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

April 5, 2017
ICA SBA Symposium: The Future Roles Of Business Archives
Panel: Communicating the Value of Business Archives to Our Stakeholders

Yuko Matsuzaki
Business Archives Specialist
Shibusawa Eiichi Memorial Foundation
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

- 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

<table>
<thead>
<tr>
<th>Number of Subscribers</th>
<th>initially</th>
<th>March 2009</th>
<th>March 2011</th>
<th>March 2013</th>
<th>March 2015</th>
<th>March 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>141</td>
<td>228</td>
<td>352</td>
<td>703</td>
<td>898</td>
<td>1119</td>
</tr>
</tbody>
</table>
Business Archives in Japan and Around the World

- 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*  
  (アカウンタビリティ, 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!

Yuko Matsuzaki
matsuzaki@shibusawa.or.jp