

Attachment

## **Outline of initiatives for this agreement**

Agreement date: Tuesday, November 7, 2023

### Main initiatives

- Creation of new connections between art and society and a sustainable ecosystem
- Advancement of the SDGs and solutions to related social issues
- Regional revitalization and local community development
- Education and research on culture and the arts

Tokyo Geidai is Japan's only comprehensive national arts university. Since its founding, it has undertaken world-class education and research in the field of the arts, cultivating and graduating countless prominent artists as well as educators and researchers. It has also facilitated the preservation and development of artistic culture through wide-ranging and multifaceted artistic activities and social projects, both in and outside Japan. For many years, Mizuho has been connecting a diverse array of people and organizations through finance as part of efforts for the development of business, the economy, and people's personal well-being. By combining our respective capabilities, Tokyo Geidai and Mizuho will aim to create a future with both economic and artistic prosperity and vibrancy in culture, society, and people's lives.

To create a future with both economic and artistic prosperity and vibrancy in culture, society, and people's lives

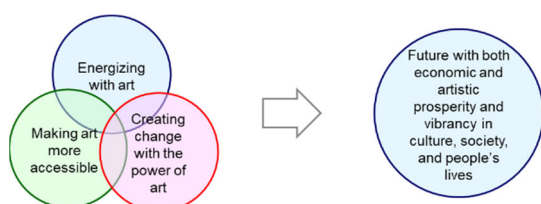


- Produces far-reaching, world-class education and research in the field of the arts, both in and outside the university
- Facilitates the preservation and development of artistic culture through artistic activities based in collaborative social projects with a variety of companies



- For many years, has been connecting a diverse array of people and organizations through finance as part of efforts for the development of business, the economy, and people's personal well-being
- Aims to support global sustainability, enhancement of the competitiveness of Japanese industry, development of a more inclusive society, and application of innovative technology in society

### Concept of the comprehensive collaboration



### Areas of collaboration

- Creation of new connections between art and society and a sustainable ecosystem
- Advancement of the SDGs and solutions to related social issues
- Regional revitalization and local community development
- Education and research on culture and the arts
- Organizational development, talent development, and exchange

Diagram of comprehensive collaboration agreement initiatives

## Signing ceremony

On November 7, a signing ceremony was held in Tokyo Geidai's cast collection room. Senior Executive Officer Takefumi Yonezawa of Mizuho Financial Group opened the ceremony by explaining the details of the comprehensive collaboration agreement.

### Comments from Senior Executive Officer Yonezawa

I am very happy that Tokyo Geidai and Mizuho are able to begin our comprehensive collaboration agreement today. We will work together to create a future with both economic and artistic prosperity and vibrancy in culture, society, and people's lives. The journey will be long and come with many challenges. However, putting together our unique strengths and relying on one another will allow us to carry out our activities over the next 20 years, 30 years, and beyond. I look forward to our numerous collaborative projects fostering enduring connections not only for Tokyo Geidai and Mizuho as organizations but also for the individual people who take part in them.



After signing the agreement, both Group CEO Kihara and President Hibino gave their thoughts.



Masahiro Kihara, President & Group CEO, Mizuho Financial Group, Inc.

Since last year, Tokyo Geidai and Mizuho have been deepening our collaboration under our shared vision of creating a future with both economic and artistic prosperity and vibrancy in culture, society, and people’s lives.

The collaboration began from my Mizuho colleagues’ concepts of “energizing with art”, “making art more accessible”, and “creating change with the power of art”. Artists have a freedom and abundance of creativity, viewpoints unbound by existing preconceptions, a strong passion for turning imagination into reality, and the power of expression to move people and draw out empathy. Art has inspired a number of my colleagues to naturally pursue their own endeavors.



This is the sort of influence Tokyo Geidai, which has produced countless artists, can have. For many years, those of us at Mizuho have been engaged with the economy and society through finance, connecting a diverse array of people and organizations as part of our efforts for development of business, the economy, and people’s personal well-being. I believe that, by combining our respective capabilities, Tokyo Geidai and Mizuho will be able to generate even greater momentum towards realizing a prosperous and vibrant future.

Before us stand a range of social issues, among them the achievement of the SDGs, the Japanese government’s Society 5.0, and well-being; promotion of innovation; and

revitalization of less urban local regions. As we seek to design solutions for these social issues, we will deepen our collaboration with Tokyo Geidai and practice our Purpose of “Proactively innovate together with our clients for a prosperous and sustainable future”.

Katsuhiko Hibino, President, Tokyo University of the Arts

Currency came about within the concept of finance as a common unit for trading value. Enabling people to “trade” their individual values and change their ways of looking at and thinking about the world is something at which art also excels.



Finance and art may seem quite separate from one another, but I think that by integrating the two and combining our strengths across a variety of initiatives Tokyo Geidai and Mizuho will be able to find some leads towards developing solutions to the plethora of issues burdening contemporary society.

I hope that 20 or 30 years from now we will be able to say that our comprehensive collaboration agreement served as a starting point for the solutions to such issues.

I am very excited that those of us at Tokyo Geidai were able to join in this agreement with Mizuho as we move forward on new initiatives.

The two exchanged a firm handshake to conclude the signing ceremony.



The video of the signing ceremony is available here. ([https://youtu.be/1unP\\_oCraDI](https://youtu.be/1unP_oCraDI))

## **Current and future initiatives**

### Tokyo Geidai Artfes 2023, sponsored by Mizuho

Tokyo Geidai Artfes is an online art festival organized by Tokyo Geidai and sponsored by Mizuho. It cultivates artists by providing current students and graduates of Tokyo Geidai with a venue to present their work, compensating for the decline in such opportunities under the COVID-19 pandemic. As part of Tokyo Geidai's collaboration with the other members of Arts 7 (A7)\*, an international partnership between art universities, the art festival puts forth the theme of "world peace" and encourages people to think collectively about global-scale social issues.

The President's Award, Mizuho Award, Excellence Award, and Honorable Mention Award will be presented on December 13, at a public ceremony held during the art festival. The Mizuho Award will be decided with consideration to the votes submitted by Mizuho employees between November 1 and 16.



\* Arts 7 (A7): On the occasion of the 2023 G7 in Hiroshima, Tokyo Geidai joined with seven partner art universities from around the world to establish A7. The universities issued a joint statement announcing their mission of contributing to world peace through the arts.

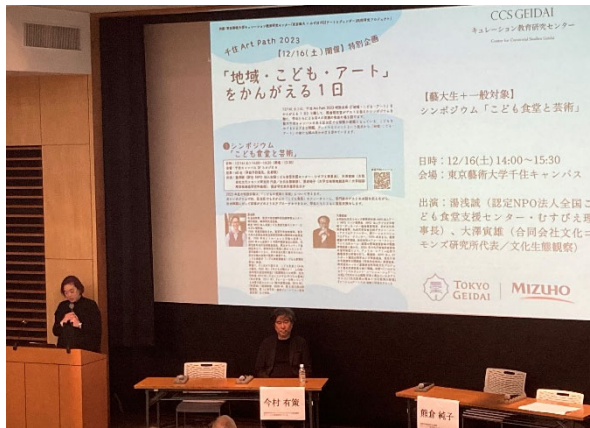
<https://www.geidai.ac.jp/news/20230519124993.html#en>

### Introducing early career artists' works on Mizuho's internal social media: Views from Tokyo Geidai

In an effort to make art more accessible, we regularly post articles introducing early career artists' works on Mizuho's internal social media. Students from Tokyo Geidai's Department of Design serve as the writers, and the first articles discussed the works and artists that won awards in the Tokyo Geidai Artfes 2022.

## Joint research on gender: Art and Gender Study Group

Tokyo Geidai and Mizuho together launched an Art and Gender Study Group, which organizes invited lectures with experts and conducts joint research. The theme for 2023 is women's social advancement in art settings. The study group will work to address gender-related social issues through joint research, lectures, and workshops on gender.



Introducing initiatives at a symposium

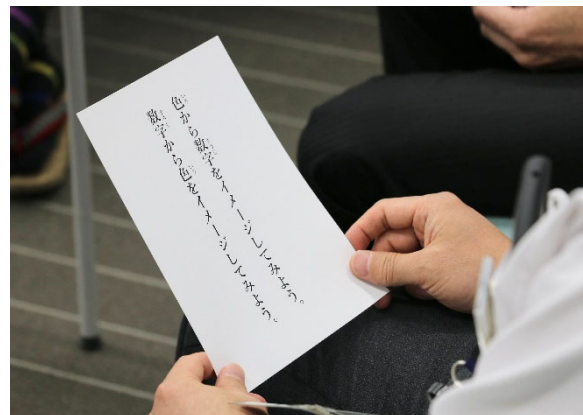


## Tokyo Geidai and Mizuho's regional revitalization initiatives: Aizu Project

This project aims to promote art-based regional revitalization and talent development at Mizuho Bank branches in less urban areas. The pilot program is currently underway at Aizu Branch with support from Hajimari Art Center, the Aizu Culture and Art Forum, and other museums and cultural organizations active around Aizu and Fukushima. The program features lectures, workshops, and research to help the people working at the Aizu Branch develop their creativity. Through this collaboration, all of the participants are looking at what roles finance and art can play in Aizu's regional revitalization and what they can do to carry out those roles. Going forward, we will share best practices and knowledge from the project with other regional Mizuho branches across Japan.



The workshop



### Featuring Tokyo Geidai student artwork in IR materials

This project sees Mizuho feature artwork by Tokyo Geidai students on the covers of presentation materials for shareholders and investors. The first such artwork was a visual interpretation of Mizuho's corporate purpose, rendered by a master's student in Tokyo Geidai's Department of Design. It graces the cover of the November presentation materials on Mizuho's interim financial results. Students' artwork will enliven the covers of many more of Mizuho's IR materials going forward.



Group CEO Kihara with Tokyo  
Geidai student



"Spreading roots", the work  
featured on the IR materials