

Standard Format: Report for Policy Evaluation - Management by Objective (MBO)

(The Japan Fair Trade Commission 23-(5))

Name of 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 91 meetings with local experts, holding the JFTC for One Day more than 3 times, and holding more than 25 consumer seminars and more than 44 Antimonopoly Act workshops) (FY2010).						
Budget-Related Activity	Breakdown of Budget		FY2008	FY2009	FY2010	FY2011	Amount Requested
	Amount Allocated (thousand yen)	Budget Supplemented (a)	23,767	22,009	24,752	29,931	29,787
		Budget Carried (b)	0	0	0	0	0
		Total (a + b)	23,767	22,009	24,752	29,931	29,787
	Executed amount (thousand yen) (c)		24,319	23,231	19,997		
Important Cabinet Policy Related to the Activity (Main Administrative Policy Speeches, etc.)	Name of administrative policy speech, etc.			Date		Relevant part (excerpt)	

Evaluation Index	Meeting with local experts (No. of times) (See Note 1)		Actual results				
			FY2006	FY2007	FY2008	FY2009	FY2010
		Commissioners, etc.	9	8	8	9	9
		Directors of local offices, etc.	39	54	74	79	75
		Total	48	62	82	88	84
	Target Figures for Each Year		-	-	97	91	91
	Advisory panel meetings on antimonopoly policy (No. of times)	Actual Results					
		FY2006	FY2007	FY2008	FY2009	FY2010	
		2	4	2	4	2	
	The JFTC for One Day (No. of times)	Actual Results					
		FY2006	FY2007	FY2008	FY2009	FY2010	
		1	1	1	1	4	
	Target Figures for Each Year	-	-	-	-	3	
	Consumer seminars (No. of times)	Actual Results					
		FY2006	FY2007	FY2008	FY2009	FY2010	
		-	-	-	-	38	
	Target Figures for Each Year	-	-	-	-	25	
	Participant degree of understanding of consumer seminars as a percentage (See Note 2)	Actual Results					
		FY2006	FY2007	FY2008	FY2009	FY2010	
		-	-	-	-	85	
	Participant degree of satisfaction with consumer seminars as a percentage (See Note 2)	Actual Results					
		FY2006	FY2007	FY2008	FY2009	FY2010	
		-	-	-	-	71	
	Antimonopoly Act workshop (No. of times)	Actual Results					
		FY2006	FY2007	FY2008	FY2009	FY2010	
		23	26	39	47	82	
	Target Figures for Each Year	-	-	31	32	44	
	Participant degree of understanding of Antimonopoly Act workshops as a percentage (See Note 2)	Actual Results					
		FY2006	FY2007	FY2008	FY2009	FY2010	
		-	-	-	-	87	
	Participant degree of satisfaction with Antimonopoly Act workshops as a percentage (See Note 2)	Actual Results					
		FY2006	FY2007	FY2008	FY2009	FY2010	
		-	-	-	-	87	
	Press releases (No. of times)	Actual Results					
		FY2006	FY2007	FY2008	FY2009	FY2010	
		316	313	359	278	267	
	Amount of advertising expenditures equivalent to the volume of articles reporting the JFTC’s PR activities in newspapers (ten thousand yen)	Actual Results					
		FY2006	FY2007	FY2008	FY2009	FY2010	
		-	-	-	92,231	45,657	

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: Degree of understanding is the 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	No. of subscribers to e-mail newsletters (No. of persons)	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		-	1,551	3,153	4,088	4,508
	No. of accesses to brochures and videos on the Antimonopoly Act on the JFTC website	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		-	-	253,547	193,986	286,420
	No. of accesses to the front page of the JFTC website	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		-	-	3,351,082	2,700,101	2,453,330

Results of Evaluations of Activity	Status of Achievements	<p>The target number of meetings with local experts was 91, but the JFTC held only 84.</p> <p>The JFTC held JFTC for One Day 4 times, exceeding the target of 3.</p> <p>The JFTC held 38 consumer seminars, exceeding the target of 25.</p> <p>The JFTC held 82 Antimonopoly Act workshops, exceeding the target of 44.</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>However, this activity still has issues. For example, given that local experts, etc. still voiced opinions such as "Some SMEs are unfamiliar with the stipulations, etc. of the Antimonopoly Act and commit violations," and "People are unaware that bid-rigging and cartels are harmful to general consumers," the JFTC needs to use press releases, the website, and e-mail newsletters to notify people about the activities being held and seek to increase the number of participants in these activities. The JFTC also needs to improve materials used in activities to disperse and gather information, such as by making the language used in press releases about violations of the Antimonopoly Act, etc. as easy to understand as possible and showing the nature of violations in diagrammatic form or using product photographs.</p>

Use of Expert Knowledge	PR activities using so-called social media (media whereby individual users transmit information and seek to communicate over the Internet) may be more efficient than the website and e-mail newsletters for increasing understanding of competition policy among citizens who do not participate directly in PR activities. (Mr. Tanaka)
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Material and Other Information Used During Policy Evaluations	<p>(1) Questionnaire on comprehension of content and satisfaction, etc. of participants in consumer seminars Survey population: 373 participants in consumer seminars Survey method: Multiple choice, fields for free-text comments Drafted by: The JFTC Survey period: From May 26, 2010 to March 4, 2011 Valid responses: 373</p> <p>(2) Questionnaire on comprehension of content and satisfaction of participants in Antimonopoly Act workshops Survey population: 3,788 participants in Antimonopoly Act workshops (junior high school pupils, high school pupils, university students) Survey method: Multiple choice Drafted by: The JFTC Survey period: From April 26, 2010 to February 19, 2011</p> <p>(3) Survey of the amount of advertising expenditures equivalent to the volume of articles reporting the JFTC's PR activities in newspapers Survey scope: 422 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 2010 (media research company publication) Drafted by: Japan Information Service, Inc.</p> <p>(4) Main opinions voiced at Antimonopoly Policy Cooperation Committee meetings (July 14, 2010 press release) (5) Main opinions, etc. voiced at meetings between local experts and the JFTC (December 10, 2010 press release) (6) Interviews with members of the Antimonopoly Policy Cooperation Committee about PR activities, etc. Interviewees: 106 members of the Antimonopoly Policy Cooperation Committee in FY2010 Interview period: From December 1, 2010 to March 9, 2011</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	Secretariat, General Affairs Division	Responsible Person	Shuichi Sugahisa, Director of General Affairs Division, Secretariat	Year/Month for Policy Evaluation	April - July, 2011
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