

# Communicating the Value of Business Archives to Business Archives: The Shibusawa BA Project and Corporate Archives in Japan

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ICA SBA Symposium: The Future Roles Of Business Archives  
Panel: Communicating the Value of Business Archives to Our Stakeholders

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# Shibusawa Eiichi Memorial Foundation

- 1886 – began as study group
- 1924 – incorporated as a foundation
- 1931 – **Eiichi's death, the foundation** devotes itself to memorial projects
- 1982 – Shibusawa Memorial Museum opened
- late 1990s – new president leads to new thinking and new projects



Photograph: From *Josetsu tenji zuroku: Shibusawa Shiryokan* (Catalog of the Permanent Exhibits: Shibusawa Memorial Museum)

# Shibusawa Eiichi Memorial Foundation



- *kōeki zaidan hōjin* – an incorporated foundation dedicated to the public good
- net assets of 14 billion yen (126 million US)  
annual operating expenses of 400 million yen (3.4 million US)
- 30 members of full- and part-time staff

## mission:

to honor the accomplishments and ideals of Shibusawa Eiichi (1840-1931) and to improve ethical standards and corporate culture in business based on Eiichi's philosophies

# Business Archives Project (2004- )

## To Promote:

- awareness of corporate archives, especially the value that archival records and artifacts can contribute to the company
- the important role of staff in archival programs as the active providers of heritage information



Photographs: Business Archives Association (Tokyo, Japan)

# Business Archives Project (2004- )

Stages:

1. compilation of a directory of company archives in Japan
  - A) site visits
  - B) questionnaire
  - C) beta directory with limited access
  - D) online directory with free access





# Japan-US Archives Seminar (2007)

- experts in federal and state government archives, university archives, and corporate archives
- led to valuable professional and personal contacts with SAA and ICA SBA (SBL at the time)



# E-zine: *BA Tsushin* (Business Archives News)

- 2007 – beta launch
- February 15, 2008 – official launch
- goal: to share resources in Japanese on foreign business archives
- content: summaries of events or new publications on business archives around the world (primarily English-speaking regions)
- published roughly every month



Number of Subscribers					
initially	March 2009	March 2011	March 2013	March 2015	March 2017
141	228	352	703	898	1119

# Business Archives in Japan and Around the World



世界/日本のビジネス・アーカイブズ

ビジネス・アーカイブズ（BA）機能の構築、企業記録の保存・管理、活用に積極的に取り組む優良事例、およびビジネス・アーカイブズに関連する海外文献をご紹介します。

**世界と日本の優良事例集 - Best Practices in Business Archives in Japan and Around the World**

企業はモノの生産やサービスの提供などの事業により価値を創造し、社会の中で重要な役割を担っています。そして、事業を継続し価値を創造し続けることを通じて社会に貢献していく「公益」の追求こそが企業の使命といえます。

ビジネス・アーカイブズとは、このような使命を持つ企業において、創業から今日に至る会社と事業の歩みを示す長期保管記録です。アーカイブズは説明責任への対応（アカウンタビリティ）、企業アイデンティティの確立、継続性の担保に欠かせない貴重な経営資源です。

本ページにおいて優れた活用事例としてご紹介する各社の取り組みは、アーカイブズの活用が企業の社会的・公益的な活動に貢献している点を示すものです。

> 企業を変える、戦略を生む：ビジネス・アーカイブズとデジタル社会 /公益財団法人渋沢栄一記念財団 情報資源センター 松崎裕子

本稿は2017年2月11日に岐阜市内で開催された「デジタルアーカイブin岐阜」（主催：NPO法人日本デジタル・アーカイブ推進協議会、共催：岐阜女子大学）でのパワーポイント講演資料の内容をもとに執筆はそのまま新たに書き起こしたものです。（2017年3月14日発行）  
[HTML版/PDF版 (955.5 KB)]

> The Shiseido Archives: Sustainability and Top Management Change /Yuko Matsuzaki, Business Archives Specialist, Shibusawa Eiichi Memorial Foundation

This paper was presented at the International Council on Archives/ Business Archives Section 2016 Symposium in Atlanta, GA, the United States held on April 4 through 5. The theme of the conference was "Sustainability". This article will focus on how in-house corporate archives can contribute to the sustainability of company beyond the top management change based on the case of Shiseido Co., Ltd. and its corporate archives and museum. (Published on May 14, 2016)  
[HTML版/PDF版 (390.4 KB)]

> 資生堂のアーカイブズ：サステナビリティとトップ・マネジメント・チェンジ /公益財団法人渋沢栄一記念財団 情報資源センター 松崎裕子

世界/日本のビジネス・アーカイブズ

- > 企業を変える、戦略を生む：ビジネス・アーカイブズとデジタル社会
- > The Shiseido Archives
- > 資生堂のアーカイブズ
- > 花王アーカイブズと花王ウェイ
- > Ryugo and the engel
- > 滋養堂製菓株式会社と渋沢史料館：りゅうごと天候 [執筆]
- > 森永製菓株式会社とたばこと地の博物館：りゅうごと天候 [執筆]
- > Bank of England Archive
- > イングランド銀行アーカイブ
- > トヨタ自動車株式会社の社史編纂の歴史とアーカイブズ
- > 地方史が会社史が

- Japanese translations of presentations and articles by SBA members and others
  - including presentation by Elizabeth Adkins and soon article by Paul Lasewicz
- Japanese and English versions of Matsuzaki's presentations



# Strengthening International Networks

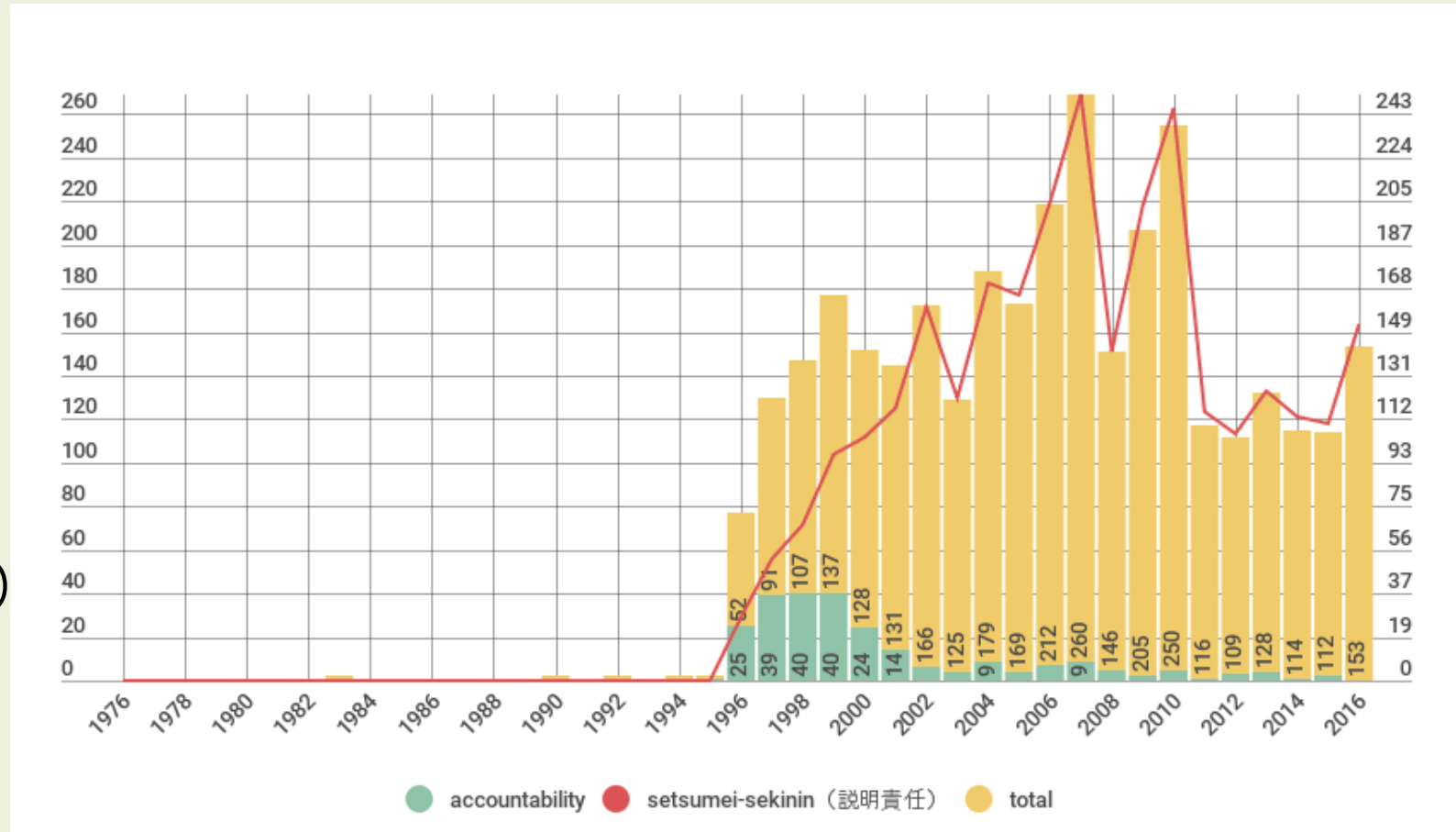
- Symposium: The Value of Business Archives in Tokyo, May 2011
- Publication: *Leveraging Corporate Assets: New Global Directions for Business Archives*
- presentations by Japanese archivists/others at SAA BAS annual meetings, ICA congresses, ICA SBA symposiums
- stronger international networks good for business archives communities in Japan and around the world and support the Foundation's goal to improve ethical standards and corporate culture in business



# Corporate Accountability

## Japanese terminology:

- *akauntabiritei*  
(アカウントビリティ, accountability) loan word borrowed from English
- *setsumei sekinin*  
(説明責任, accountability) created Japanese term



## Comments from Our Stakeholders:

- *While I would like to proactively gather information on business archives around the world it is difficult for me to do so... I am very grateful for the e-zine which makes the latest information available to me.*

Director, Shiseido Corporate Archives

- *I have used specific case studies I has gained from the e-zine as examples when discussing strategies with coworkers.*

Archivist, Kirin Company, Limited



Thank you!

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