



Survey Results and Starting a Support Fund

Impacts of COVID-19 on Corporate Mécénat and Support for Maintaining and Developing Artistic and Cultural Activities

The Association for Corporate Support of the Arts (5-3-2 Shiba, Minato-ku, Tokyo, President: Motoki Ozaki), in cooperation with the NLI Research Institute, conducted a “Survey Regarding the Effects of Covid-19 on Corporate Mécénat Activities” amongst our member companies and organizations.

Since beginning in January of this year, the spread of COVID-19 has dramatically impacted economic and cultural activities all around the world. Japan’s cultural and artistic fields have also been deeply affected, with numerous cancellations and postponements of cultural projects and closures of cultural facilities. Artistic groups and cultural facilities, as well as artists and people working in cultural industries, have also suffered tremendously. From the results of our survey, we can see that corporate mécénat activities have also experienced significant effects.

The Association for Corporate Support of the Arts is starting to provide support for arts and culture based on these survey results. We will now be treating the COVID-19 situation as an additional disaster eligible for support from our GBFund, a fund for supporting disaster recovery with art and culture, founded following the Great East Japan Earthquake. In order to continue artistic and cultural activities and to further revitalize them after the virus has been overcome, we are asking for donations and providing aid to artistic and cultural activities.

*Press release (PDF): <https://www.mecenat.or.jp/ja/news/pressrelease/8265>

■Main Points from the Survey Results

1. The spread of COVID-19 has impacted the mécénat activities of 70% of companies and groups.
2. The majority want to “restart following careful consideration of when and how” after COVID-19.
3. Nearly all of the companies that responded “think financial support is necessary” for artistic and cultural activities during the COVID-19 crisis.
4. Many companies and groups are continuing mécénat activities despite the spread of COVID-19 or are discussing mécénat activities with the COVID-19 situation in mind.
5. Many companies that responded believe the social role and significance of culture and art will increase after COVID-19 has passed.

■GBFund (G: Geijyutsu/Arts, B: Bunka/culture, F: Fukkou / Revival & Fund)

<https://cultfun.mecenat.or.jp/grant/gbfund/h.html>

We now recognize COVID-19 as an additional disaster eligible for this fund. As the initial stage of our support, we are asking for donations to support impacted artistic and cultural activities urgently in need and to further revitalize them after the COVID-19 crisis has passed. *Donations to this fund qualify for a charitable contribution tax deduction.



芸術・文化による
災害復興支援
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企業メセナ協議会

Supporting activities impacted by COVID-19, such as:

- Artistic and cultural activities forced to stop
- Groups or individuals hurt by the cancellation of artistic and cultural activities
- Artistic and cultural activities conducted with the goal of restoring or revitalizing impacted artistic and cultural fields
- Artistic and cultural activities conducted with the goal of restoring or revitalizing society where artistic and cultural activities are stagnating
- Activities developing personnel for careers related to art and culture that have been negatively affected by the interruption to activities

■Association for Corporate Support of the Arts

A private public-interest corporation in which companies and cultural organizations participate and collaborate with the aim of social creation through the promotion of art and culture. To help realize a creative and vibrant, prosperous society that respects diversity, the association conducts activities related to the promotion of art and culture such as surveys and research, accreditations and awards, grants, exchange, and dissemination of information with a focus on advocating corporate mécénat.

Chairman: Tatsuyoshi Takashima (Adviser of Dentsu Inc.), President: Motoki Ozaki (Former Chairman of the Board, Kao Corporation) Full and Associate Members: 150 companies and organizations / Individual members: 18 (as of June 2020)

For inquiries regarding this matter, contact: Association for Corporate Support of the Arts

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June 2, 2020

–Survey Results on the Impact of COVID-19 on Corporate Mécénat–

Confirming the Impact of COVID-19 on Corporate Mécénat and the Need for Support

Kigyo Mécénat Kyogikai (Association
for Corporate Support of the Arts)
The NLI Research Institute

We have tabulated the results of the “Survey Regarding the Impact of COVID-19 on Corporate Mécénat ” carried out by the Association for Corporate Support of the Arts and the NLI Research Institute amongst member companies and organizations. The main points are as follows.

【Main Points from Survey Results】

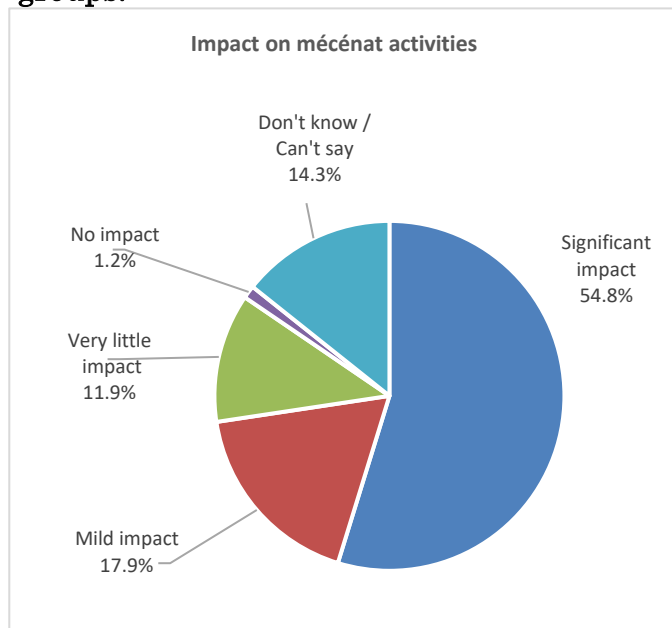
1. The spread of COVID-19 has impacted the mécénat activities of 70% of companies and groups.
2. The majority “want to restart following careful consideration of when and how” after COVID-19.
3. Nearly all of the companies that responded “think financial support is necessary” for artistic and cultural activities during the COVID-19 crisis.
4. Many companies and groups are continuing mécénat activities despite the spread of COVID-19 or discussing mécénat activities with the COVID-19 situation in mind.
5. Many companies that responded believe the social role and significance of culture and art will increase after COVID-19 has passed.

【Survey Overview】

• Survey objective	To understand the current impact and future outlook of the spread of COVID-19 on corporate mécénat, to share this information with members, and to disseminate information about corporate mécénat activities now playing significant roles in society.
•Survey subjects	Official Association for Corporate Support of the Arts members: 119 companies and groups
•Questionnaire period	May 11 – May 20, 2020
•Survey method	Email notification and online questionnaire
•No. of valid responses	84 companies/organizations (valid response rate 70.6%)
•Survey Topics	<ol style="list-style-type: none">1. The impact of the spread of COVID-19 on mécénat activities2. Delayed or cancelled activities from Feb. 2020 – Apr. 20203. Planned delays and cancellations from May 2020 onward4. Plans for after the COVID-19 crisis has passed5. Contacts and consultations with organizations planning to support art groups, etc.6. Handling cancellations and postponements of cultural programs7. The necessity of support for artistic and cultural activities during COVID-198. Effects on future mécénat activities9. Existing mécénat supporting other art and culture during COVID-1910. The necessity of corporate mécénat as support for artists and art groups, etc.11. The social role and significance of culture and art after COVID-19 has passed12. The influence of COVID-19 on this year's CSR budgets13. Requests to Association for Corporate Support of the Arts and difficulties related to mécénat activities14. Profiles of companies that responded (industry, year established, capital, number of employees)

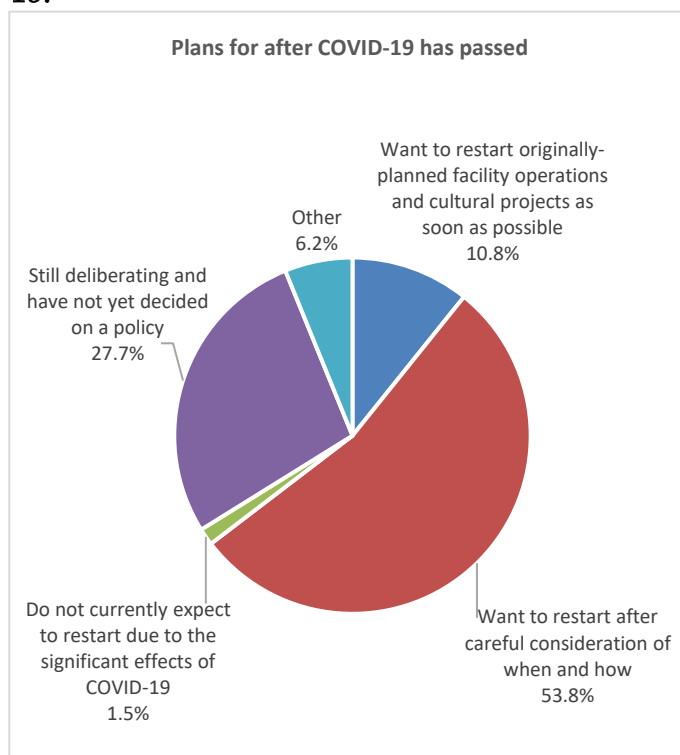
*Should you require more detailed survey results, please send an inquiry to the following email address.
Association for Corporate Support of the Arts PR: press@mecenat.or.jp

1. **The spread of COVID-19 impacted the mécénat activities of 70% of companies and groups.**



- 54.8% responded that there had been “a substantial impact” on their corporate mécénat activities, and 17.9% that there had been a “mild impact,” for a total of 72.6% reporting an impact (significant impact + mild impact).

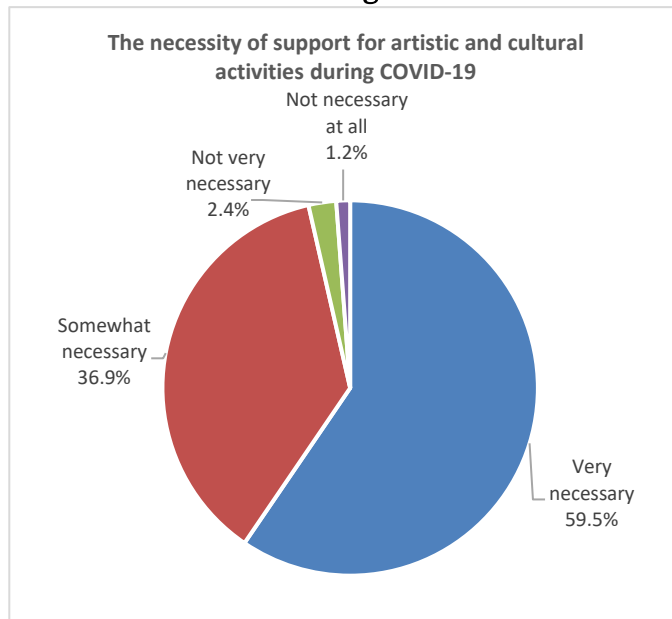
2. **The majority want to “restart following careful consideration of when and how” after COVID-19.**



- When asked about planning and operating businesses affected by COVID-19, 53.8% responded that they “want to restart following careful consideration of when and how,” after the COVID-19 situation has been resolved.

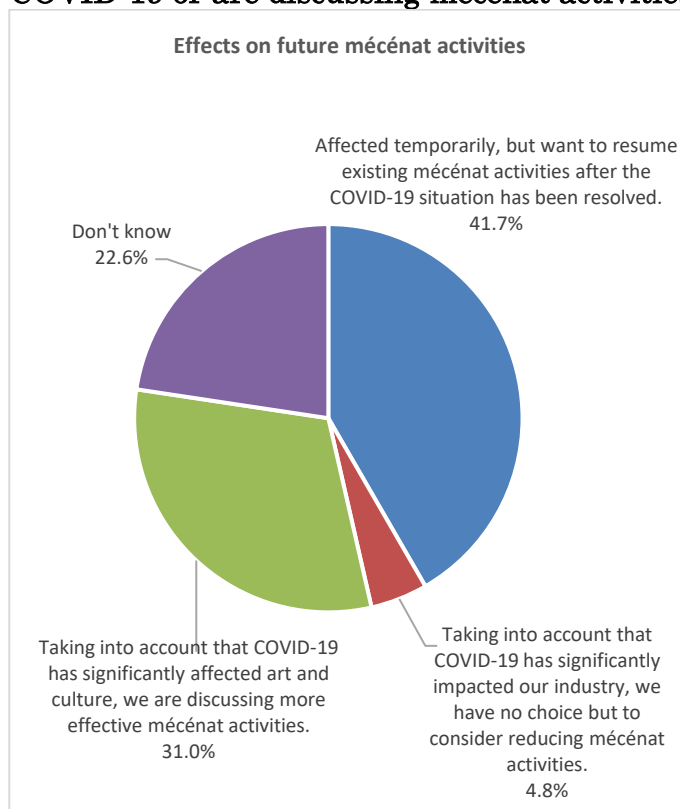
*Respondents that chose “our company is not operating cultural facilities or cultural projects” (19 respondents) have been excluded from the data represented here based on the purpose of this question.

3. Nearly all of the respondents “think financial support is necessary” for artistic and cultural activities during COVID-19.



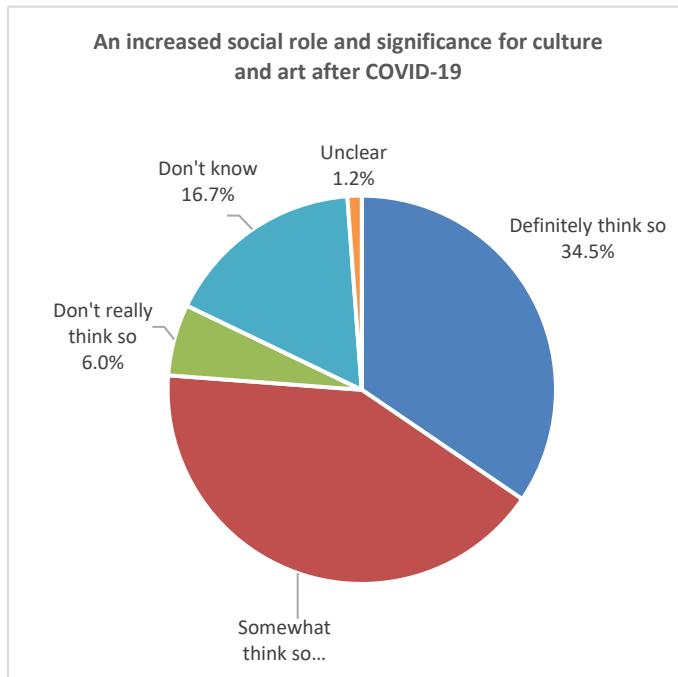
- 59.5% responded that financial support as well as supporting the resumption of activities by individuals and organizations involved with art and culture impacted by the spread of COVID-19 is “very necessary,” and 36.9% “somewhat necessary.”

4. Many companies and groups are continuing mécénat activities despite the spread of COVID-19 or are discussing mécénat activities with the COVID-19 situation in mind.



- Regarding the spread of COVID-19 and the declaration of emergency, 41.7% responded that they had been “affected temporarily, but want to resume existing mécénat activities after the COVID-19 situation has been resolved,” and 31.0% “taking into account that COVID-19 has significantly affected art and culture, we are discussing more effective mécénat activities.” The majority of respondents indicated a positive attitude toward mécénat activities.

5. Many companies that responded believe the social role and significance of culture and art will increase after COVID-19.



- When asked whether the social role and significance of culture and art would be higher after COVID-19, 41.7% responded “definitely think so,” and 34.5% “somewhat think so,” for

GBFund: A fund for disaster recovery and support through art and culture

This fund supports artistic and cultural activities of people and areas impacted by various disasters. We have now designated Covid-19 as an eligible disaster and are asking for donations to support art and culture impacted by its spread. Whether from corporations or individuals, we hope to receive as many donations as possible. <https://culfun.mecenat.or.jp/grant/gbfund/h.html>

Donations to Association for Corporate Support of the Arts are eligible for preferential tax treatment such as charitable contribution deductions (please see the NTA website for details).

<https://www.nta.go.jp/publication/pamph/koho/kurashi/pdf/11.pdf>

This fund will support activities impacted by COVID-19, such as:

- Artistic and cultural activities forced to stop
- Groups or individuals hurt by the cancellation of artistic and cultural activities
- Artistic and cultural activities conducted with the goal of restoring or revitalizing impacted artistic and cultural fields
- Artistic and cultural activities conducted with the goal of restoring or revitalizing society where artistic and cultural activities are stagnating
- Activities developing personnel resources in careers related to art and culture that have been negatively affected by the interruption to activities

* An activity's eligibility for support will be determined by a selection committee including experts and Association for Corporate Support of the Arts directors, etc.

* Activities to be supported will be chosen based primarily on the following criteria.

- ① Expected to work for the public good and further develop society
- ② Individuals demonstrating the potential to maintain and develop future artistic and cultural activities
- ③ Recognized as urgently in need of supp