

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 NLI Research and the Institute Association for Corporate Support of the Arts amongst the Association's member companies and organizations. The main points are as follows.

【Main Points from Survey Results】

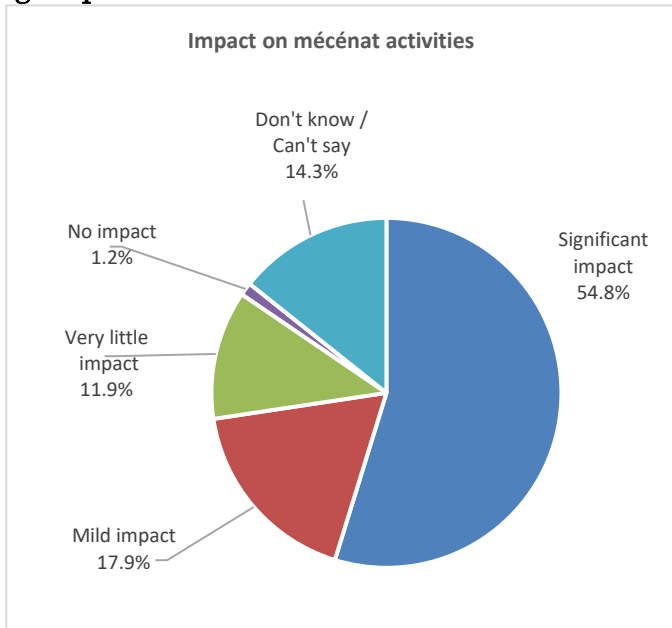
1. The spread of COVID-19 has impacted the mécénat activities of 70% of companies and groups.
2. The majority “want to restart following careful consideration of when and how” after COVID-19.
3. Nearly all of the companies that responded “think financial support is necessary” for artistic and cultural 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)

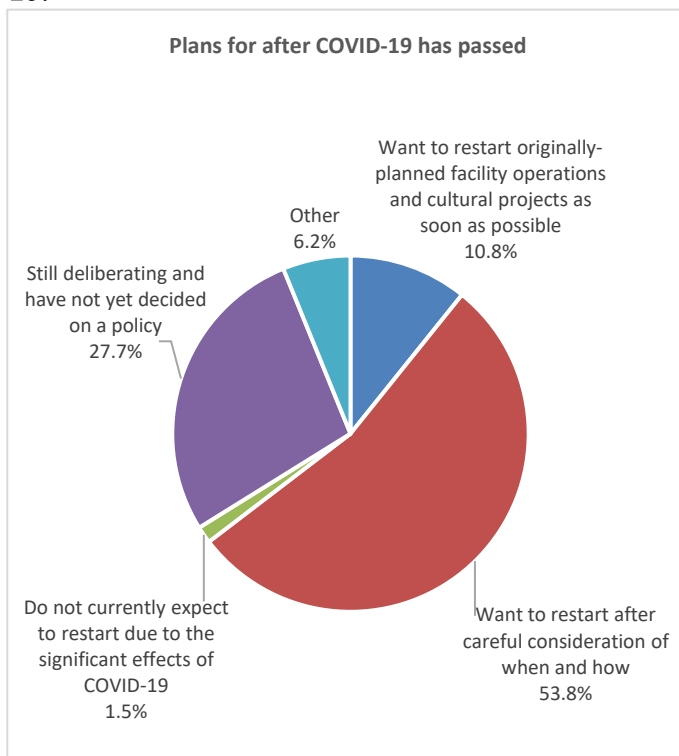
*Should you require more detailed survey results, please send an inquiry to the following email address.
Association for Corporate Support of the Arts PR: press@mecenat.or.jp

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).

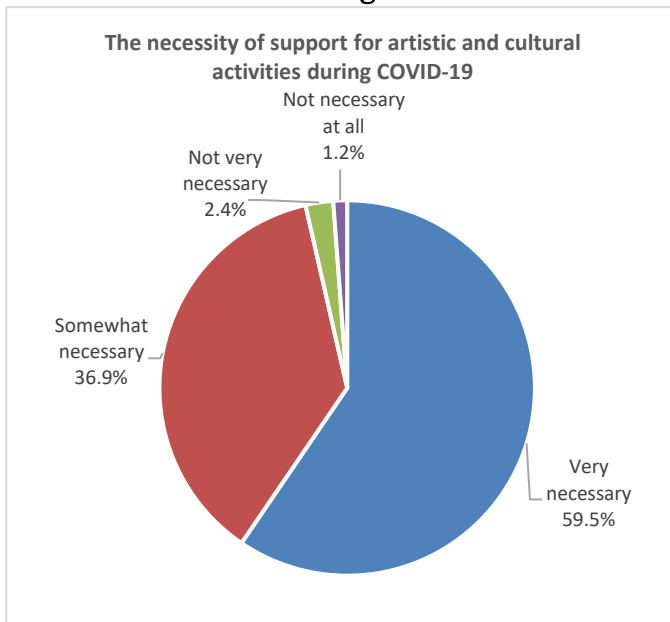
2. **The majority want to “restart following careful consideration of when and how” after COVID-19.**



- 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.

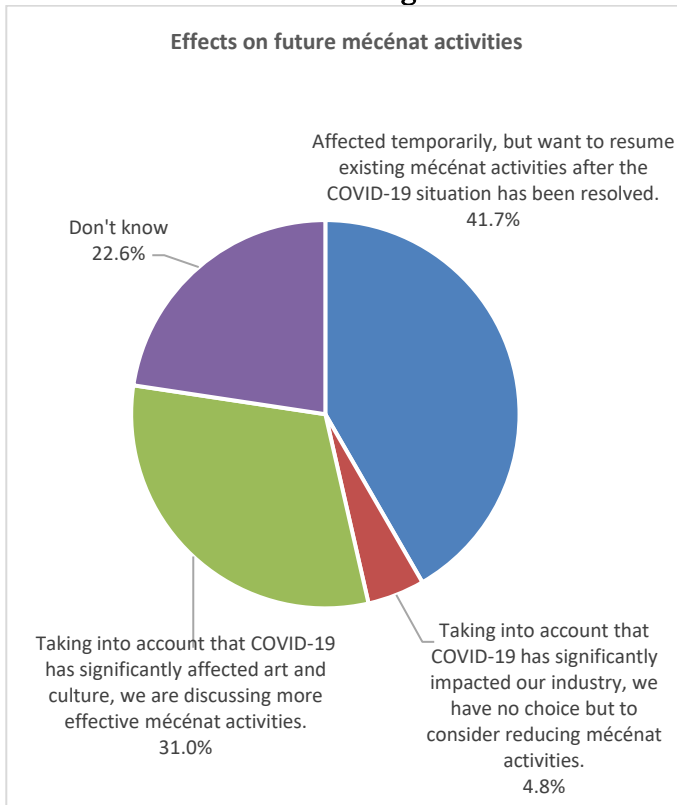
*Respondents that chose “our company is not operating cultural facilities or cultural projects” (19 respondents) have been excluded from the data represented here based on the purpose of this question.

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



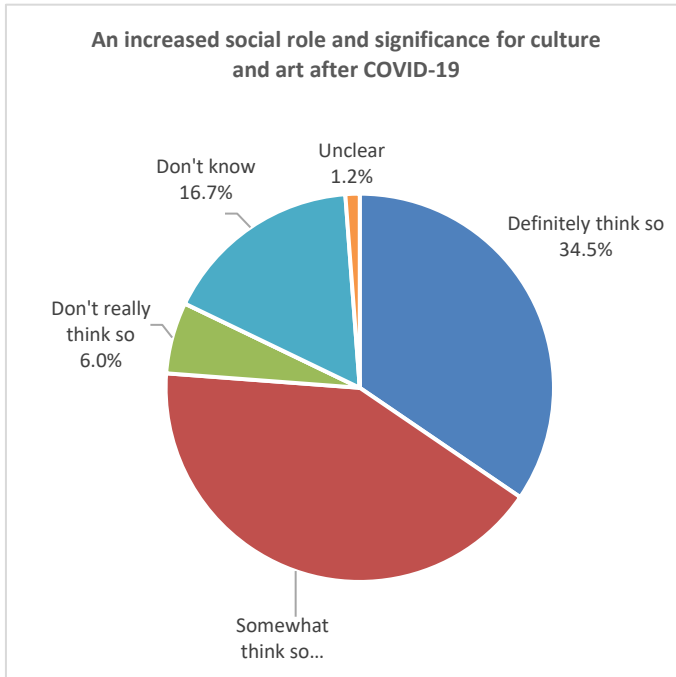
- 59.5% responded that financial support as well as supporting the resumption of activities by individuals and organizations involved with art and culture impacted by the spread of COVID-19 is “very necessary,” and 36.9% “somewhat necessary.”

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