

Outline of the 3rd Basic Policy on the Promotion of Culture and the Arts

I. Basic Philosophy on the Promotion of Culture and the Arts

1. Significance of the promotion of culture and the arts

Culture and the Arts

- Indispensable for people to achieve a spiritually affluent life
 - They are irreplaceable as something to believe in, and are social assets for the entire nation.
- Sources of creative economic activities, or “Soft Power”
 - They lay the foundations for sustainable economic development and smooth international cooperation, and enhance national strength.



Bring (the promotion of culture and the arts) at the core of national policy measures to aim to create a new “Nation based on Culture and the Arts.”

2. Basic viewpoints for promoting culture and the arts

① Sources of growth in a mature society

- Public support of culture and the arts shall be recognized as a strategic investment based on social needs.
- Support of culture and the arts shall be clearly positioned as a public policy measure from the viewpoint of evoking potential as an area of growth in a mature society and increasing social capital.
- Measures need to be implemented in a manner suited to the nature of culture and the arts, and from a long-term, sustainable viewpoint.

② Propagation power of culture and the arts promotion

- Promotion with a view to the ripple effects on education, welfare, community development, tourism, industry and other related areas.
- Policy development of utilizing the strong points of Japan, while also keeping in mind the viewpoints of increasing employment opportunities and revitalizing regional communities, and of enhancing the cultural presence of Japan.

③ Nationwide promotion of culture and the arts

- Private organizations, local public bodies, the national government, and other entities need to collaborate, while clearly recognizing their respective roles, to promote culture and the arts by society as a whole.

II. Priority Measures Related to the Promotion of Culture and the Arts

1. Six priority strategies for building a “Nation based on Culture and the Arts”

Priority strategy 1 Effective support of cultural and artistic activities

- ◆ Introducing new supportive systems toward cultural and artistic organizations
- ◆ Introducing a new mechanism equivalent to the arts councils in various countries
- ◆ Expanding and improving support to the bases of culture and the arts that form the core of regional communities
- ◆ Studying the development of legal foundations for theaters, concert halls and others
- ◆ Introducing governmental compensation systems for damage caused to works of art and appropriate operation of the systems
- ◆ Promoting support activities undertaken by the private sector and supporting NPOs and other organizations that assume leading roles as the “New Public Commons”
- ◆ Expanding and improving the functions of national cultural facilities for even more effective operation

Priority strategy 2

Enhancing the human resources who create and support culture and the arts

- ◆ Support systems for nurturing young and upcoming artists
- ◆ Expanding the support systems for cultivating and utilizing the expert human resources who support cultural and artistic activities and the operation of facilities
- ◆ Expanding the support systems to the successors of intangible cultural property, techniques and skills that support cultural property

Priority strategy 3

Improving promotional measures for culture and the arts aimed at children and young people

- ◆ Expanding opportunities for appreciating works of arts and becoming familiar with traditional culture and cultural property
- ◆ Improving art education in schools including communication education

Priority strategy 4

Passing down culture and the arts to the next generation

- ◆ Conserving and passing down cultural property through planned measures for repair and disaster prevention
- ◆ Increasing opportunities for people to familiarize themselves with cultural property through public display and utilization in a more positive way
- ◆ Broadening the bases for protecting cultural property through comprehensive preservation and utilization and the use of registration system
- ◆ Configuring archives in areas of culture and the arts, collecting information on locations and compiling and using lists of works in storage

Priority strategy 5

Use of culture and the arts for promoting regional communities, tourism, and industry

- ◆ Utilizing tangible and intangible resources of culture and the arts for promoting regional communities, tourism, and industry
- ◆ Supporting the formation of new bases for creativity and encouraging the promotion of regional culture
- ◆ Promotion of the actual culture for living, including the culture related to clothing, food, and residences

Priority strategy 6

Enhancing cultural communication and international cultural exchanges

- ◆ Expanding support to overseas performances and exhibitions, and international joint productions
- ◆ Supporting strategically for hosting major international art festivals in Japan, participation in overseas festivals, and improving the Japan Media Arts Festival even further as a global festival
- ◆ Enhancing the activities and content at historic museums and art museums as bases for cultural communication and exchange
- ◆ Expanding international cooperation in areas related to cultural property
- ◆ Promoting international cultural exchanges in East Asia

2. Points to note when promoting the priority strategies

- (1) Implementing cross-sectional and comprehensive measures
 - Implementation of measures of the priority strategies in a cross-sectional manner.
 - Comprehensive implementation of measures by the collaboration and joint endeavors between associated Ministries and Agencies.
- (2) Establishing a plan-do-check-act (PDCA) cycle

III. Basic Measures on the Promotion of Culture and the Arts

List up the basic measures in line with each Article (from Article 8 and later) in Chapter III of the Basic Act on the Promotion of Culture and the Arts

Outline of the 3rd Basic Policy on the Promotion of Culture and the Arts

The aim of the Policy is to comprehensively promote measures related to the promotion of culture and the arts, pursuant to the Basic Act on the Promotion of Culture and the Arts. It is intended to be a review of the 2nd Policy based on changes in the circumstances related to culture and the arts, and has been formulated with the coming five years (FY2011 to FY2015) in mind.

I. Basic Philosophy on the Promotion of Culture and the Arts

1. Significance of the promotion of culture and the arts

- Culture and the arts are indispensable for people to achieve a spiritually affluent life. They are irreplaceable as something to believe in (forming pride and identity), and are social assets for the entire nation.
- Culture and the arts are the sources of creative economic activities and also “Soft Power”. They lay the foundations for sustainable economic development and smooth international cooperation, and enhance national strength.
- The promotion of culture and the arts shall be at the core of national policy measures to achieve a spiritually enriched life for all people and enhance national strength by building a vital society. Now is the time to aim to create a new “Nation based on Culture and the Arts”.

2. Basic viewpoints for promoting culture and the arts

(1) Changes in circumstances related to culture and the arts

- Role allocation between the civic and government sectors is being considered, the decentralization of power has progressed, and diverse measures are being disseminated by the private sector.
- Regional communities have declined, and there is a shortage of people specializing in culture and the arts. The degradation of the foundation for supporting culture and the arts has been a threat due to the recent economic and financial situations and the effects of aspects such as the designated administrator system.
- There are issues relating to the promotion of exchanges and cultural identity and diversity, caused by the progress of globalization. There are also expectations of deeper exchanges in East Asia and concerns over the decline of the position of Japan in the international community.
- Enhanced convenience and the emergence of new social issues have been seen as a result of the development and dissemination of information and telecommunication technologies.

(2) Basic viewpoints

① Sources of growth in a mature society

- The promotion of culture and the arts, which are sources of people’s energy and creative power, is necessary to shift priority from hardware development to supporting software and human aspects, and to pursue enhanced quality in people’s lives.

- By their nature, culture and the arts need public support, while at the same time being public assets that offer social benefits (externality) and possess the function of social inclusion.
 - Public support of culture and the arts shall be recognized as a strategic investment based on social needs.
 - Support of culture and the arts shall be clearly positioned as a public policy measure from the viewpoint of evoking potential as an area of growth in a mature society and increasing social capital.
 - Measures need to be implemented in a manner suited to the nature of culture and the arts, and from a long-term, sustainable viewpoint.
- ② Propagation power of culture and the arts promotion
- Culture and the arts essentially have the power to spread widely throughout society, and they need to be promoted with a view to the ripple effects on education, welfare, community development, tourism, industry and other related areas.
 - Measures need to be strategically developed that utilize the strong points of Japan, while also keeping in mind the viewpoints of increasing employment opportunities and revitalizing regional communities, and of enhancing the cultural presence of Japan.
- ③ Nationwide promotion of culture and the arts
- Local governments will primarily assume the role of promoting culture and the arts that are unique to the region in a way that suits the circumstances of the region.
 - The voluntary support of the private sector is indispensable. Private sector entities are expected to engage in independent activities as leaders of the “New Public Commons.”
 - The primary role of the national government is to present an overall perspective and establish the foundations and preconditions for enhancing national strength and promoting cultural and artistic activities. The support of the regional communities and the private sector is also necessary, along with efforts to resolve disparities between regions.
 - The environment for supporting cultural and artistic activities needs to be developed by implementing legal, financial and taxation measures, while keeping in mind the viewpoints of selection and concentration and attempting to prioritize the measures being implemented and enhance efficiency to cope with the tough financial situation.
 - Individuals, enterprises, private organizations, local public bodies, the national government, and other entities need to collaborate, while clearly recognizing their respective roles, to promote culture and the arts by society as a whole.

II. Priority Measures Related to the Promotion of Culture and the Arts

1. Six priority strategies for building a “Nation based on Culture and the Arts”

The environment for supporting cultural and artistic activities shall be enhanced, while also taking into consideration the situations in other countries, and the following six priority strategies shall be strongly promoted to achieve a new “Nation based on Culture and the Arts” as a national strategy.

Priority strategy 1: Effective support of cultural and artistic activities

- ◆ Introducing new supportive systems, including subsidies that work as an incentive toward the more efficient operation of cultural and artistic organizations and comprehensive support to creative activities throughout an entire year
- ◆ Introducing a new mechanism equivalent to the arts councils in various countries to make supportive measures for culture and the arts function more effectively; conducting necessary surveys and research promptly and attempting trial measures wherever possible
- ◆ Expanding and improving support to the bases of culture and the arts that form the core of regional communities
- ◆ Promptly studying the development of legal foundations for theaters, music halls and others
- ◆ Introducing governmental compensation systems for damage caused to works of art during exhibitions
- ◆ Promoting support activities undertaken by the private sector and supporting NPOs and other organizations that assume leading roles as the “New Public Commons”, by nurturing the culture of donation and designing incentives for promoting the use of cultural and artistic resources
- ◆ Expanding and improving the functions of national art and historic museums, and theaters, and developing mechanisms for even more flexible and effective operation

Priority strategy 2: Enhancing the human resources who create and support culture and the arts

- ◆ Improving the support systems for nurturing young and upcoming artists by expanding opportunities for their overseas study and the redemption of outcomes to society, and enhancing the commendation systems
- ◆ Expanding the support systems for cultivating and utilizing the expert human resources who support cultural and artistic activities and the operation of facilities
- ◆ Expanding the support systems to the successors of intangible cultural property, techniques and skills that support cultural property

Priority strategy 3: Improving promotional measures for culture and the arts aimed at children and young people

- ◆ Expanding opportunities for appreciating diverse excellent works of arts and becoming familiar with traditional culture and cultural property
- ◆ Improving art education in schools including communication education

Priority strategy 4: Passing down culture and the arts to the next generation

- ◆ Conserving and passing down cultural property through planned measures for repair and disaster prevention
- ◆ Increasing opportunities for people to familiarize themselves with cultural property through public display and utilization in a more positive way
- ◆ Broadening the bases for protecting cultural property through comprehensive preservation and utilization and the use of registration system
- ◆ Configuring archives in areas of culture and the arts, collecting information on locations and compiling and using lists of works in storage in areas wherever possible

Priority strategy 5: Use of culture and the arts for promoting regional communities, tourism, and industry

- ◆ Utilizing tangible and intangible resources of culture and the arts located in various regions for promoting regional communities, tourism, and industry
- ◆ Supporting the formation of new bases for creativity, including Cultural Creative Cities, and encouraging the promotion of regional culture through local art festivals, artists in residence, etc.
- ◆ Surveying and clarifying the actual culture for living, including the culture related to clothing, food, and residences, and studying promotional measures

Priority strategy 6: Enhancing cultural communication and international cultural exchanges

- ◆ Expanding support to overseas dramatic performances and exhibitions of arts and crafts, and international joint productions
- ◆ Supporting strategically for hosting major international art festivals in Japan, participation in overseas festivals, or unique international cultural exchanges, and improving the Japan Media Art Festival even further as a global festival
- ◆ Enhancing the activities and content at historic museums, art museums, and universities as bases for cultural communication and exchange
- ◆ Expanding international cooperation in areas related to cultural property, including the protection of overseas cultural heritage
- ◆ Promoting international cultural exchanges in East Asia through the Creative Cities with Arts in East Asia (tentative title) and exchanges between universities

2. Points to note when promoting the priority strategies

(1) Implementing cross-sectional and comprehensive measures

- Attention shall be given to correlation between the priority strategies from the planning stage of each measure, which shall be implemented in a cross-sectional manner.
- Collaboration and joint endeavors between associated Ministries and Agencies shall be reinforced further in order to implement measures in a cross-sectional manner, while at the same time promoting cooperation with associated organizations and groups to comprehensively promote measures as national strategies.

(2) Establishing a plan-do-check-act (PDCA) cycle

- A plan-do-check-act (PDCA) cycle needs to be established and improved continuously in relation to the priority strategies. The Council of Cultural Affairs shall check the progress of each measure every year, and establish effective methods for evaluation.

III. Basic Measures on the Promotion of Culture and the Arts

1. Promotion in each area of culture and the arts

(1) Promotion of the arts

- ▶ Introducing new support mechanisms to help create a system of culture and the arts that Japan can

present proudly to the world ▶ Introducing a new mechanism equivalent to the arts councils in various countries to make supportive measures for culture and the arts function more effectively; conducting necessary surveys and research promptly and attempting trial measures wherever possible ▶ Supporting collaborative measures between top-level organizations, theaters, music halls and others ▶ Increasing opportunities for appreciating works of art, art festivals, etc. ▶ Projects subsidized by the Japan Arts Fund ▶ Enhancing support at the New National Theater, Tokyo

(2) Promoting the media arts

▶ Further enhancing the Japan Media Arts Festival, promoting collaboration with related events, and communicating with other countries ▶ Promoting the development of databases related to works of the media arts and related materials, and the formation of digital archives ▶ Collaborating with universities and production sites to offer occasions for expert training and the publication of works by young creators ▶ Improving the production environment for Japanese films and video works; disseminating information at home and abroad; cultivating human resources; supporting the international joint production and promotion of the collection and storage of works at the National Film Center of the National Museum of Modern Art, Tokyo

(3) Passing down and developing traditional performing arts

▶ Support for understanding and disseminating historical and cultural values, support for performances, etc. ▶ Offering opportunities for appreciating traditional performing arts; passing down and revitalizing classic works ▶ Support for training successors to the traditional performing arts, cultivating successors of traditional techniques, and securing source materials

(4) Promoting the dramatic arts

▶ Prioritizing support for creative activities, human resources development, and dissemination activities ▶ Offering opportunities for appreciating the dramatic arts

(5) Dissemination of living culture, entertainment, publications, etc.

▶ Promoting the actual culture for living, including the culture related to clothing, food, and residences, and promoting activities related to entertainment favored nationally ▶ Disseminating publications and music media, and developing an easily accessible environment for people to enjoy entertainment

(6) Preservation and utilization of cultural properties

▶ Actively promoting public display and utilization of cultural property ▶ Comprehensive preservation and utilization of regional cultural property by supporting the formulation of a basic scheme for historic and cultural property, etc.; comprehensive preservation and utilization of cultural property with the surrounding environment ▶ Broadening the bases of cultural property protection by utilizing the registration system for cultural property ▶ Improving the maintenance, management, and repair of tangible cultural property; expanding support for disaster and crime prevention ▶ Securing and training successors of intangible cultural property, passing down traditional techniques ▶ Preserving and utilizing murals in tomb mounds ▶ Conserving and passing down techniques for preserving cultural property ▶ Making recommendations for world heritage registration, and other measures

2. Promotion of culture and the arts in local areas

▶ Expanding opportunities for appreciating diverse culture and the arts; supporting for creative activities

in local area; promoting the participation of people from regional communities in cultural and artistic activities ▶ Promoting cultural and artistic activities that are unique to various regions; cultivating leading persons ▶ Promoting regional culture through collaborations between associated organizations; promoting measures to utilize creativity and the charms of culture and the arts in the areas of education, welfare, tourism, industry and others, to revitalize regions ▶ Passing down and developing traditional events; protecting cultural landscapes ▶ Promoting the Ainu Culture

3. Promoting international exchanges

▶ Increasing the level of support for overseas performances, exhibitions, and international joint productions ▶ Supporting core international art festivals, implementing measures for unique international cultural exchanges, and hosting international conferences in Japan ▶ Promoting international cultural exchanges with countries in East Asia and other parts of the world ▶ Promoting exchanges and collaboration between cultural figures and artists; forming international networks ▶ Promoting international cultural exchanges between the younger generations ▶ Configuring information bases on the media arts; communicating on the media arts abroad ▶ Translating and disseminating Japanese literary works; communicating comprehensive information on Japanese culture ▶ Promoting international cooperation for cultural heritage ▶ Cooperating to protect intangible cultural heritage in the Asia Pacific region

4. Cultivating and securing artists

▶ Increasing opportunities for overseas study, seminar projects, and the presentation of activity results by upcoming artists ▶ Cultivating and securing diverse human resources; cultivating human resources through enhanced training to assume leading roles in cultural and artistic activities ▶ Planned and systematic human resources development through collaboration between related organizations ▶ Improving education and research related to culture and the arts ▶ Organizing various conditions related to the environment for artists' activities, and improving their social, economic, and cultural status

5. Understanding the Japanese language correctly

▶ Conducting periodical surveys on the Japanese language, enhancing awareness of the Japanese language and cultivating Japanese language capabilities ▶ Disseminating the Revised *Joyo Kanji-hyo* in common use ▶ Disseminating specific guidelines related to honorific expressions ▶ Clarifying the situations of languages and dialects on the verge of extinction, and carrying out surveys and research on them ▶ Enhancing school education even further ▶ Promoting self-initiated reading activities by children ▶ Developing an environment for enjoying the benefits of an affluent culture of characters and printed materials, and other measures

6. Disseminating and improving Japanese language education

▶ Improving the Japanese language education offered to wider range of people ▶ Establishing Japanese language schools and cultivating and training Japanese language teachers, volunteers and coordinators to suit the situations of various regions ▶ Promoting the overseas dispatch and invitational training of Japanese language teachers, and offering Japanese language teaching materials that utilize information and telecommunication technologies

7. Protecting and utilizing copyright

- ▶ Undertaking a comprehensive study of issues on copyright systems to deal with digitization and network formation, developing and operating legal systems, conducting surveys and research, configuring systems for promoting the distribution of literary works, etc.
- ▶ Disseminating knowledge and awareness of copyright
- ▶ Preventing and eradicating the distribution of pirated copies

8. Enhancing cultural and artistic activities for the people

(1) Increasing opportunities for the people to appreciate culture and the arts

- ▶ Supporting performances and exhibitions related to culture and the arts
- ▶ Introducing a governmental compensation system for damage caused to works of art during exhibitions
- ▶ Enhancing opportunities to raise the interest of people in culture and the arts and to encourage participation through the National Culture Festival
- ▶ Providing information and promoting exchanges to revitalize cultural volunteer activities

(2) Enhancing cultural and artistic activities for elderly and handicapped people

- ▶ Promoting devices that consider the needs of subjects, such as making facilities barrier-free, offering subtext and voice guidance services, offering child care services, etc.
- ▶ Supporting the measures undertaken by associated organizations

(3) Enhancing cultural and artistic activities for the younger generation

- ▶ Increasing opportunities for appreciating diverse excellent works of arts and for familiarization with traditional culture and cultural property
- ▶ Supporting performances aimed at the younger generation, and enhancing their opportunities to take part in cultural and artistic activities
- ▶ Cultivating and securing instructors
- ▶ Enhancing educational and dissemination activities at art and historic museums, in collaboration with schools

(4) Enhancing cultural and artistic activities in school education

- ▶ Expanding experience and other learning and opportunities for art appreciation
- ▶ Enhancing the capabilities of teachers and promoting joint educational programs with artists from the local region
- ▶ Offering appropriate education in traditional music, and other measures

9. Enhancing culture and art bases

(1) Enhancing theaters, music halls and other facilities

- ▶ Supporting cultural and artistic activities in theaters, music halls, and other core facilities in the region
- ▶ Promptly studying the development of a legal foundation for theaters, music halls and others
- ▶ Promoting activities at the National Theater and New National Theater, Tokyo
- ▶ Supporting creative activities in regional theaters and music halls, assigning and training artists, providing information in a more enhanced manner, and other measures

(2) Enhancing art and historic museums, libraries and other facilities

- ▶ Enhancing techniques for planning exhibitions and the thorough dissemination of appropriate storage and management methods for cultural property
- ▶ Enhancing training for curators and other expert staff who are responsible for education and dissemination
- ▶ Preparing guidelines related to the introduction of a designated administrator system
- ▶ Utilizing the art object enrollment system
- ▶ Developing catalogues of stored works and encouraging the formation of archives of literary information and digital

images ▶ Enhancing each of the functions of national art and historic museums ▶ Supporting libraries to serve as the core information base for the region by presenting enhancement measures, etc. ▶ Enhancing training to improve the performance of librarians ▶ Promoting collaboration between museums, libraries and archives (MLA)

(3) Improving locations for regional cultural and artistic activities

▶ Promoting the use of social education facilities, school facilities, and other measures

(4) Showing consideration when constructing public buildings

▶ Developing and conserving facilities that harmonize with the surrounding environment, landscape, history, culture, and other aspects

10. Development of other infrastructure

(1) Promoting the use of information and telecommunication technologies

▶ Configuring networks and archives of diverse forms of culture and the arts, films and video works, cultural property and others ▶ Promoting measures through the utilization of science and technology, and other measures

(2) Providing information to local public bodies and private sector organizations

▶ Collecting and storing information and materials (configuring archives), studying methods of utilization, etc. ▶ Establishing contact points for consultation, advice, etc., and other measures

(3) Revitalization of support activities undertaken by the private sector

▶ Utilizing tax systems for cultivating a culture of donating, and other measures

(4) Collaboration between related organizations

▶ Collaboration and cooperation between related Ministries and Agencies, clarifying the roles assumed by each of the related organizations, strengthening and promoting collaboration

(5) Commendation

▶ Active commendation

(6) Reflecting people's opinions in policy formulation

▶ Formulating policy measures by giving full consideration to people's opinions ▶ Establishing places for exchanging information and opinions in each region ▶ Collecting basic data and enhancing surveys and research ▶ Establishing appropriate evaluation methods

II. Priority Measures Related to the Promotion of Culture and the Arts

1. Six priority strategies for building a “Nation based on Culture and the Arts”

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Priority strategy 5

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