

Basic Policy on the Promotion of Culture and the Arts

- Creating the future with cultural and artistic resources - 4th Basic Policy outline

<Revised points>

- The period: about six years (FY2015 to FY2020)
- Make clear cultural policies that have taken in to account the changes of the situation after the 3rd Basic Policy development (Feb 2011) (Regional revitalization, Tokyo 2020 Games, the Great East Japan Earthquake, etc.)
- Make clear the form of our country aims *Nation Based on Culture and the Arts*

【What is Nation Based on Culture and the Arts?】

- ✓ Providing opportunities for **all people** to participate in creative activities and experience appreciation of culture and arts
- ✓ Nationwide **Cultural Programs** triggered by the Tokyo 2020 Games
- ✓ Let the world know the reconstruction of the affected areas **along with the charm of the regional culture and arts**
- ✓ **Create more jobs and industries** that relate to culture and the arts

- Present targets and performance indicators to realize *Nation Based on Culture and the Arts*

【Targets and performance indicators】

The percentage of people citing *Culture and Arts* as the pride of Japan (Jan 2014, 50.5% → 2020, **about 60%**)
 The percentage of people satisfied with their local cultural environments (Nov 2009, 52.1% → 2020, **about 60%**)
 The percentage of people who donate (Nov 2009, 9.1% → 2020, **about 20%**)
 The percentage of people who are in art appreciation activities (Nov 2009, 62.8% → 2020, **about 80%**)
 The percentage of people who are in cultural and artistic activities (Nov 2009, 23.7% → 2020, **about 40%**)
 Foreign travelers (2014, 13.414million people → 2020, **20 million people**)

1. Nationwide promotion of culture and the arts

- ✓ Regional revitalization: Strategically using culture and the arts, landscape etc. as regional resources to **kick start Regional revitalization**
- ✓ 2020 Tokyo Games: **Organizing Cultural Programs** nationwide for many people
→ After the 2016 Rio Games, internationally enhance the Olympic Movement, building momentum
- ✓ Reconstruction from the Great East Japan Earthquake: **Create a New Tohoku** that can be a role model to the world with its cultural and artistic charm
- ✓ Classifying public support for culture and the arts as a strategic investment, **emphasizing support for culture and the arts promotion**

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

The Five priority strategies for the Promotion of Culture and the Arts.

Priority Strategy 1: Effective support for cultural and artistic activities

- ✓ Conducting focused support towards creative activity that can be a driving force to improve the standard of art.
Support the creation of world-class culture and art that can represent Japan
- ✓ **Variety of artistic exchanges between Japan and overseas** etc., elaborate and strategic promotion of creative activities while taking in to consideration the characteristics of each field
- ✓ Planning of cultural policy by **various subjects of the region**
- ✓ Support efforts to accept regional and international artists
- ✓ Enhance and strengthen the national network of the **Cultural and Artistic Creative City**. Cooperation between tourism and industrial development
- ✓ **A Japanese Arts Council**
- ✓ Promotion of artistic activities for people with disabilities
- ✓ Promotion of *Culture of Life*, culture related to food, clothing and shelter
- ✓ **Dissemination of information** such as national performances and cultural and artistic events
- ✓ **Cooperation request for funds** related to the 2020 Tokyo Games, promotion of activities by private companies

Priority Strategy 2: Enhancement of human resources that create and support culture and the arts, as well as enhancement of promotional measures for culture and the arts aimed at children and young people

- ✓ Development of *Imagination* and *Creativity* of children and young people
- ✓ Enhancement of arts education in *school*
- ✓ Development and utilization of professional human resources to support the management of cultural and artistic activities and facilities, as part of *increasing the number of jobs*
- ✓ Promoting the understanding of the Designated Manager System
- ✓ Support for traditional techniques and skills to support the traditional culture

Priority Strategy 3: Ensuring the inheriting of culture and the arts by the next generation, used towards regional development and others

- ✓ Conserving and passing down cultural property
- ✓ Regional development and tourism promotion by *the active use of cultural property*
- ✓ The creation of *the Japan Heritage* certification mechanism
- ✓ Overall preservation and use of cultural properties of regions, using basic historical and cultural concepts
- ✓ Promoting recommendations and registration to *the World Cultural Heritage and Intangible Cultural Heritage of UNESCO*
- ✓ Study of the preservation and use of *Underwater Cultural Heritage*

Priority Strategy 4: Promotion of national and international cultural diversity and mutual understanding

- ✓ Overseas expansion of Japanese art works, artists and people of culture
- ✓ Enhancement of international art events
- ✓ Enhancement of activities and contents of cultural exchange at cultural institutions and universities
- ✓ Studying the promotion of *Digital Archiving* (of movies, performance art, anime, manga, games, design, photography, architecture, cultural heritage, etc.) and cross-sect development, widely advertising the media art of Japan abroad
- ✓ Promotion of *centers for cultural creation and international dissemination throughout Japan*
- ✓ Using cultural facilities as a *Unique Venue* (* 1), to attract and hold MICE (* 2)
 - (* 1) Unique Venue: A venue which is a historic building, a cultural facility or a public space that is possible to produce a uniqueness or regional characteristics, and is also possible to hold meetings and receptions.
 - (* 2) MICE: Meeting, Incentive, Convention, and Exhibition/Event of companies and groups.
- ✓ Promotion of *international cooperation*, using advanced knowledge, technology and the experience of Japan in the cultural *heritage protection* field
- ✓ Promotion of *Culture City of East Asia* programs, such as *exchanges of young artists* in East Asia
- ✓ The promotion of Japanese language education for foreigners

Priority Strategy 5: Establishing a system for the Promotion of Culture and the Arts

- ✓ Enhancement of the functions of *nationally owned museums and theaters*
- ✓ Promotion of initiatives based on the *Basic Policy on maintenance and management of 'a space as a symbol of ethnic coexistence'* in order to *promote the reconstruction of Ainu culture*
- ✓ *Collection of basic data* and *researches* that contribute to the formation of cultural policies
- ✓ *Development of a copyright system* that corresponds to our digital network society

3. The Basic Measures for Promotion of Culture and the Arts

Defining the specific measures for each of the following matters, based on the basic philosophy of culture and arts promotion as stated in the Basic Act on the Promotion of Culture and the Arts

- 1: Promotion in each area of culture and the arts
- 2: Promotion of culture and the arts in local areas
- 3: Promotion of international exchange
- 4: Cultivating and securing artists
- 5: Understanding the Japanese language correctly
- 6: Dissemination and enhancement of Japanese language education
- 7: Protection and use of copyrights
- 8: Enhancement of the cultural and artistic activities for the people
- 9: Enhancement of culture and arts centers
- 10: Development of other infrastructures