



## CIVILNET

Through its CivilNet Program, JCIE continues its long tradition of leadership in promoting the development of a vibrant civil society in Japan, Asia Pacific, and around the world. With more than three decades of experience in the field, JCIE finds itself in a unique position to create collaborative networks of civil society organizations worldwide and enhance cooperation among them in addressing common challenges.

One important CivilNet objective is to encourage dynamic and innovative approaches in the philanthropic sector. JCIE's commitment to strengthening Japan's indigenous private and corporate philanthropy dates back to the early 1970s, when it conducted the groundbreaking International Philanthropy Project. In 1979, it founded the Asian Community Trust, Japan's first charitable trust supported by general fundraising, and in 1997, the Levi Strauss Foundation and JCIE launched Japan's first donor advised fund. Building on these activities, JCIE has been facilitating philanthropic programs for a growing number of Japanese and foreign corporations that are seeking ways to address diverse social challenges. In FY2008, this diverse group of corporations and foundations included the Toshiba International Foundation, the Tiffany & Co. Foundation, Voyager Management, Microsoft Japan, and Ajinomoto.

The CivilNet Program also seeks to promote a broader and deeper understanding of civil society in Japan and around the world. JCIE organizes research and dialogue projects on the role of civil society organizations in governance and society. JCIE also works to support international outreach by Japan's civil society, including the promotion of grassroots exchanges between Japan and other countries, and makes a special effort to encourage civil society leaders in Japan to work more closely with their counterparts around the world in order to improve their effectiveness and heighten the sector's potential contributions.

# Strengthening Understanding of the Role of Civil Society

## Keio University Shibusawa Ei'ichi Memorial Lectureship—Global Issues and the Role of Individuals

The Shibusawa Ei'ichi Memorial Lectureship was established at Keio University in 2004 with the sponsorship of the Shibusawa Ei'ichi Memorial Foundation and held each year for five years. This for-credit course, which was organized by JCIE, consisted of a series of lectures that dealt with the redefinition of the public good and the role of civil society. The 2008 series marked the fifth and final year of the course. The series, held from April to July, centered on the theme of “Global Issues and the Role of Individuals” and included lecturers from diverse fields such as medicine, military, law, and even rock music.

### 2008 Lecture Series

#### I. Orientation

RYOSEI KOKUBUN; YUICHI HOSOYA; JUNYA NISHINO

#### II. Philanthropists and Civil Society

*“Independence and Self-Respect,” “Private Knowledge to Public Knowledge”: The Spirit of Yukichi Fukuzawa, Founder of Keio Gijyuku School*

MAKOTO IOKIBE, *Historian & President, National Defense Academy of Japan*

*Ei'ichi Shibusawa's Philanthropic Efforts and Their Contemporary Significance*

KEN SHIBUSAWA, *CEO, Shibusawa & Co.*

*Evolution of Corporate Social Involvement and Its role in the Civil Society*

YOTARO KOBAYASHI, *Chief Corporate Advisor, Fuji Xerox*

#### III. Civil Society and Its Various Actors

*Creating a Conducive Environment for Civil Society Development*

AKIRA MATSUBARA, *Executive Director, Coalition for Legislation to Support Citizen's Organizations*

*Civil Society Responses to Climate Change*

MIE ASAOKA, *Lawyer; Vice President, Kyoto Prefectural Citizens' Committee to Stop Global Warming*

*The Role of Media in Transmitting Values*

YOICHI FUNABASHI, *Editor in Chief, Asahi Shimbun*

*Collaboration with Civil Society in International Policy Formulation—Toward G8 and TICAD IV*

KOJI TSURUOKA, *Director-General for Global Issues, Ministry of Foreign Affairs*

#### IV. Values Connecting Global Individuals

*Looking at Individuals from Conflict Areas*

YOSHINO OISHI, *Photographer*

*Globalization and the Role of Religion*

KOSEI MORIMOTO, *Chief Abbot, Todaiji Temple*

*Ethics in Human Life*

YOSHIYUKI OKANO, *Professor, Medical Department, Keio University*

#### V. Keio University 150th Anniversary Special Lecture sponsored by Ei'ichi Shibusawa Memorial Foundation

*Global Issues and the Role of Individuals*

BONO, *Lead Vocalist, U2*



U2 Lead Vocalist Bono at the 2008 Shibusawa Ei'ichi Memorial Lectureship series

## **Civil Society Monitor**

JCIE's *Civil Society Monitor* newsletter serves as one of few sources of English-language information on the current state of the Japanese nonprofit sector. It seeks to link Japan's nonprofit sector with the international community by reporting on current events and noteworthy activities and organizations in Japan's emerging civil society. The 13th issue was published in November 2008 and analyzed recent developments in Japanese civil society, including the high levels of civil society mobilization surrounding the July 2008 G8 Summit held in Toyako, Japan.

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# Facilitating Innovative Corporate Philanthropy

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## **Microsoft Japan NPO Cooperation Program**

In 2002, Microsoft Japan launched the Microsoft Japan NPO Support Program, renamed in 2009 as the Microsoft Japan NPO Cooperation Program. This program aims to empower nonprofit organizations in Japan through the use of information technology. Each year, approximately US\$180,000 (¥20,000,000) in grants is distributed to Japanese NPOs, together with software and other technical advice as necessary. JCIE began operating this program for Microsoft Japan in 2006, managing the planning, operations, selection process, and evaluation of the program.

In 2009, this program was renamed as a result of discussions about transforming the relationship between the corporate sector and NPOs into a more collaborative partnership. The new program focuses on how the two parties can leverage their respective

expertise and create a win-win relationship. In addition, the focus of the program's support has expanded to encompass two main themes: (1) projects promoting safe use of the Internet and (2) projects utilizing information technologies to provide solutions to pressing social issues, especially in the fields of the environment, health, and local revitalization.

## **SEEDCap Japan**

The Social Entrepreneur Enhanced Development Capital Program (SEEDCap Japan), a funding initiative that was launched in 2004, serves as a new model for nonprofit financing in Japan. Voyager Management, a socially conscious American "fund of funds" investment company that aggregates and invests funds for small and mid-sized hedge funds, contributes 10 percent of the incentive fees from its

transactions on behalf of several Japanese corporations to JCIE. This contribution is then regranted by JCIE to exemplary Japanese nonprofit organizations that are implementing new approaches to pressing social issues. This innovative arrangement was conceived by the investment advisory firm Shibusawa & Company.

SEEDCap has attracted media attention for the creative way in which it mobilizes support for the civil society sector in Japan, where funding can be especially difficult to obtain. SEEDCap has enabled recipient organizations to launch new activities to meet underserved societal needs and to scale up their operations. Since 2007, SEEDCap recipients have been eligible to apply for two additional years of funding at reduced amounts after the completion of their first year of activities. This multi-year funding, which is not common in the Japanese context, is designed to enable the organizations to make their programs financially self-sustaining. New grantees in 2008 included Total Health Care for Artists Japan and KOMPOSITION, while other grantees received their second year of funding.

#### 2008 Grants

**TOTAL HEALTH CARE FOR ARTISTS JAPAN**—To support a program that expands access to affordable healthcare for dancers and other artists, who often fall through the gaps of Japan’s healthcare system.

**KOMPOSITION**—For a “Legal Wall Project” that battles illegal graffiti by channeling youths’ energies and providing them legal spaces to paint at the request of building owners.

**KOTOBA NO ATELIER**—Second-year funding for a residential training program to draw youths who are out of the workforce back into societal contact and help them gain professional skills.

**A DREAM A DAY IN TOKYO/HEARTFUL HOLIDAY IN TOKYO FOR TERMINALLY ILL CHILDREN**—Second-year funding for a program to offer terminally ill

children from Japan and elsewhere in Asia a one-week stay in Tokyo.



SEEDCap Japan recipient organization Pangaea

### Tiffany Foundation Award

In 2008, the Tiffany & Co. Foundation and JCIE established the Tiffany Foundation Award for the Preservation of Japanese Traditional Arts and Culture in Contemporary Society in order to recognize organizations that have made notable contributions to the promotion of Japanese traditional culture and to the revitalization of local communities.

The Tiffany Foundation Award honors organizations in two categories: the Taisho Award honors organizations that are nationally recognized and have introduced an innovative element to their field; and the Shinkosho Award honors organizations that are recognized at the community level as having great potential or having produced exemplary results through efforts in their regions. One award is made in each category annually, and recipients receive a ¥2 million grant and a custom-designed trophy from Tiffany & Co. The award recognizes those whose activities (1) incorporate the heritage of traditional local culture into the contemporary activities of modern society by mobilizing the participation of a wide range of citizens in traditional cultural activities, (2) revive traditional cultural activities that have been passed down through the generations with



Tiffany and Co. Foundation President Fernanda Kellogg presents the 2008 Tiffany Foundation Award

the purpose of regenerating a sense of local pride and contributing to community revitalization, and (3) promote domestic and international exchange related to the theme of traditional arts and culture to rejuvenate local communities and open them to the rest of the world. JCIE requests nominations for the award from experts and institutions throughout Japan. In addition, organizations carrying out exemplary activities in keeping with the award's objectives are invited to directly nominate themselves. An independent selection committee of experts evaluates the nominees.

The inaugural awardees, the Mino Washi Akari Art Contest & Exhibition Organizing Committee and the Nishi-shiogo Revolving Theater Preservation Committee, were honored at an award ceremony in Tokyo on June 26, 2008.

#### *Selection Committee*

KATSUHIKO HIBINO, Artist; Professor, Tokyo

University of the Arts

FUMIO NANJO, Director, Mori Art Museum

YUKO TANAKA, Professor, Hosei University

#### 2008 Awardees

**Taisho Award:** MINO WASHI AKARI ART CONTEST & EXHIBITION ORGANIZING COMMITTEE (Mino

City, Gifu Prefecture)—To promote the use of mino washi, the Mino region's traditional handmade paper, Mino City organizes an "Akari Art" Exhibition, inviting artisans from around the country to create and display mino washi light sculptures.

**Shinkosho Award:** NISHI-SHIOGO REVOLVING THEATER PRESERVATION COMMITTEE (Hitachi-Omiya City, Ibaraki Prefecture)—In the 1990s, the Nishi-Shiogo committee revived an early tradition of building a temporary theater on farmland for Kabuki, a traditional form of Japanese theater. Every three years, more than 100 local residents take part in the month-long process of rebuilding the theater for a series of performances.

### **Toshiba Youth Conference for a Sustainable Future**

Sponsored by the Toshiba International Foundation, the Toshiba Youth Conference for a Sustainable Future brings together high school students and teachers from Japan, Poland, Thailand, and the United States to encourage the students to deepen their awareness of environmental issues and to take the lead in their communities in working toward a better future. The program also seeks to enhance the teachers' ability to promote environmental, scientific, and intercultural communication education.

Created in 2008, the program is unique for its multilateral nature and its potential to form ties of international friendship and to strengthen international exchange between students through an action-oriented focus on common issues that span national boundaries. During the weeklong camp in Japan, the students and teachers participate in an intensive program designed to promote a broader understanding of environmental issues, including group research projects, field visits, and discussions with their fellow participants from other countries.

Prior to each conference, the student participants compose reports on local environmental issues and exchange views through a dedicated website. After returning to their respective countries, the students can keep in touch via the website, and it is hoped that these continued interactions will help encourage the development of a long-term network of environmentally conscious young leaders committed to creating a better future. In cooperation with Toshiba and BeGood Café, a Japanese environmental non-profit, JCIE has been facilitating the development of the program since its inception. Along with the Toshiba International Foundation, this program is sponsored by the Toshiba America Foundation and Toshiba Thai Foundation.

Under the theme of “Efficient Energy Consumption for a Sustainable Society,” the first annual Toshiba Youth Conference for a Sustainable Future took place on July 22–28, 2008, in Yokohama.

## **Ajinomoto International Cooperation for “Nutrition and Health” Support Program**

The Ajinomoto International Cooperation for “Nutrition and Health” Support Program is a grant program aimed at improving the quality of life of people in developing countries through support for international cooperation activities in local communities in the field of food and nutrition. The program was launched in 1999 as one of the Ajinomoto Group’s corporate citizenship activities and aims to contribute to the achievement of the United Nations Millennium Development Goals. From 2007 to 2009, JCIE advised Ajinomoto on its program content and helped to publicize the program and run the application process.