

# FY 2012 Japan Fair Trade Commission Performance Evaluation Report (Standard Format)

(The Japan Fair Trade Commission 24-(5))

Name of the Activity	Public relations and public hearings on competition policy, etc. Public relations and public hearings on competition policy						
Outline of Activity	Seeking to promote public understanding of competition policy by engaging in activities to distribute information about the Antimonopoly Act, etc. and the JFTC's activities using press releases, the JFTC website, and other means, and by engaging in information gathering activities to understand the opinions and requests of a broad cross-section of the public through communication with diverse groups of people.						
Goal	Seeking to enhance public understanding of competition policy and seeking to promote competition policy effectively and appropriately in the future by providing the public with a broad range of information on the details of the Antimonopoly Act, etc. and the JFTC's activities, and gathering opinions and requests from the general public through close communication (holding more than 85 meetings with local experts, holding the JFTC for One Day more than 8 times, and holding more than 41 consumer seminars, and more than 75 Antimonopoly Act workshops). (FY 2011)						
Budget-Related Activity	Breakdown of Budget		FY 2009	FY 2010	FY 2011	FY 2012	Amount requested for FY2013
	Amount Allocated (thousand yen)	Budget Supplemented (a)	22,009	24,752	29,931	29,787	28,090
		Budget Carried (b)	0	0	0	0	0
		Total (a + b)	22,009	24,752	29,931	29,787	28,090
	Executed amount (thousand yen) (c)		23,231	19,997	25,041		
Important Cabinet Policy Related to the Activity (Main Administrative Policy Speeches, etc.)	Name of the administrative policy speech, etc.			Date		Relevant part (excerpt)	

Evaluation Index	Meeting with local experts (No. of times) [See Note 1]	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		Commissioners, etc.	8	8	9	9
		Directors of local offices, etc.	54	74	79	75
		Total	62	82	88	84
	Target Figures for Each Fiscal Year		-	97	91	85
	Advisory panel meetings on antimonopoly policy (No. of times)	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		4	2	4	2	4
	The JFTC for One Day (No. of times)	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		1	1	1	4	8
	Target Figures for Each Fiscal Year		-	-	3	8
	Awareness levels of JFTC for One Day event participants [See Note 2]	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		-	-	-	-	86
	Consumer seminars (No. of times)	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		-	-	-	38	39
	Target Figures for Each Fiscal Year		-	-	25	41
	Participant degree of understanding of consumer seminars as a percentage [See Note 3]	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		-	-	-	85	88
	Participant degree of satisfaction with consumer seminars as a percentage [See Note 3]	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		-	-	-	71	73
	Antimonopoly Act workshop (No. of times)	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		26	39	47	82	96
	Target Figures for Each Fiscal Year		-	31	32	44
	Participant degree of understanding of Antimonopoly Act workshops as a percentage [Note 3]	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		-	-	-	87	89
	Participant degree of satisfaction with AMA workshops as a percentage [Note 3]	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		-	-	-	87	89
	Press releases (No. of times)	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		313	359	278	267	253

Note 1: "Commissioners, etc." denotes meetings between the JFTC commissioners and local experts. "Directors of local offices, etc." denotes meetings between General Secretariat officials such as directors of local offices or branches of the JFTC and local experts.

Note 2: Awareness levels are the percentage of JFTC for One Day participants who answered either "very good activity" or "good activity" when asked on a post-event questionnaire about the JFTC for One Day activity.

Note 3: Degree of understanding is percentage of participants who replied "Completely comprehensible" or "Mostly comprehensible" in the questionnaire survey.

Degree of satisfaction is the percentage of participants who replied "Satisfied" or "Mostly satisfied" in the questionnaire survey.

Evaluation Index	Amount of advertising expenditures equivalent to the volume of articles reported the JFTC's PR activities in newspaper (ten thousand yen)	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		—	—	92,231	45,657	83,677
	No.of subscribers to e-mail newsletters (No.of persons)	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		1,551	3,153	4,088	4,508	4,797
	No.of accesses to brochures and videos on the Antimonopoly Act on the JFTC website	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		—	253,547	193,986	286,420	317,197
	No.of accesses to the front page of the JFTC website	Actual Results				
		FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
		—	3,351,082	2,700,101	2,453,330	2,489,509

Results of Evaluations of Activity	Status of Achievements	<p>The target number of meetings with local experts was 85, but the JFTC held only 82.</p> <p>The JFTC held JFTC for One Day 8 times, meeting the target of 8.</p> <p>The target number of consumer seminars was 41, but the JFTC held only 39.</p> <p>The JFTC held 96 Antimonopoly Act workshops, exceeding the target of 75.</p>
	Directions for Future Activity	<p>Evaluated based on the evaluation indexes as a whole, the activity can be evaluated as being necessary and effective for seeking to promote people's understanding of competition policy by providing information to a broad range of people about the content of the Antimonopoly Act, etc. and the JFTC's activities, and understanding people's opinions and requests through communication with various groups of people.</p> <p>Despite this, local experts etc. have questioned just how familiar the public actually is with the activities of the JFTC. Many SMEs continue to follow long-held business practices and lack any awareness or concern that they might be suffering losses from Antimonopoly Act violations or Subcontract Act violations. Some enterprises are not even aware that these laws exist. Also, participants in consumer seminars have asked that the seminars be made more understandable by adjusting the vocabulary of the explanations to suit the audience's age bracket.</p> <p>Consequently, the JFTC must expend more energy on activities that build public awareness about the Antimonopoly Act, the Subcontract Act, and other issues, such as increasing the number of participants in these activities as well as producing more understandable press release materials. At the same time, the JFTC needs to improve the content of its publicity activities, such as devising better explanation methods, when conducting consumer seminars and other publicity activities.</p>

Use of Expert Knowledge	<ul style="list-style-type: none"> <li>• What have been the benefits of changing the method of collecting opinions and requests from Cooperation Committee members? (Mr. Tojo) (We have taken more time to explain issues to Committee members than last fiscal year, and we have been able to gather constructive and specific opinions and requests from Committee members. We have also gotten Committee members to gain a deeper understanding of JFTC's activities.)</li> <li>• What things have you done in the Antimonopoly Act workshops to get junior high school pupils to understand the Antimonopoly Act? (Mr. Tanaka) (We created a card game that has the students understand the importance of competition while playing a game. We also have them simulate an on-site investigation of a violation of the Antimonopoly Act. In this way, the workshops have been designed to let pupils have fun while learning about the Antimonopoly Act.)</li> </ul>
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Materials and Other Information Used During Policy Evaluation	<p>(1) Questionnaire on comprehension of content and satisfaction, etc. of participants in consumer seminars Survey population: 733 participants in consumer seminars (Valid responses) Survey method: Multiple choice, fields for free-text comments Drafted by: The JFTC Survey period: From April 8, 2011 to March 19, 2012</p> <p>(2) Questionnaire on comprehension of content and satisfaction of participants in Antimonopoly Act workshops Survey population: 5,827 participants in Antimonopoly Act workshops (junior high school pupils, high school pupils, university students) (Valid responses) Survey method: Multiple choice Drafted by: The JFTC Survey period: From April 19, 2011 to March 15, 2012</p> <p>(3) Questionnaire on awareness of participants in JFTC for One Day events Survey population: 636 participants in JFTC for One Day event (Valid responses) Survey method: Multiple choice Drafted by: The JFTC Survey period: From October 27, 2011 to March 15, 2012</p> <p>(4) Survey of the amount of advertising expenditures equivalent to the volume of articles reporting the JFTC's PR activities in newspapers Survey scope: 381 newspaper articles about PR activities undertaken by the JFTC, such as press releases Survey method: Estimated by multiplying the actual size of each article by a unit price calculated based on the lowest "in-article" advertising fee from the media advertising rates listed in Media Data 2011 (media research company publication) Drafted by: Desk One, Inc.</p> <p>(5) Main opinions voiced at Antimonopoly Policy Cooperation Committee meetings (first half of FY 2011) (November 9, 2011 press release)</p> <p>(6) Main opinions voiced at Antimonopoly Policy Cooperation Committee meetings (second half of FY 2011) (April 11, 2012 press release)</p> <p>(7) Main opinions, etc. voiced at meetings between local experts and the JFTC (December 14, 2011 press release)</p> <p>(Note) The above materials are all held by the General Affairs Division, Secretariat, General Secretariat, the JFTC.</p>
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Responsible Department	General Affairs Division, Secretariat	Responsible Person	Shuichi Sugahisa, Director of General Affairs Division, Secretariat	Year/Month for Policy Evaluation	April – July, 2012
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