

Cultural art organizations that were forced to cancel activities such as theatrical arts due to the novel coronavirus pandemic need to move forward with preparations for resuming their activities while taking further infection prevention measures. To promote cultural art activities, we will support expenses necessary for the related organizations to overcome issues they currently face and actively engage in initiatives to resume their activities.

Overview of support measures

(1) For standard activities of freelancers (Support A-1 for activity continuation and technical improvement, etc.)

- We support activity costs (around 200,000 yen) with simple application and check procedure
- We support the following activities by professional freelancers (performers, technical staff, etc.)
 - Securing space for individuals to practice or rehearse, purchasing of training and other materials for raising skill levels, conducting surveys, production preparations, etc.

(2) For special activities of freelancers (Support A-2 for activity continuation and technical improvement, etc.)

- In addition to the activities above, additional funding of up to 1.5 million yen can be applied to for developmental activities such as the recording and transmission of visual content and other activity promotion costs.

(3) For small-scale organizations (Support B for activity continuation and technical improvement, etc.)

- We support activity costs (up to 1.5 million yen. Joint projects involving a collaboration of multiple independent business operators may also apply (up to 15 million yen in the case of a group of 10 operators))
- We support the following initiatives by small-scale organizations
 - Planning and production of new public performances in response to the COVID-19 outbreak (public performances presented through video streaming websites, etc., creation of PR contents, group practice sessions that comply with infection prevention measures, etc.)

(4) For mid- to large-scale organizations (Project to strengthen earning capacity)

- We support projects budgeted roughly between 1.5 to 25 million yen
- We support the following initiatives by mid- to large-scale organizations
 - Activities to develop new markets and reform activity structures in preparation for a post COVID-10 landscape (Video streaming initiatives, development of experienceable contents such as behind-the-scenes tours and interaction with actors (including the use of VR), development of original educational programs (including support for expenses for preparation related to such initiatives), etc.

* Small-scale organizations may also apply.

Purpose

Cultural arts and sports related organizations that were forced to cancel theatrical art and other activities due to the novel coronavirus pandemic need to move forward with preparations for resuming activities while taking further infection prevention measures. To promote cultural art and sports activities, we will support expenses necessary for the related organizations to overcome issues they currently face and actively engage in initiatives to resume their activities.

Description

◎ Applicable scope

● Applicable activities

We support the expenses necessary for implementing activity plans that include the following initiatives.

(1) Any of the initiatives from 1 to 3 below (more than one allowed)

1. Recover and develop audiences and participants from in and outside of Japan
2. Study, prepare, and implement methods for organizing/creating public performances or competitions to continue or resume activities
3. Modernize management and governance, such as documentation of hiring contracts

(2) Initiatives taken in conjunction with the initiatives in (1) that follow the guidelines for preventing the spread of the novel coronavirus infection according to the type of business

● Target beneficiaries

Cultural arts and sports related organizations (including incorporated associations and incorporated foundations (general and public non-profit organizations), private organizations, freelance performers and technical staff, etc.)

* Support A for activity continuation, technical improvement, etc.: For freelance performers and technical staff

Support B for activity continuation and technical improvement, etc.: For small-scale organizations (Others. Including cases where multiple independent freelancers, etc. working together apply as a group)

◎ Amount of support

Expenses for (1) above: Up to 1 million yen

Expenses for (2): Up to 500,000 yen

* Conditions apply, such as a cap of 1.5 million yen in total

- For joint applications, [1.5 million yen x number of joint applicants] for up to 15 million yen

Purpose

Many cultural art organizations have sustained their operation primarily on admission fee revenue, but the business environment has become increasingly harsh due to factors caused by the novel coronavirus pandemic, such as the fewer earning opportunities. For this reason, in order to promote a drastic reform of the earning structure of cultural art organizations and raise the sustainability of their activities, this project aims to expand the number of new domestic viewers and attract demand from outside of Japan by practicing measures to secure and strengthen new revenue that leverages the characteristics of each genre. We will utilize the results achieved with this project and validate the cost effectiveness to study ways to make the activities of cultural art organizations sustainable.

Description

◎ Overview (Partial expansion of the project for the FY2020 primary supplementary budget)

This project practices initiatives to secure and strengthen earning capacity, such as by establishing a new appreciation environment that leverages the characteristics of each genre of the theatrical and media arts. For example, while the earning structure for theatrical art and movies is ill-fitted to earn beyond the occupancy capacity of the venue, admissions may be limited to avoid crowding from now on. To deal with the issue, this project practices initiatives such as video streaming of performances. We will utilize the results achieved with this project and validate the cost effectiveness to collect the best practices of actual activities and study ways to make the activities of cultural art organizations sustainable.

● Examples of applicable activities to develop new markets and reform activity structures in preparation for a post COVID-10 landscape:

- Initiatives for video streaming (enhanced streaming contents based on web streaming, live viewing, and archiving of those contents, etc.)
- Development of experienceable contents such as behind-the-scenes tours and interaction with actors (including the use of VR)
- Development of original educational programs, etc.

* Including preparations related to these initiatives.

● Target beneficiaries

Mid- and large-scale cultural art organizations (small-scale organizations may also apply)

* 7 genres are envisioned: music, Japanese traditional dance, theater, traditional performances, popular entertainment, movies, and media arts

● Amount of aid

· 1.5 to 25 million yen per project is envisioned

