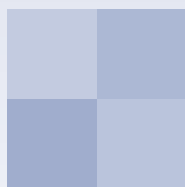


# Japan Institute of Life Insurance

Summary of Activities for FY2023



 Japan Institute of Life Insurance

< July 2024 >

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## Period Covered by the Report

Fiscal Year 2023 (April 1st, 2023 to March 31st, 2024)

\*The report also covers some of the activities conducted in FY2022 and FY2024.

## Website

Please visit our website for more detailed information on life planning and the functions of life insurance:

<https://www.jili.or.jp/>

Japan Institute of Life Insurance

Search



The Sustainable Development Goals (SDGs), adopted by the United Nations in 2015, aim to create a society where “no one is left behind”. The Japan Institute of Life Insurance provides information from a fair and neutral standpoint, enabling all individuals to understand the role of the social security system and life insurance, and to plan for potential future risks through life planning and self-preparation.

# Message



*Nobuyoshi YAMORI*  
**Chairperson**



*Tomoya ASANO*  
**President**

Since its establishment in 1976, the Japan Institute of Life Insurance (JILI) has been dedicated to the sound development of the life insurance system by engaging in a wide range of activities, including consumer awareness program, academic promotion program, and research program. This booklet introduces the various activities undertaken by JILI during the FY 2023.

In the area of "Consumer Awareness Program", we have focused on enhancing education related to life planning and life security for junior high school, high school, and university students. This is in response to the new curriculum guidelines for junior high and high schools, which emphasize the understanding of self-help, mutual help, public help, private insurance, and risk management, as well as to the lowering of the age of majority. Additionally, we have continued to promote and expand the reach of our annual "Essay Contest for Junior High School Students" through the provision of videos and utilization of classroom resources tailored for junior high school students. We remain committed to leveraging online platforms and other means to provide educational and awareness programs that cater to all generations, from students to senior citizens. Furthermore, we have made efforts to offer the latest information through various channels, including our website, booklets, and social media platforms such as YouTube and X (formerly Twitter).

In the area of "Academic Promotion Program", we have focused on invigorating research related to life insurance by supporting researchers through activities such as managing research groups and providing research grants. In April 2023, we launched a special research group called the "Study Group on the Vision of Insurance amid the Diversification of Family Structure", which broadly examines the role of life insurance, considering the increasing diversity in life courses. We have also been active in promoting academic exchange through the organization and operation of seminars on insurance studies.

In the area of "Research Program", we published the findings and analysis of the second "Survey on Life Management by the Senior Population." Additionally, we developed and planned the content and questionnaires for the "National Field Survey on Life Insurance", which will be conducted in fiscal year 2024.

Over the past few years, the spread of COVID-19 has significantly reshaped society, repeatedly altering and diversifying work styles and other aspects of daily life. In addition to the profound impact of successive natural disasters and prolonged international conflicts on the socio-economy, the further proliferation and increasing complexity of artificial intelligence and information communication technologies have made it more essential for individuals to enhance their financial literacy and flexibly manage risks and life planning in accordance with their life stages and social conditions.

Amidst these circumstances, we recognize that the role expected of JILI has become increasingly important. Although the future remains difficult to predict, we will continue to adapt to these societal changes and remain steadfast in our efforts to carry out the aforementioned projects, contributing to the stability and improvement of the lives of the public and the advancement of their interests through the sound development of the life insurance system.

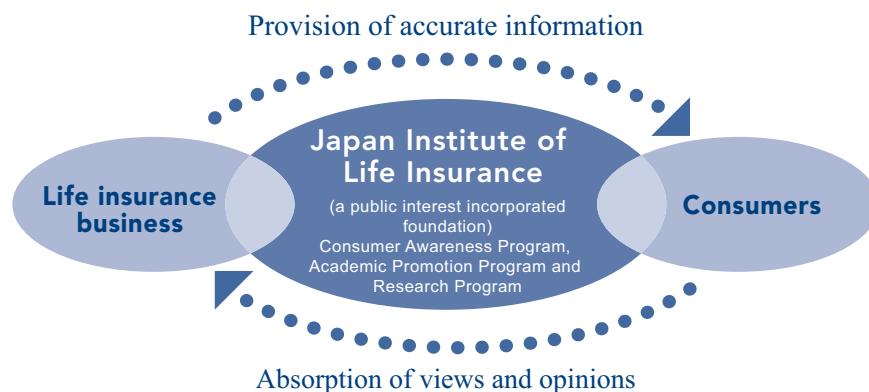
We hope that this booklet will serve as a valuable resource for deepening your understanding of our activities.

# Overview of Our Activities

## Purpose of Activities

Through various initiatives aimed at promoting the sound development of the life insurance system, we contribute to the stability and improvement of citizens' quality of life and the enhancement of public welfare.

“Promotion of mutual understanding between consumers and the life insurance industry”



The Japan Institute of Life Insurance (JILI) conducts public-interest activities through three main programs: Consumer Awareness Program, Academic Promotion Program, and Research Program.

### 1. Consumer Awareness Program

P6~14

To ensure that consumers can appropriately utilize life insurance as part of their individual life planning, JILI conducts various educational and informational activities on life insurance through diverse methods, such as life insurance study sessions, booklets, and its website. The activities include:

- Essay Contest for Junior High School Students
- Activities for teachers
- Practical life insurance lectures for students
- Life insurance study sessions for consumers
- Provision of supplementary educational materials for school use
- Information provision to consumer life advisors (including study sessions)
- Collaboration and interaction with consumer organizations
- Publishing activities (information dissemination through booklets)
- Information dissemination via website
- Information dissemination through videos and X (formerly Twitter)
- Consultation services

### 2. Academic Promotion Program

P15~18

To promote academic research related to life insurance, JILI manages various research groups and provides research grants. These activities include:

- Management of research groups on life insurance, consisting of academics, experts, and professionals
- Research grants to support the development of young researchers
- Publication of academic books for scholars, researchers, and experts, as well as their posting on the website

### 3. Research Program

P19~20

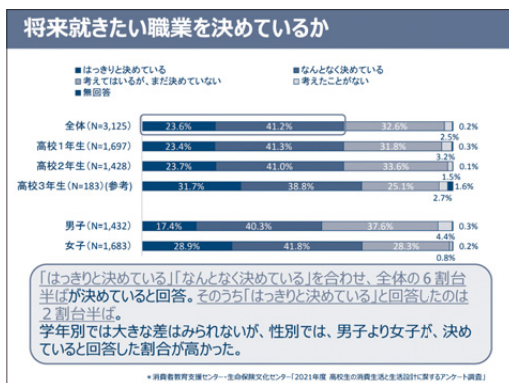
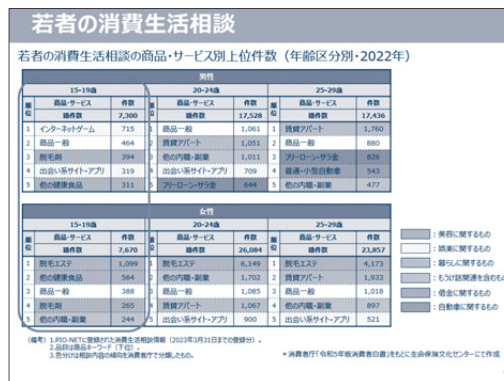
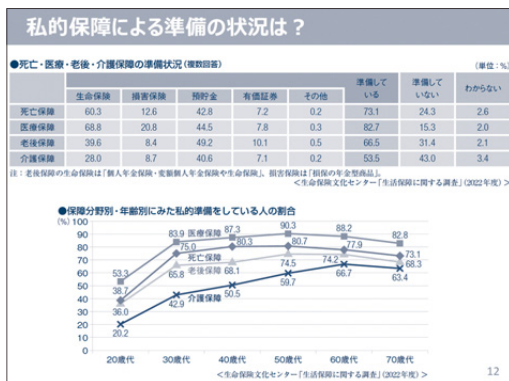
JILI also conducts surveys every three years on public awareness of life security and life insurance participation, providing valuable information through these activities:

- Survey on Life Management by the Senior Population
- Survey on Life Security
- National Field Survey on Life Insurance (to be conducted in FY2024)

# FY2023 Topics

## Creation of Reference Slide Collections

To allow for flexible customization of lecture content, we have newly created five reference slide collections that complement various supplementary materials for junior high and high schools (as listed on P8). These slide collections cover the topics of "Life Insurance, Social Security Systems, Asset Formation, Work Styles & Careers, and Contracts & Consumer Issues".



Slides can be viewed on our website



## Conclusion of "Comprehensive Collaborative Agreement on Insurance Education"

In November 2023, we concluded a comprehensive partnership agreement on insurance education with The Life Insurance Association of Japan (LIAJ) and The General Insurance Association of Japan (GIAJ). The purpose of this agreement is to closely collaborate and cooperate in promoting insurance education that emphasizes the importance of self-help in managing risks, based on life planning, thereby enhancing financial literacy in the insurance field.

Press release can be viewed on our website



As part of this initiative, in response to requests from study groups composed of teachers across various regions, we dispatch staff from JILI and GIAJ as lecturers. These lectures provide explanations on how to effectively teach insurance within the limited time available in classes, as well as on the utilization of supplementary materials for life and general insurance and the related knowledge.



Additionally, in cooperation with local offices of LIAJ in each prefecture, we conduct meticulous outreach activities to local boards of education and teacher study groups.

August 1, 2023  
Oita Prefecture High School Education Research Association  
Home Economics Division Training Workshop

## FY2023 Topics

### ■ Launch of the Study Group on the Vision of Insurance amid the Diversification of Family Structure

In April 2023, we launched the "Study Group on the Vision of Insurance amid the Diversification of Family Structures" to broadly consider the necessary protection and support, focusing on non-typical standard models (such as lifelong singles or divorced individuals), in light of the role of life insurance, market trends, product offerings, and changes in enrollment channels under diverse life courses.

Chair: Mr. Masahiro Yamada (Professor, Faculty of Letters, Chuo University)

### ■ Report on the Second Survey on Life Management by the Senior Population

This survey has been conducted since 2020 to grasp the views of the senior population toward the diversified longevity society, their living situation, and their preferences, thereby exploring the future outlook of our longevity society (see P19).

The questionnaire survey was conducted in April–May 2023, with the publication of a report in December (A4 size, 235 pages, 2,200 yen incl. tax).

### ■ Public lecture

We hold public lecture for general consumers and life insurance industry stakeholders to provide information on trends related to life insurance and related fields. In January 2024, Professor Motohiro Morishima of Gakushuin University and Professor Emeritus of Hitotsubashi University delivered a lecture on the theme "Human Capital Management: What It Means and What Companies Should Do" (as noted on P17).



# Consumer Awareness Program

## Educational Activities on Life Planning and Life Security

### "Essay Contest for Junior High School Students"

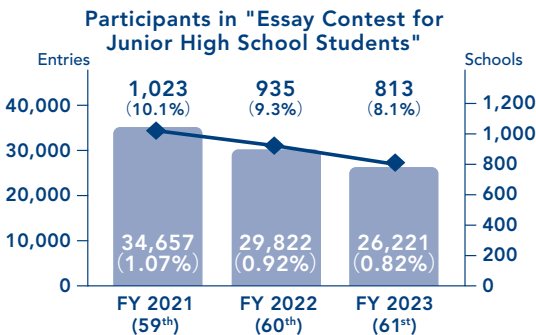
To foster the ability of junior high school students to express in writing their thoughts and observations on the relationship between life insurance and daily life, or the family dynamics experienced through life insurance, we organize an essay contest under the theme "Our Lives and Life Insurance". This contest, supported by the Ministry of Education, Culture, Sports, Science and Technology (MEXT), the Financial Services Agency (FSA), the All Japan Junior High School Principals' Association, and sponsored by the Life Insurance Association of Japan (LIAJ), was first held in 1963 and marked its 61st anniversary in the FY2023. In 2023, there were 26,221 entries from 813 schools, out of approximately 10,000 junior high schools nationwide. Since the contest's inception in 1963, the total number of submissions has exceeded 1.1 million.

FY2023 (61st Contest) National Award Winners	
◆ The MEXT Minister Award	Mr. Rin Kiyotake 3rd Grade, Higashi Fukuoka Jikyo-kan Junior High School, Fukuoka Prefecture
◆ The All Japan Junior High School Principals' Association Award	Ms. Mion Maeda 1st Grade, Fuji Girls' Junior High School, Hokkaido Prefecture
◆ The JILI Award	Ms. Hanaka Konno 3rd Grade, Miyagi Prefectural Sendai Nika Junior High School, Miyagi Prefecture
◆ Excellence Awards	Ms. Kanna Yamamoto 3rd Grade, Horiguchi Junior High School, Misawa City, Aomori Prefecture
	Ms. Sora Wakamatsu 2nd Grade, Noshiro-Minami Junior High School, Noshiro City, Akita Prefecture
	Ms. Hanari Nishikata 1st Grade, Fukushima University Junior High School, Fukushima Prefecture
	Ms. Saaya Kageyama 1st Grade, Secondary School attached to the Faculty of Education, the University of Tokyo, Tokyo Metropolis
	Ms. Natsuki Kakutani 2nd Grade, Tottori University Junior High School, Tottori Prefecture



Winner of the MEXT Minister Award in the 61st Essay Contest  
Mr. Rin Kiyotake, Higashi Fukuoka Jikyo-kan Junior High School,  
Fukuoka Prefecture  
"When 'The Time' Comes"

The winning entries can be viewed on our website.



\* Figures in white indicate the number of entries.

\* Figures in parentheses under the number of participating schools indicate the ratio of participating schools to the total number of junior high schools nationwide. Figures in parentheses under the number of entries indicate the ratio of participants to the total number of junior high school students nationwide.

◆ No. of participating schools  
■ No. of entries

### Supporting Videos for "Essay Contest for Junior High School Students"

We have uploaded 6 videos to support students in their essay writing.

Video 3: How does it Relate to My Future?



Supporting videos can be viewed on our website



### Activities for Teachers

#### Organization of Teacher Seminars

To deepen understanding of the role of insurance in life planning and to assist in classroom instruction, we hold seminars for teachers in charge of home economics, social studies, and civics at junior high and high schools nationwide. These seminars are offered both in-person and online.

☆ FY 2023 : Held twice in Tokyo (for teachers in charge of home economics, social studies and civics) and once in Osaka (for teachers in charge of home economics), with a total of 137 participants.

\* Co-hosted with the General Insurance Association of Japan (GIAJ).

#### Dispatch of Lecturers for Teachers' Study Groups

In response to requests from study groups of teachers, we dispatch our staff as lecturers, free of charge, to conduct study sessions on how to use supplementary teaching materials and on topics related to social insurance and life insurance.

☆ FY2023: three sessions held with 100 participants.

# Consumer Awareness Program

## ● Practical Life Insurance Lectures for Students

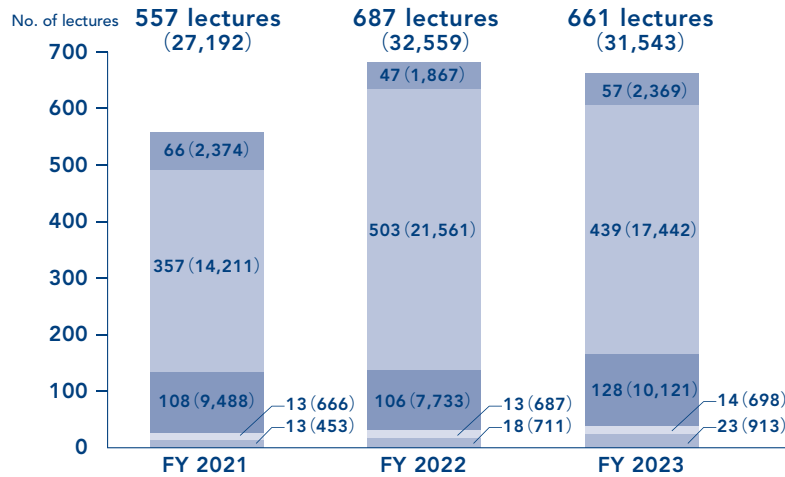
We provide opportunities for students at junior high schools, high schools, universities, junior colleges, and vocational schools to learn the basic knowledge of life planning and life security. With the cooperation of teachers, our staff conducts these lectures, free of charge, during the class hours.

☆ FY2023: 661 lectures held at 245 schools, including 25 junior high schools, 109 high schools, 82 universities, 12 junior colleges and 17 vocational schools, with a total of 31,543 participants.

\* Among the 661 lectures held, 28 were conducted online and 73 were on-demand.  
\* The list of schools (for the last five years) can be viewed on our website.



### Number of Life Insurance Practical Lectures and Participants



	No. of lectures
Junior high school	66 (2,374)
High school	357 (14,211)
University	108 (9,488)
Junior College	13 (666)
Vocational school	13 (453)

\* Figures in parentheses indicate the number of participants.

Sample Topics: "Life Planning and Risk Management", "Preparing for a 100-Year Life", "What it Means to Become an 'Adult'?", "Risk Management through Case Studies", "Let's Think about Self-Help, Mutual Help and Public Help", etc.

Feedback from Participants: \*Excerpts

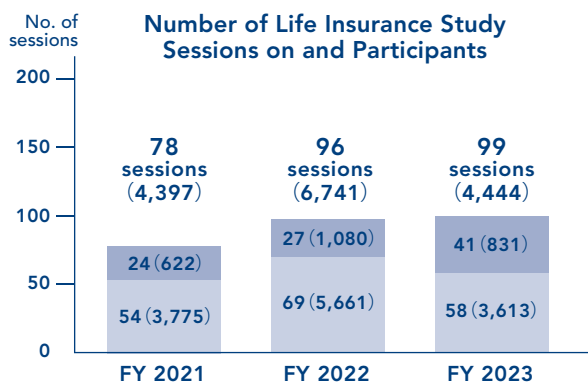
- "Learning about life planning and risk management provided a great opportunity to reconsider my future."
- "I realized the importance of life planning, as the necessary coverage varies from person to person."

## ● Life Insurance Study Sessions for Consumers

In response to requests from consumer protection agencies, companies, government offices, and other organizations across the nation, we dispatch our staff as lecturers, free of charge, to conduct study sessions and workshops on topics such as the appropriate use of life insurance, life planning, pensions, and healthcare.

☆ FY2023: 99 sessions held with 4,444 participants.

\* Among the 99 sessions held, 15 were conducted online and 5 were on-demand.  
\* The list of organizations (for the last five years) can be viewed on our website.



Target	No. of sessions
For consumers	24 (622)
For employees & staff	54 (3,775)

\* Figures in parentheses indicate the number of participants.



During the Life Insurance Study Sessions, we distribute booklets such as "Guidelines for Life Insurance Contracts" and "Guidelines for Claiming and Receiving Insurance Benefits" to promote understanding of life insurance.

\* These booklets are also available on our website.













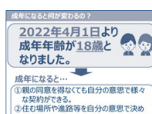
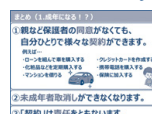

**To request the dispatch of lecturers (including online and on-demand sessions):**

Applications for the dispatch of lecturers (including online and on-demand sessions) can be made through the "Lecturer Dispatch Information" section on our website, either via "Web" or by using the "Lecturer Dispatch Application Form". In addition to dispatching lecturers to venues, we also offer interactive online lectures using Zoom and on-demand lectures through recorded videos. For inquiries, please contact our Lecturer Dispatch Team at **Tel. +81-3-5220-8517**. (9:00 -17:00 except on Saturdays, Sundays, public holidays and year-end and New Year holidays)

**● Provision of Supplementary Educational Materials for School Use**

We produce and provide supplementary teaching materials for junior high schools, high schools, and universities, free of charge, at request.

\* Presentation materials: These come with student worksheets and a 50-minute lesson plan, which are available on our website for download (marked with ★).  
 \* You can freely customize various supplementary teaching materials using the reference slide collections (as listed on P4).

<p><b>&lt;For junior high school&gt;</b></p> <p>Booklet </p> <p>"What is Life Insurance?" (B5 size, 30 pages)</p> <p>☆ FY2023 53,546 copies distributed</p> <p>Home economics </p> <p>★ "Preparing for Risks"</p> <p>Civics </p> <p>★ "Preparing for a 100-Year Life"</p>	<p><b>&lt;For high school&gt;</b></p> <p>Booklet </p> <p>"Your Future and Life Planning" Student's workbook (B5 size, 26 pages) Teacher's guidebook (A4 size, 32 pages)</p> <p>☆ FY2023 127,329 (student's workbook) and 1,421 (teacher's guidebook) copies distributed</p> <p>Home economics </p> <p>★ "Life Planning and Risk Preparedness"</p> <p></p> <p>★ "Risk Management through Case Studies"</p> <p>Civics </p> <p>★ "Let's Think about Self-Help, Mutual Help and Public Help"</p>	<p><b>&lt;For university&gt;</b></p> <p>Booklet </p> <p>"Life Planning and Risk Management" (A4 size, 24 pages)</p> <p>☆ FY2023 10,000 copies distributed</p> <p></p> <p>1 生活設計の重要性</p> <p></p> <p>5 生活設計と生命保険</p>
<p><b>&lt;For junior and senior high school&gt;</b> Common to all subjects</p> <p></p> <p>2022年4月1日より 成年年齢が18歳と なりました。</p> <p>成年になると、 自らの意思で様々な 契約を結ぶことも自分の意思で決める ことができる。 ①任意で選挙権も自分の意思で決め られる。</p> <p>★ "What It Means to Become an 'Adult'"</p> <p></p> <p>① 任意で選挙権も自分の意思で決められる。 ② 成年年齢が18歳とされた。 ③ 契約は責任をとらない。</p> <p></p> <p>クレジットカードローン クレジットカードは、銀行や信託会社が発行する、一定の限度額まで利用できる、返済を繰り返して利用できる、便利な決済手段です。</p> <p>① クレジットカードは、銀行や信託会社が発行する、一定の限度額まで利用できる、返済を繰り返して利用できる、便利な決済手段です。</p> <p>② クレジットカードは、銀行や信託会社が発行する、一定の限度額まで利用できる、返済を繰り返して利用できる、便利な決済手段です。</p> <p>③ クレジットカードは、銀行や信託会社が発行する、一定の限度額まで利用できる、返済を繰り返して利用できる、便利な決済手段です。</p>		

# Consumer Awareness Program

## ● Education of Young Adults through “The Basics of Insurance for Beginners”

As part of our educational efforts focused on life planning and life protection for young adults, we distributed "The Basics of Insurance for Beginners", free of charge. The primary recipients were students nearing graduation from institutions such as vocational high schools, as well as young parents reached through health centers. Additionally, we held explanatory sessions using this booklet.

☆ FY2023 Distribution: 148,953 copies

Explanatory sessions: Held at 31 schools with 37 sessions for students nearing graduation from institutions such as vocational high schools, as well as at 7 locations with 9 sessions for young parents.

\* Note: The sessions for graduating students mentioned above are included in the Practical Life Insurance Lectures statistics on P7, and the sessions for young parents are included in the Life Insurance Learning Sessions statistics on P7.

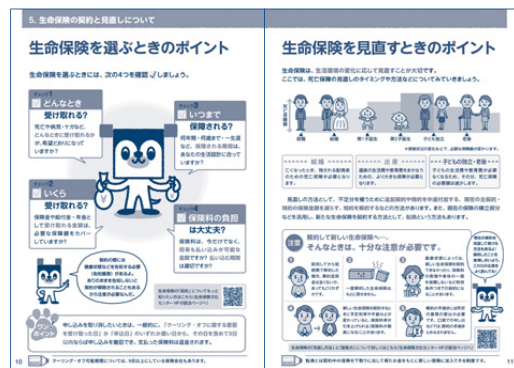
● Booklet “The Basics of Insurance for Beginners”  
(A5 size, 12 pages)



For high school students and new graduates



For the child-rearing generation



## Collaboration and Exchange Activities with Consumer Organizations

### ● Information Provision to Consumer Life Advisors (Including Study Sessions)

#### ・Study Sessions for Advisors

##### 1) Study Sessions for Advisors

We dispatch our staff as lecturers, free of charge, to life insurance study sessions and similar events held by consumer advisors who work in the consultation offices of consumer administrative agencies across the nation.

☆ FY2023: eight sessions, 147 participants

##### 2) Regional Workshops for Advisors, etc.

In collaboration with Japan Association of Consumer Affairs Specialists (JACAS) and Nippon Association of Consumer Specialists (NACS), we organize regional workshops to expand regular information provision opportunities for advisors.

☆ FY2023: nine sessions, 159 participants

##### 3) Life Planning Workshops, etc.

In partnership with the Japan Consumers' Association (JCA), we have been holding workshops annually since 1983 to provide information on life insurance and impart useful knowledge for consultation work to consumer consultants. We also dispatch lecturers to the "Consumer Consultant Training Course".

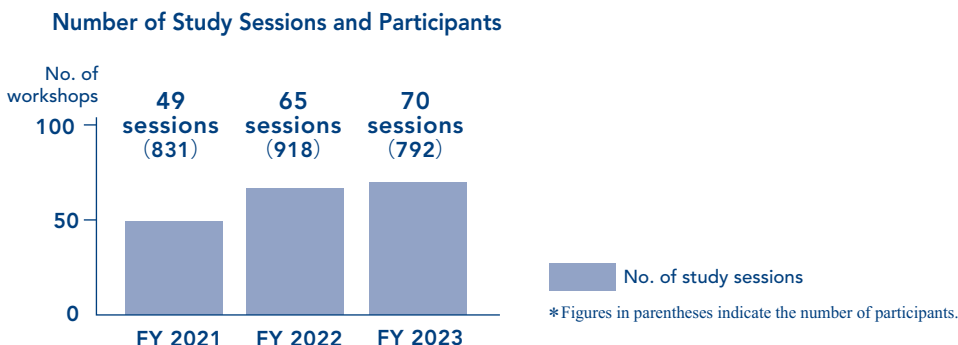
☆ FY2023: two sessions, 15 participants

\* Consumer Life Consultant is a graduate of the Consumer Life Consultant Training Course organized by JCA

#### 4) Study Sessions Utilizing Opinion Exchange Meetings with Consumer Administrative Agencies, etc.

We hold study sessions for administrative officers and consumer advisors during opinion exchange meetings with consumer administrative agencies conducted in 54 regions nationwide.

☆ FY2023: 51 sessions, 471 participants



\* This includes the total number of sessions and participants mentioned in items 1) through 4) above, as listed on P9 and P10 under "Study Sessions for Advisors, etc"

#### • Provision of the “Life Insurance Consultation Manual”

To assist consumer advisors who handle consultation work with consumers, we have been regularly revising this manual since its first edition in 1985 (latest edition: September 2021). We also actively use this manual in study sessions for advisors to promote its effective utilization.

- “Life Insurance Consultation Manual” (A4 size, 212 pages)



The whole text of the manual is also available on the “Content for Consumer Consultant” page of our website.

### ● Collaboration and Interaction with Consumer Organizations

#### • Interaction with consumer organizations

We participate in opinion exchange meetings with consumer organizations such as National Consumer Affairs Center of Japan (NCAC), JACAS, and NACS, to strengthen collaboration.

#### • Collaboration with Japan Academy of Consumer Education (JACE)

To promote the development of consumer education, we present the "JILI Award" as a supplementary prize for outstanding research in consumer education recommended by JACE.

FY2023 Awardees: Ms. Keiko Kaga, National University Corporation Hirosaki University  
Mr. Yoshiaki Takahashi, Meikai University

# Consumer Awareness Program

## Publishing Activities (Information Dissemination Through Booklets)

We provide up-to-date and accurate information on life planning, life insurance, pensions, etc., through various booklets. In FY2023, we distributed approximately 99,000 booklets (including e-booklets) of these publications, which have been widely used. You can find the table of contents and key features of each booklet on the "Introduction to Publications (Booklets) for Consumers" page on our website.

Overview of Booklets



### The Basics of Insurance: Life Insurance Illustrated

«Revised June 2022»

This basic guide offers an easy-to-understand explanation of the structure and usage of life insurance.

☆ FY2023 Distribution: 10,934 booklets

(B5 size, 64 pages, Price: 200 yen, tax included; the same applies hereinafter)



### Survivor Protection Guidebook: Life Insurance “Just in Case”

«Revised November 2023»

This guide explains how to prepare for unexpected death through public benefits like survivor pensions, corporate benefits, and personal life insurance, as well as topics like inheritance, wills, and gifts.

☆ FY2023 Distribution: 12,021 booklets (B5 size, 56 pages, Price: 200 yen)



### Pension Guidebook: Planning for Post-Retirement Coverage

«Revised July 2023 and June 2024»

This guide explains the basics of the public pension system and the structure of individual pension insurance using case studies and charts.

☆ FY2023 Distribution: 27,840 booklets (B5 size, 68 pages, Price: 200 yen)



### Health Protection Guidebook: How to Utilize Life Insurance to Protect against Illnesses and Injuries

«Revised October 2022»

This guide explains the cost structure in cases of hospitalization or surgery due to illness and injury, as well as how to use life insurance to cover medical expenses through 6 case studies.

☆ FY2023 Distribution: 7,920 booklets (B5 size, 56 pages, Price: 200 yen)



## Long-Term Care Protection Guidebook: Preparing for Future Long-Term Care Risks

«Revised July 2021, with further revision scheduled for October 2024»

This guide explains the basics of the public long-term care insurance system, costs when using care services, and the structure of long-term care insurance offered by life insurance companies, through case studies and charts.

☆ FY2023 Distribution: 4,815 booklets (B5 size, 52 pages, Price: 200 yen)



## Everything You Should Know about Life Insurance and Taxes

«Revised April 2024»

This guide provides a clear explanation of taxes related to life insurance, including types and calculation methods, based on case studies.

☆ FY2023 Distribution: 12,588 booklets (B5 size, 60 pages, Price: 200 yen)



## Life Plan Information Book: For Data-Based Life Planning

«Revised January 2024»

This data book offers information helpful for preparing for life events (marriage, childbirth, education, and housing purchase) and unexpected situations (death, illness, injury, retirement, and long-term care).

☆ FY2023 Distribution: 14,602 booklets (B5 size, 60 pages, Price: 200 yen)



## Retirement Go!: Life Planning for the 40s and 50s

«Revised April 2023»

Targeted at company employees and public servants in their 40s and 50s, this guide provides a clear explanation of life planning and life insurance usage, with a focus on post-retirement life.

☆ FY2023 Distribution: 8,304 booklets (B5 size, 60 pages, Price: 200 yen)

### Ordering Booklets

Booklets can be ordered through the "Introduction to Publications (Booklets) for Consumers" page on our website. Orders can also be placed via fax or mail (order forms are available on the website). (Shipping costs to be borne separately)

For inquiries: Please call **+81-3-5437-8510**

(9:00-17:00 except on Saturdays, Sundays, public holidays and year-end and New Year holidays)

**The following bookstores (limited branches) also handle our booklets:**


Amazon, Kinokuniya, Junkudo, Maruzen, and Yurindo

**E-booklets are available on Amazon Kindle store.**

# Consumer Awareness Program

## Information Dissemination via Website

### ● Enhancement of Online Information

<b>FY 2021</b>	<ul style="list-style-type: none"> <li>• Full website renewal</li> <li>• Introduction of the Content Management System (CMS) to simplify website production and updating</li> </ul>
<b>FY 2022</b>	<ul style="list-style-type: none"> <li>• Updating of “e-Life Planning” tool in line with the revised public pension system</li> <li>• Upgrading of content for “Easy-to-Understand Life Planning Information” and “Learning About Life Insurance”</li> </ul>
<b>FY 2023</b>	<p>Publication of a new content: “Types of Life Insurance (Main Contract, Rider, Others),” providing detailed explanations on 17 types of main contract, 23 types of rider and 6 types of other life insurance products.</p> <div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p>Scan the 2D code to access “Types of Life Insurance (Main Contract, Rider, Others)”</p>  </div>

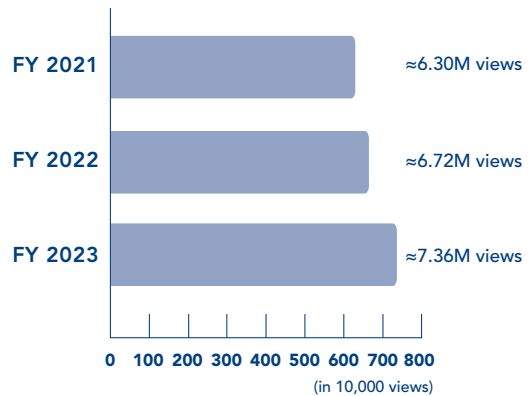


Website (<https://www.jili.or.jp/>)

Information can be viewed on our website



### Website Access Count



\* Note: Access statistics were measured using Universal Analytics until FY2022 and Google Analytics 4 from FY2023 onward.

### ● E-newsletters

In order to provide timely and relevant information to consumers, consumer affairs officials, educators, and publication subscribers, we send e-newsletters covering topics such as life insurance, life planning, the social security system and tax reform, 2-3 times per month (39 issues annually).

To subscribe, please visit the "Email Newsletter" section on our website.

☆ Number of Subscribers as of FY2023 Year-End: 29,683

Sign up for our e-newsletters here



### ● Webzines

We post webzines on our website – “Essay”, a series of articles contributed primarily by consumer-related organization staff, university lecturers, and tax advisors mainly on life insurance, life planning, and social security system; “From the Field of Education”, a collection of practical lessons on life planning and financial education at junior high and high schools (12 “Essay” and 5 “From the Field of Education” were published this year).

### ● Web simulation tool, “e-Life Planning”

To enhance consumers' awareness of life planning and support life planning tailored to their life stages, we have made deployed “e-Life Planning” tool, which allows users to easily create a life plan by entering basic information such as date of birth along with specific income and expenditure items.



# Academic Promotion Program

## Initiatives to Promote Insurance Research

### ● Study Groups

We organize study groups with members including academics, lawyers and life insurance business practitioners. The study group meetings are now being held both in-person and online.

#### Insurance Case Study Group <Tokyo, Osaka>

Conducts research on the latest cases involving insurance in general, and life insurance in particular.

Chair:

Tokyo: Mr. Tomonobu Yamashita (Professor Emeritus, The University of Tokyo)

Osaka: Mr. Osamu Takehama (Professor, College of Law, Ritsumeikan University\*)

\*As of FY2023 (Specially-Appointed Professor, College of Law, Ritsumeikan University since April 2024)

☆ Nine meetings were held in FY2023 in both Tokyo and Osaka.

Examples of research themes:

“Claims eligibility for hospitalization due to mental disorder”

“Cancellation on material grounds due to coverage by multiple advanced medical care riders”

#### Life Insurance and Financial Law Study Group <Osaka>

Conducts research on life insurance and financial laws in general.

Chair: Mr. Hiroshi Suzaki (Professor, Law School, Doshisha University)

☆ Five meetings were held in FY2023.

Example of research themes:

“Developments pertaining to financial and economic education in light of the Act Partially Amending the Financial Instruments and Exchange Act, etc.”

#### Life Insurance Accounting Study Group

Conducts research on accounting in general, and life insurance accounting in particular, including in light of deliberations at the International Accounting Standards Board (IASB).

Chair: Mr. Masao Yanaga (Professor, Professional Graduate School of Professional Accountancy, Meiji University)

☆ Five meetings were held in FY2023.

Example of research themes:

“Current status of economic value-based solvency regulations”

#### Life Insurance-Related Law Study Group <Tokyo>

Conducts research on laws related to finance, and life insurance in particular.

Chair: Mr. Shuya Nomura (Professor, Chuo Law School)

☆ Six meetings were held in FY2023.

Example of research themes:

“Study on mutual interference between life insurance and the law of succession”



## Study Group on Fundamental Life Insurance Case

Conducts research on fundamental insurance case law to improve understanding thereof and the basic ability to interpret life insurance policy terms among the mid-level staff of life insurance companies, thereby contributing to the development of future senior management.

Mentors:

Mr. Aken Ban (Professor, Faculty of Law, Hosei University)

Mr. Noritaka Yamashita (Professor, Faculty of Law, Aoyama Gakuin University)

Mr. Satoshi Toyama (Professor, School of Law, Senshu University)

Mr. Tomohiro Okanoya (Attorney-at-Law, Kawamura Law Office)

☆ Eight meetings were held in FY2023 (a series of 16 meetings over two years).

Example of research themes:

“Change in insurance beneficiary (discipline before and after the promulgation of the Insurance Act and change by testament)”

## Study Group on the Vision of Insurance amid the Diversification of Family Structure

〈April 2023–March 2025〉

The Study Group seeks to gain wider perspectives for necessary insurance coverage and support, also focusing on those who are not represented in the standard model (including those who remain single throughout their life, and those divorced or widowed) to identify the role of life insurance, as well as changes in the market, products and distribution channels, on the assumption of diversified life courses.

Chair: Mr. Masahiro Yamada (Professor, Faculty of Letters, Chuo University)

☆ Six meetings were held in FY2023.

Example of research themes:

“Family as a risk factor and life security – From the perspective of life insurance”

## ● Research Grants

We provide grants for young researchers and general researchers (professors, etc.) in support of research on life insurance and related fields.

	FY2021	FY2022	FY2023
Young researchers	15 grants	11 grants	8 grants
General researchers	4 grants	2 grants	5 grants

We reviewed the outcome papers published in FY2022 by the researchers who had received research grants in FY2021 with the intention of conferring the Best Thesis Award, the Award for Excellence, and the Research Incentive Award, but there were no eligible works.

# Academic Promotion Program

## Initiatives for Promotion of Academic Exchanges

### ● Insurance Science Seminars and Round-Table Conference on Insurance Science Seminars <Tokyo, Osaka>

The Insurance Science Seminars provide a forum for university researchers to announce and discuss their findings, whereas the Round-Table Conference on Insurance Science Seminars serves as a platform to provide university researchers with information on the insurance industry. The Seminars are now being held both in-person and online.

Principals:

Tokyo: Ms. Kyoko Kaneoka (Professor, Department of Maritime Systems Engineering, Tokyo University of Marine Science and Technology)\*

\*Until November 2023

Mr. Akira Tokutsu (Professor, Graduate School of Law, Hitotsubashi University)\*\*

\*\*Since December 2023

Mr. Noriyoshi Yanase (Professor, Faculty of Business and Commerce, Keio University)

Osaka: Mr. Hiroaki Hara (Professor, Faculty of Law, Kansai University)

Mr. Shigenori Ishida (Professor, Faculty of Policy Studies, Kansai University)

☆ In FY2023, the Seminar and Round-Table Conference were held six times each in Tokyo and in Osaka.

Examples of research themes:

(Insurance Science Seminars)

“Development of performance assessment in financial literacy leveraging ‘insurance’”

“Study on postmortem procedure delegation cost under life insurance contracts”

(Round-Table Conference on Insurance Science Seminars)

“Review of the quarterly disclosure system and future outlook”

“Utilization of generative AI in life insurance companies and legal issues”

### ● Open Lecture

In January 2024, we organized a lecture in a hybrid format (in-person and online) for consumers and stakeholders in the life insurance industry to share information on recent developments in the life insurance and related industries.

Theme: “Human Capital Management: What It Means and What Companies Should Do”

Speaker: Mr. Motohiro Morishima (Professor, Gakushuin University and Professor Emeritus, Hitotsubashi University)

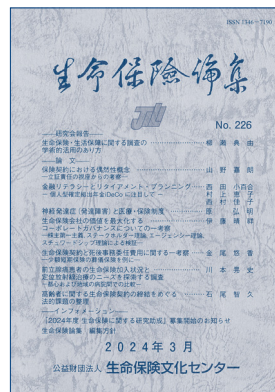


## Information Program

### ● JILI JOURNAL

We publish a collection of papers on insurance in general, and particularly life insurance, with the aim of contributing to the development of insurance science.

☆ Four volumes were issued during FY2023, in June, September, December and March (6,000 yen for annual subscription, incl. tax and postage).



### ● Digest of Life Insurance Case Law

We publish a collection of judicial precedents on life insurance to help promote research on insurance law, and the business practices and compliance of insurance companies.

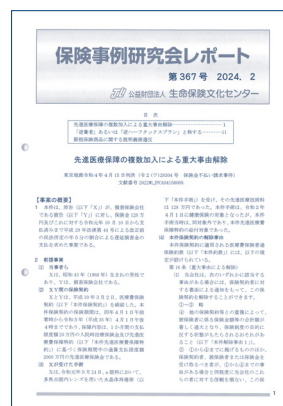
☆ "Digest of Life Insurance Case Law Vol. 27" was published in February 2024 (containing 108 judicial precedents from 2017 to 2018; CD-ROM, 870 pages, 10,000 yen, incl. tax, excl. postage).



### ● Report of Insurance Case Study Group

We publish a report of the findings of the Insurance Case Study Group in the form of a report.

☆ Nine reports were published in FY2023 (6,000 yen for annual subscription, incl. tax and postage).

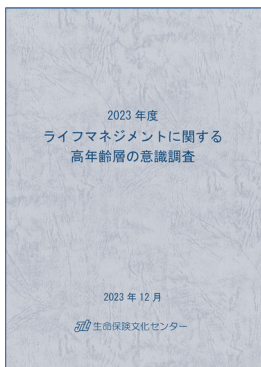


You can order publications listed on this page on our website, by fax or mail, as indicated on P12.

### ● Online Dictionary of Life Insurance Terms – English / Japanese, Japanese / English

We updated the English/Japanese, Japanese/English Online Dictionary of Life Insurance Terms, posted on our website, by adding or modifying four items.

# Research Program



(A4 size, 235 pages,  
2,200 yen incl. tax)

## Second Survey on Life Management by the Senior Population

This survey has been conducted since 2020 to grasp the views of the senior population toward the diversified longevity society, their living situation, and their preferences, thereby exploring the future outlook of our longevity society.

The following are some of the findings of the survey conducted in FY2023 (report published in December).

### [Outline of survey design]

(1) Geographical coverage	Nationwide (200 sites)
(2) Target	Male/female individuals aged 60 and over
(3) No. of respondents	2,084
(4) Sampling method	Stratified two-stage random sampling
(5) Survey method	Leaving method (leaving and collecting the survey door-to-door)
(6) Survey period	April 6–May 28, 2023

《Newspaper articles, etc.》

Jiji Press (December 21, 2023), Nara Shimbun (December 28, 2023),

Ise Shimbun (December 31, 2023), Jomo Shimbun (January 31, 2024), etc.

## [Key findings]

\* Visit our website for details: <https://www.jili.or.jp/>

### ● Long-term care coverage, post-retirement coverage and medical coverage are the three largest economic concerns.

Asked about their concerns for life security, most of the respondents cited economic concern about their own long-term care (65.9%), followed by concern about their post-retirement cost of living (60.6%) and economic concern about their own diseases or injuries (59.6%), pointing to great uncertainties about life security focused on long-term care and health.

Uncertainties about life security

(%)

	N	Concern about Post-retirement cost of living	Economic concern about one's own diseases and injuries	Economic concern about one's own long-term care	Economic concern about contingencies
2023	2,084	60.6	59.6	65.9	43.6
2020	2,083	58.5	61.9	66.9	41.9

### ● Learning, savings and exercise are the three biggest causes of regret in life.

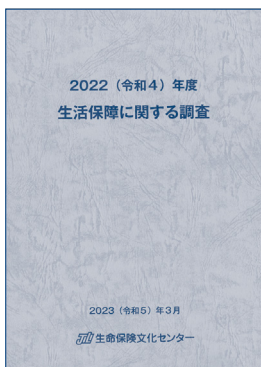
Asked about what they should have done in their life, most of the respondents cited learning (57.1%), followed by savings with 54.2% and exercise with 43.6%.

Regrets regarding life in general (Percentage of "agree" responses)

(%)

	N	I should have done more exercise.	I should have taken better care of my diet.	I should have considered my lifestyle more seriously.	I should have learned more.	I should have worked harder.	I should have saved more money.
2023	2,084	43.6	34.5	38.1	57.1	25.9	54.2
		I should have taken out more insurance.	I should have invested more money.	I should have spent more time with my family.	I should have spent more time with friends.	I should have engaged more with local and other communities.	I should have spent more time alone.
		19.7	14.1	38.3	28.6	18.7	22.3

● Asked about what they would want their family or adult guardian to do with their financial assets in case of mental incapacity, 31.9% of the respondents said they would prefer appropriate investment, while 15.7% would prefer holding them as they are.



(A4 size, 353 pages, 3,000 yen incl. tax)

## 16<sup>th</sup> Survey on Life Security

This triennial survey has been conducted since 1987 to grasp historical trends in people’s perception of life security, as well as practice and awareness of the need for preparation through self-help efforts.

Here are our findings from the survey conducted in FY2022 (bulletin report published in October, and final report in March).

### [Outline of survey design]

(1) Geographical coverage	Nationwide (400 sites)
(2) Target	Male/female individuals aged 18–79
(3) No. of respondents	4,844
(4) Sampling method	Stratified two-stage random sampling
(5) Survey method	Interview (partially leaving) method
(6) Survey period	April 6–June 10, 2022

《Newspaper articles, etc.》

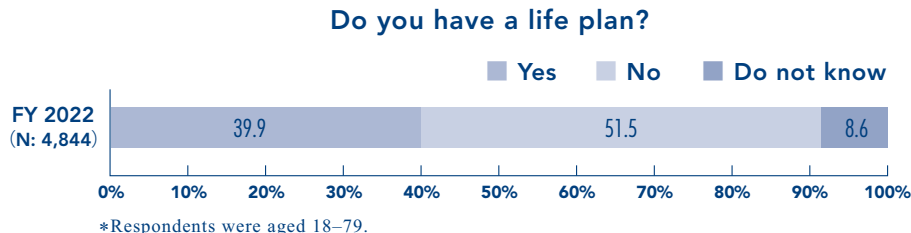
Sankei Shimbun (October 24, 2022), Nihon Keizai Shimbun (November 12, 2022), Tokushima Shimbun (April 5, 2023), etc.

### [Key findings]

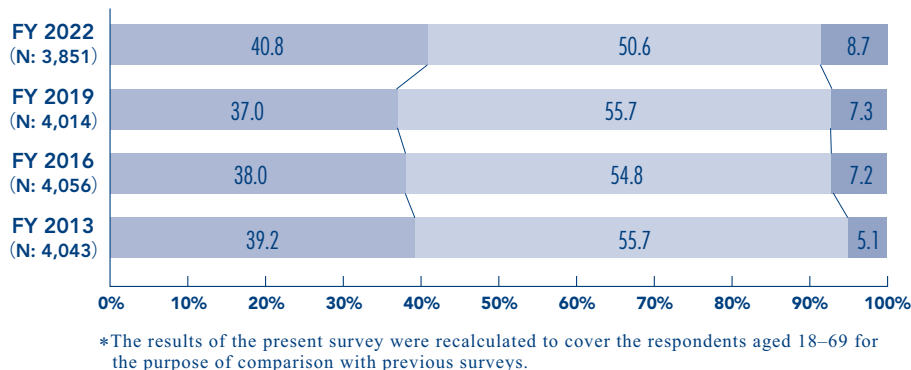
\* Visit our website for details: <https://www.jili.or.jp/>

#### ● About 40% of the respondents practice life planning for themselves and their family.

Asked if they have a specific life plan regarding their own and their family’s future and related financial preparations, 39.9% of the respondents said they had a life plan while 51.5% said they did not.



Cf. The share of those with a life plan rose 3.8 points over the previous survey.



- Life security concerns are mainly health, long-term care and post-retirement insurance coverage.
- Regarding financial preparation through self-help efforts, about 50% are “prepared” in terms of long-term care coverage.
- 71.8% cite “deposits and savings” as a means of making ends meet after retirement.
- As a point of contact for taking out insurance (both in-person and online), 59% prefer “meeting with the agent at home, at the workplace or over the counter.”

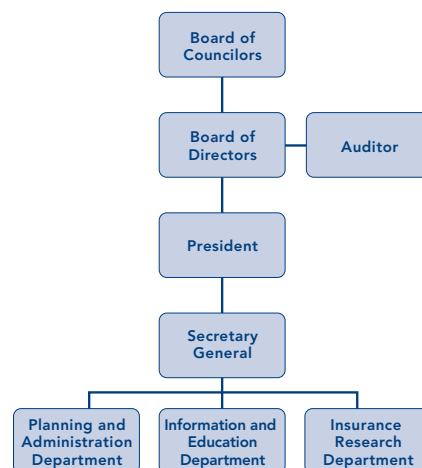
# Officers, Organization and Brief History

as of July 19, 2024

## Councilors

Chair	Nobuyoshi Yamori	Professor, Research Institute for Economics and Business Administration, Kobe University
Councilor	Rieko Aoyama	Former Vice Chairperson, Nippon Association of Consumer Specialists
Councilor	Mitsuko Kagami	Attorney-at-Law, Kagami Law Office
Councilor	Hiroshi Takahashi	Councilor, The Ishibashi Tanzan Memorial Foundation
Councilor	Osamu Takehama	Specially-Appointed Professor, College of Law, Ritsumeikan University
Councilor	Mariko Nakabayashi	Dean & Professor, School of Commerce, Meiji University
Councilor	Shuzo Nishimura	Professor Emeritus, Kyoto University and Kyoto University of Advanced Science
Councilor	Takao Nishimura	Professor Emeritus, Yokohama National University
Councilor	Kazuyoshi Hotta	Professor, Keio University
Councilor	Hiroshi Shimizu	President, Nippon Life Insurance Company
Councilor	Toshiaki Sumino	President and Representative Director, The Dai-ichi Life Insurance Company, Limited
Councilor	Yukinori Takada	President & Chief Executive Officer, Sumitomo Life Insurance Company
Councilor	Hideki Nagashima	Director, President, Representative Executive Officer, Meiji Yasuda Life Insurance Company

## Organizational Chart



## Directors

President	Tomoya Asano	(Full-time)	
Director	Tamami Azuma	(Part-time)	Professor, School of Modern Management, Sugiyama Jogakuen University
Director	Haruko Amano	(Part-time)	Professor, Faculty of Human Sciences and Design, Japan Women's University
Director	Shigenori Ishida	(Part-time)	Professor, Faculty of Policy Studies, Kansai University
Director	Miki Suzuki	(Part-time)	Senior Partner & Attorney-at-Law, Kohwa Sohgo Law Offices
Director	Akira Tokutsu	(Part-time)	Professor, Graduate School of Law, Hitotsubashi University
Director	Noriyoshi Yanase	(Part-time)	Professor, Faculty of Business and Commerce, Keio University
Director	Tetsuya Yamashita	(Part-time)	Professor, Graduate School of Law, Kyoto University
Director	Koji Yoshikuni	(Part-time)	Director and President, The Graduate School of Social Design
Director	Nakahiro Yoshida	(Part-time)	Professor, Graduate School of Mathematical Sciences, The University of Tokyo
Director	Naoki Akahori	(Part-time)	Director and Senior Managing Executive Officer, Nippon Life Insurance Company
Director	Shota Kaneko	(Part-time)	Executive Officer, The Gibraltar Life Insurance Co., Ltd.
Director	Yuji Kokubun	(Part-time)	Executive Officer, Sony Life Insurance Co., Ltd.
Director	Nobuji Takao	(Part-time)	Managing Executive Officer, Sumitomo Life Insurance Company
Director	Shoji Takeuchi	(Part-time)	Director, Managing Executive Officer, The Dai-ichi Life Insurance Company, Limited
Director	Yoko Tsuchiya	(Part-time)	Managing Executive Officer, MetLife Insurance K.K.
Director	Atsushi Nakamura	(Part-time)	Director, Deputy President, Representative Executive Officer, Meiji Yasuda Life Insurance Company
Director	Junichi Matsuki	(Full-time)	Director, Secretary General, Japan Institute of Life Insurance
Auditor	Kazuya Sato	(Part-time)	Certified Public Accountant, Nishimura Accounting Office
Auditor	Takahiro Ono	(Part-time)	Director and Managing Executive Officer, Asahi Mutual Life Insurance Company
Auditor	Nobuyuki Taninaka	(Part-time)	Director, Senior Managing Executive Officer, Daido Life Insurance Company

## Brief History of Activities

FY	Major activities	
2021	June	Official X(Twitter) account opened
	June	Publication of the report on the Survey on Life Management by the Senior Population
	July	Complete revision of The Basics of Insurance for Beginners
	August	Complete website renewal and introduction of the Content Management System (CMS)
	September	Publication of JILI Journal, "Research Paper of the Research Group on Life Management in the Centenarians Age"
	September	Publication of the bulletin report on the 20th National Field Survey on Life Insurance (final report published in December)
	September	Revision of Life Insurance Consultation Manual
	March	Publication of the report on the 3rd Questionnaire Survey on Senior High School Students' Consumption and Life Planning
	March	Completion of the videos in support of the Essay Contest for Junior High School Students
March	Publication of Digest of Life Insurance Case Law Vol. 25 (CD-ROM)	
2022	October	Publication of the bulletin report on the 16th Survey on Life Security (final report published in March)
	November	Award ceremony to celebrate the 60th anniversary of the Essay Contest for Junior High School Students
	February	Publication of Digest of Life Insurance Case Law Vol. 26 (CD-ROM)
	March	Completion of new programs (three types) for university students
2023	November	Conclusion of the Comprehensive Collaborative Agreement on Insurance Education
	December	Publication of the report on the Second Survey on Life Management by the Senior Population
	February	Publication of Digest of Life Insurance Case Law Vol. 27 (CD-ROM)
	March	Completion of reference slide collections

# Financial Statements

## Balance Sheet As of March 31, 2024

(Unit: yen)

Item	Current fiscal year	Previous fiscal year	Change
<b>I. Assets</b>			
1. Current asset	123,055,796	91,274,997	31,780,799
2. Fixed assets			
1) Fundamental property	516,361,410	516,361,410	0
2) Specified assets	249,041,189	240,120,755	8,920,434
3) Other fixed assets	35,857,113	40,659,285	△ 4,802,172
Total fixed assets	801,259,712	797,141,450	4,118,262
Total assets	924,315,508	888,416,447	35,899,061
<b>II. Liabilities</b>			
1. Current liabilities	28,648,932	16,899,995	11,748,937
2. Fixed liabilities	298,567,320	304,601,863	△ 6,034,543
Total liabilities	327,216,252	321,501,858	5,714,394
<b>III. Net assets</b>			
1. Designated net assets	516,361,410	516,361,410	0
2. General net assets	80,737,846	50,553,179	30,184,667
Total net assets	597,099,256	566,914,589	30,184,667
Liabilities and total net assets	924,315,508	888,416,447	35,899,061

## Statement of Changes in Net Assets

April 1, 2023 – March 31, 2024

(Unit: yen)

Item	Current fiscal year	Previous fiscal year	Change
<b>I. Changes in general net assets</b>			
1. Changes in ordinary income			
(1) Ordinary income			
① Basic asset investment income	3,354,962	3,321,842	33,120
② Designated asset investment income	1,353,255	1,634,283	△ 281,028
③ Membership fees received	512,512,000	504,813,000	7,699,000
④ Operating income	21,895,916	27,406,448	△ 5,510,532
⑤ Subsidy, etc. received	8,100,000	6,700,000	1,400,000
⑥ Miscellaneous income	957,363	1,771,761	△ 814,398
Total ordinary income	548,173,496	545,647,334	2,526,162
(2) Ordinary expenses			
① Operating expenses	453,998,310	463,245,680	△ 9,247,370
② Management expenses	63,990,519	81,778,948	△ 17,788,429
Total ordinary expenses	517,988,829	545,024,628	△ 27,035,799
Changes in ordinary income for current year	30,184,667	622,706	29,561,961
2. Changes in extraordinary income			
(1) Extraordinary income	0	0	0
(2) Extraordinary expenses	0	0	0
Changes in extraordinary income for current year	0	0	0
Changes in general net assets for current year	30,184,667	622,706	29,561,961
Initial balance of general net assets	50,553,179	49,930,473	622,706
Term-end balance of general net assets	80,737,846	50,553,179	30,184,667
<b>II. Changes in designated net assets</b>			
Changes in specific net assets for current year	0	0	0
Initial balance of designated net assets	516,361,410	516,361,410	0
Term-end balance of specific net assets	516,361,410	516,361,410	0
<b>III. Term-end balance of net assets</b>	597,099,256	566,914,589	30,184,667

# Member Companies

As of June 30, 2024  
(in alphabetical order)

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AEON Allianz Life Insurance Co., Ltd.  
Aflac Life Insurance Japan Ltd.  
Asahi Mutual Life Insurance Company  
AXA Life Insurance Co., Ltd.  
CARDIF Assurance Vie Japan  
Crédit Agricole Life Insurance Company Japan Ltd.  
DAIDO LIFE INSURANCE COMPANY  
Fukoku Mutual Life Insurance Company  
Fukokushinrai Life Insurance Company, Limited  
FWD Life Insurance Company, Limited  
HANASAKU LIFE INSURANCE Co., Ltd.  
JAPAN POST INSURANCE Co., Ltd.  
LIFENET INSURANCE COMPANY  
Manulife Life Insurance Company  
Medicare Life Insurance Co., Ltd.  
Meiji Yasuda Life Insurance Company  
MetLife Insurance K.K.  
Midori Life Insurance Co., Ltd.  
Mitsui Sumitomo Aioi Life Insurance Company, Limited  
Mitsui Sumitomo Primary Life Insurance Company, Limited  
Nanairo Life Insurance Co., Ltd.  
NIPPON LIFE INSURANCE COMPANY  
Nippon Wealth Life Insurance Company Limited  
NN Life Insurance Company, Ltd.  
ORIX Life Insurance Corporation  
Rakuten Life Insurance Co., Ltd.  
SBI Life Insurance Co., Ltd.  
Sompo Himawari Life Insurance, Inc.  
Sony Life Insurance Co., Ltd.  
SUMITOMO LIFE INSURANCE COMPANY  
The Dai-ichi Life Insurance Company, Limited  
The Dai-ichi Frontier Life Insurance Co., Ltd.  
The Gibraltar Life Insurance Co., Ltd.  
The Neo First Life Insurance Company, Limited  
The Prudential Life Insurance Co., Ltd.  
The Prudential Gibraltar Financial Life Insurance Co., Ltd.  
TAIJU LIFE INSURANCE COMPANY LIMITED  
Taiyo Life Insurance Company  
Tokio Marine & Nichido Life Insurance Co., Ltd.  
T&D FINANCIAL LIFE INSURANCE COMPANY  
Zurich Life Insurance Japan Company Ltd.

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## Japan Institute of Life Insurance

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