

FY 2017 Japan Fair Trade Commission Performance Evaluation Report (Standard Format)

(The Japan Fair Trade Commission 29-(1))

(The Japan Fair Trade Commission 23 (1))

Name of the Activity	Awareness raising and other activities on competition policy 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.					
Budget-Related Activity	Breakdown of Budget		FY 2015	FY 2016	FY 2017	Amount requested for FY2018
	Amount Allocated (thousand yen)	Initial budget (a)	24,227	24,197	23,974	28,875
		Supplementary budget (b)	0	0	0	0
		Budget Carried (c)	0	0		
		Total (a + b + c)	24,227	24,197		
	Executed amount (thousand yen)		21,160	20,278		
Important Cabinet Policy Related to the Activity (Main Administrative Policy Speeches, etc.)	—					

	Antimonopoly Classes		Actual Results					Year in this	Target achieveme
			FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2014-FY 2016	Achieved
			112	141	148	164	196		
	Target Figures for Each Fiscal Year		76+	86+	101+	111+	121+		
	Consumer Seminars		Actual Results					Year in this	Target achieveme
			FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2014-FY 2016	Achieved
			50	49	53	57	77		
	Target Figures for Each Fiscal Year		41+	42+	42+	42+	43+		
	One Day JFTC		Actual Results					Year in this	Target achieveme
			FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2014-FY 2016	Achieved
			8(times) 2,262(The number of participants)	8(times) 1,603(The number of participants)	8(times) 1,440(The number of participants)	8(times) 1,686(The number of participants)	2,222(The number of participants)		
	Target Figures for Each Fiscal Year		8 times	8 times	8 times	8 times	1,490+(The number of participants)		
	Meeting with local experts (No. of times)		Actual Results					Year in this evaluat n	Target achieveme nt
			FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2014-FY 2016	Achieved
			82	88	91	96	86		
	Target Figures for Each Fiscal Year		83+	80+	81+	82+	83+		

	The state of information provision about the Antimonopoly Act, associated policies, and JFTC activities as well as the state of increased understanding among the public about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with diverse groups of people		State of progress of the activity (actual results)					Year in this evaluation	Target achievement
			FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2014-FY 2016	Considerable progress has been made
	Target Figures for Each Fiscal Year		See Attachment						

	Measurements of target achievement rates	Administrative organization common classification	Considerable progress has been made
		Basis of judgment	<p>The evaluation indices which each achieved the numerical target include the numbers of times One Day JFTC events were held and the number of participants, the number of times consumer seminars were held, the number of times of AMA workshops were held and the number of times meetings were held between local experts and the JFTC.</p> <p>In addition, regarding “the state of information provision about the Antimonopoly Act, associated policies, and JFTC activities as well as the state of increased understanding among the public about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with diverse groups of people,” a consistent track record has been maintained and it is considered that reasonable progress has been achieved in the relevant initiatives.</p>
	Analysis of the activity	<p>If the evaluation indices are assessed as a whole, it is evaluated that the subject initiatives are necessary and effective in seeking to increase understanding among the public about competition policy by ascertaining the opinions and requests of a broad cross-section of the public by means of information provision about the Antimonopoly Act, associated policies, and JFTC activities and by means of communications with diverse groups of people and that the relevant activities were efficient.</p> <p>On the other hand, it is necessary to promote activities concerning public relations and public hearings on competition policy in order to continuously seek to enhance public understanding of competition policy, because, in the web questionnaire, 46.4% (475 respondents) answered that they knew about the JFTC “Very Well” or “Fairly Well” and 58.3% (596 respondents) answered that they knew about the Antimonopoly Act “Very Well” or “Fairly Well” and because there are voices among local experts and Antimonopoly Policy Cooperation Committee members calling for an expansion of initiatives in various public relations activities.</p>	

Evaluation results	Directions to be reflected in next-term targets	<p>Policy</p> <p>Seeking to enhance public understanding of competition policy, uphold the current goal and continuously promote activities concerning public relations and public hearings on competition policy.</p> <p>Evaluation Index</p> <p>The current concept of goal setting shall be maintained for each evaluation index and activities concerning public relations and public hearings on competition policy shall be continuously promoted because it is assessed that the subject initiatives were necessary and effective in seeking to promote understanding among the public about competition policy and in seeking effective and appropriate promotion of competitive policy in the future, while improvements are necessary regarding the following points.</p> <p>a. Holding AMA workshops and consumer seminars</p> <p>AMA workshops and consumer seminars are effective initiatives for seeking to increase understanding among students and consumers about competition policy and the frequency of such workshops and seminars is on the rise, although some prefectures have held no or only a few such workshops and seminars. Accordingly, it is necessary to positively implement initiatives such as proactive provision of explanations about the significance of such workshops and seminars to educational institutions, consumer organizations and others in those prefectures.</p> <p>b. Information dissemination using SNS</p> <p>The number of viewers (followers) of the JFTC's account on Twitter is rising steadily, while in the opinions of Antimonopoly Policy Cooperation Committee members it is suggested to "use SNS more actively, to process information that may interest the public into an easy-to-understand form and to post it on Facebook or Twitter." In addition, in the results of the web questionnaire, respondents provided ideas concerning areas for improvement of the JFTC's account on Twitter, such as "provide information to people who have little knowledge of laws" and "increase the use of photographic images, illustrations and so forth." Accordingly, it is necessary to communicate information through SNS by using expressions that are easier to understand and by devising measures such as the use of photographic images, illustrations and so forth.</p> <p>c. Videos</p> <p>Regarding the videos created by the JFTC, there are positive opinions from Antimonopoly Policy Cooperation Committee members, while there are suggestions for improvements to the effect that efforts to further increase the number of accesses should be made. In addition, results of the web questionnaire show that the degree of recognition of the videos is low.</p> <p>Accordingly, it is necessary to raise the degree of recognition of the videos by distributing documents that provide information on videos created by the JFTC and by providing opportunities to view the videos, at meetings between local experts and the JFTC, lecture meetings, and other occasions.</p>
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Use of Expert Knowledge	<ul style="list-style-type: none"> • Who are the target audience of the public relations activities and what is the message that should be conveyed to the target audience? (An answer was given to the effect that it is important to prevent violations of the Antimonopoly Act, etc. when the target audience are business operators and to seek the recognition of the JFTC, the understanding of the purpose of the Antimonopoly Act, etc. when the target audience are students, consumers, younger members of society and others.) • Would it be effective to select areas for holding One Day JFTC events in a strategic manner by selecting areas where the Subcontract Act is not well known, areas where violations were committed in the past and so forth? (An answer was given to the effect that One Day JFTC events are currently held in a balanced manner at cities other than those where branch offices of the JFTC are located and that a review shall be made, in light of the opinion, at the time of selecting areas for holding said events.) • Would it be important to raise awareness about the JFTC by increasing the frequency of information dissemination via SNS and by communicating information of issues other than those published in press releases? (An answer was given to the effect that an effort will be made, in light of the opinion, to communicate information in such a manner to raise awareness about the JFTC.) • It is necessary to implement public relations activities in a more effective manner, by means such as analyzing the behaviors of target audience of the public relations activities, set hypotheses and implement such activities. • At One Day JFTC events, a package of lecture classes and so forth on the Antimonopoly Act, the Subcontract Act, etc. is provided. How is it provided? In addition, please describe the method in an easy-to-understand manner. (In light of the opinions, necessary modifications were made to the performance evaluation sheet.) • The number of attendees in One Day JFTC events increased in fiscal 2016. If there is a reason for the increase, please add an explanation. (In light of the opinions, the necessary modifications were made to the performance evaluation sheet.) • Currently, efficiency is evaluated based only on a comparison of the budget and amounts translated from advertising expenditures. Please assess efficiency using other factors as well, such as the perspective of reducing the time and effort in activities concerning public relations and public hearings on competition policy, and describe such initiatives. (In light of the opinions, necessary modifications were made to the performance evaluation sheet.)
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Materials and Other Information Used During Policy Evaluation	<p>(1) Questionnaire concerning participant degrees of understanding of, satisfaction with, etc. consumer seminars as a percentage [from fiscal 2014 to fiscal 2016]</p> <p>(2) Questionnaire concerning participant degrees of understanding of, satisfaction with, etc. AMA workshops as a percentage [from fiscal 2014 to fiscal 2016]</p> <p>(3) Questionnaire concerning awareness among attendees of JFTC One Day events [from fiscal 2014 to fiscal 2016]</p> <p>(4) Survey on amount of advertising expenditures equivalent to the volume of articles reporting the JFTC's PR activities in newspaper [Data creator for fiscal 2014: Japan Information Service Inc.; Data creator for fiscal 2015: Japan Information Service Inc.; Data creator for fiscal 2016: Japan Information Service Inc.]</p> <p>(5) Agenda overviews of the advisory panel meetings on antimonopoly policy [Press release texts for fiscal 2014 to fiscal 2016]</p> <p>(6) Main opinions of Antimonopoly Policy Cooperation Committee members [Press release texts for fiscal 2014 to fiscal 2016]</p> <p>(7) Main opinions expressed at meetings between experts and the JFTC [Press release texts for fiscal 2014 to fiscal 2016]</p> <p>(8) Web questionnaire on JFTC PR activities Respondents (1,023 valid responses): 208 salaried employees, 154 educators, 150 students, 102 business owners, 85 legal professionals, and 324 classed as other profession Methodology: Web questionnaire (multiple-choice questions and free-response questions) Conducted by: Intage Inc. Survey duration: March 14 – 16, 2017</p> <p>These documents are held by the General Affairs Division, Secretariat, JFTC.</p>
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Responsible Department	General Affairs Division, Secretariat	Responsible Person	Tetsuya Fujimoto, Director of General Affairs Division, Secretariat	Year/Month for Policy Evaluation	April – July, 2017
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Evaluation Index		State of progress of the activity (actual results)				
		FY 2012	FY 2013	FY 2014	FY 2015	FY 2016
		Provide information on the Antimonopoly Act, associated policies, and the activities of the JFTC to a broad segment of the public, beginning with the activities listed below, and strive to increase understanding about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with diverse groups of people.	Provide information on the Antimonopoly Act, associated policies, and the activities of the JFTC to a broad segment of the public, beginning with the activities listed below, and strive to increase understanding about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with	Provide information on the Antimonopoly Act, associated policies, and the activities of the JFTC to a broad segment of the public, beginning with the activities listed below, and strive to increase understanding about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with	Provide information on the Antimonopoly Act, associated policies, and the activities of the JFTC to a broad segment of the public, beginning with the activities listed below, and strive to increase understanding about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with	Provide information on the Antimonopoly Act, associated policies, and the activities of the JFTC to a broad segment of the public, beginning with the activities listed below, and strive to increase understanding about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with
The state of information provision about the Antimonopoly Act, associated policies, and JFTC activities as well as the state of increased understanding among the public about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with diverse groups of people	(1)	Advisory panel meetings on antimonopoly policy[2]	(1) As on the left[3]	(1) As on the left[3]	(1) As on the left[3]	(1) As on the left[3]
	(2)	Press releases[258]	(2) As on the left[286]	(2) As on the left[318]	(2) As on the left[337]	(2) As on the left[374]
	(3)	Monetary value equivalent to advertising expenditures for newspaper articles on JFTC's activities[¥522.45 million]	(3) As on the left[¥390.36 million]	(3) As on the left[¥284.16 million]	(3) As on the left[¥366.33 million]	(3) As on the left[¥373.17 million]
	(4)	No of subscribers for e-mail newsletters[5,070]	(4) As on the left[5,382]	(4) As on the left[5,443]	(4) As on the left[5,575]	(4) As on the left[5,771]
	(5)	No of accesses to the front page of Website[1,938,070]	(5) As on the left[2,114,771]	(5) As on the left[1,997,895]	(5) As on the left[1,801,125]	(5) As on the left[2,249,084]
	(6)	No of downloading of brochures and streaming videos on Website[515,846]	(6) As on the left[180,667]	(6) As on the left[130,812]	(6) As on the left[145,537]	(6) As on the left[232,944]
	(7)	Rate of workshop participants responding "(Mostly) understood" [88%] [See Note 1]	(7) As on the left[91%]	(7) As on the left[91%]	(7) As on the left[92%]	(7) As on the left[91%]
	(8)	Rate of workshop participants responding "(Mostly) satisfactorily"[87%] [See Note 1]	(8) As on the left[88%]	(8) As on the left[86%]	(8) As on the left[88%]	(8) As on the left[87%]
	(9)	Rate of consumer participants responding "(Mostly) understood"[83%] [See Note 1]	(9) As on the left[84%]	(9) As on the left[88%]	(9) As on the left[88%]	(9) As on the left[88%]
	(10)	Rate of consumer participants responding "(Mostly) satisfactorily"[74%] [See Note 1]	(10) As on the left[70%]	(10) As on the left[79%]	(10) As on the left[78%]	(10) As on the left[71%]
	(11)	Rate of "JFTC for One Day" participants responding "(Very) good activity[79%] [See Note 2]	(11) As on the left[91%]	(11) As on the left[90%]	(11) As on the left[87%]	(11) As on the left[87%]
Target Figures for Each Fiscal Year		Provide information on the Antimonopoly Act, associated policies, and the activities of the JFTC to a broad segment of the public and increase understanding about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with diverse				

Note 1: 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.

Note 2: The average rating of JFTC for One Day events by attendees is the percentage of attendees who answered either “very good activity” or “good activity” when asked on a post-event questionnaire about the JFTC for One Day activity.