims of Mécénat activities conducted by companies, the number of respondents who indicated “To connect with corporate business and create corporate value” was the same as the number that responded “To support arts and culture,” showing that the importance of Mécénat activities contributing to corporate business and corporate value creation is increasing.

Aims of Mécénat activities MA/N=369

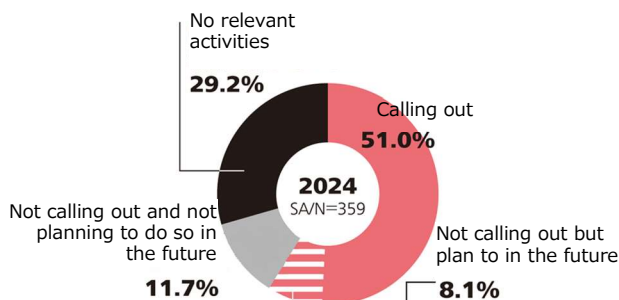


■Up until now, the most common aim of Mécénat activities was “To support arts and culture,” but in the 2024 survey, “To connect with corporate business and create corporate value” was chosen by the same number of respondents. This reflects the current situation in which companies combine their corporate business and corporate value creation with their Mécénat activities, and it is thought that this is increasing the continuity of their Mécénat activities and leading to diversity in the content of their activities.

*See p.8 of Mécénat Report 2024

Point 2 Calling out to employees to participate in activities is improving employees’ well-being and deepening their understanding of corporate and management philosophy.

Calling out to employees to participate in activities



■Excluding companies that responded “No relevant activities,” the majority responded “Calling out” and “Not calling out but plan to in the future.”

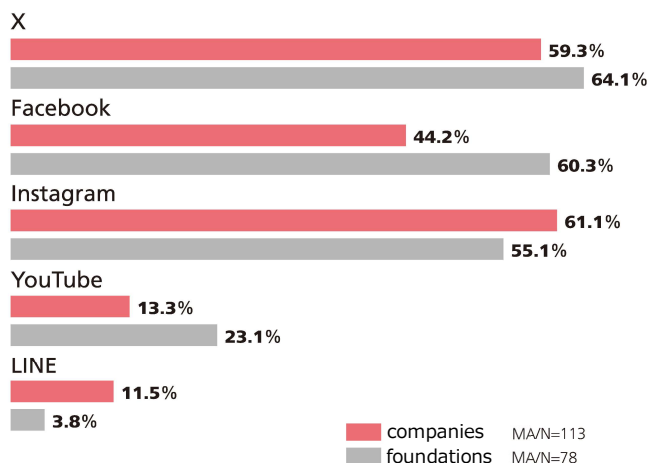
■In the free response section, respondents also indicated that calling out to participate in the activities improved employees’ well-being and deepened their understanding of corporate and management philosophy, leading to improved employee engagement.

*See p.12 of Mécénat Report 2024 (Also contains free responses from companies)

Point 3 The use of social media is advancing versatile information transmission, such as behind-the-scenes looks at Mécénat activities and streaming of explanatory videos by curators, and expanding the circle of appreciation for Mécénat activities.

Aggregating the types of social media/based on the number of companies and corporate foundations

*Based on free responses from companies and corporate foundations that indicated that they use social media



■Aggregating the types of social media mentioned in the free response section by companies and corporate foundations that responded “Using social media,” Instagram was used by the largest ratio of companies, followed by X (formerly Twitter) and Facebook. On the other hand, corporate foundations mostly used X, followed by Facebook and Instagram.

■In the free response section, there were statements containing examples of social media application in Mécénat activities and initiatives for their application.

*See p.35-36 of Mécénat Report 2024
 (Also contains free responses from companies and corporate foundations regarding their social media initiatives, etc.)

■ 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: 127 companies and organizations / Individual Members: 26 (as of January 1st, 2025).

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/>