PEKKA OESCH

Yritysten tuki taiteille 2008 ja tuen muutokset 1999–2008

Company support for the arts and culture in Finland in 2008 and changes in the support 1999–2008

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Kansi: Kari Piippo
Taitto: Jussi Hirvi

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English Summary

The Research Unit of the Arts Council of Finland has regularly collected information on the financial support for the arts and culture by Finnish industries since 1987. Before this date, little was known about the amount of the support and the extent of the support activities, even though companies, along with foundations, were important supporters of art and culture. After this date, the development in company support for the arts and culture has been monitored at regular intervals by examining how much different sectors support the arts and culture, and how the support is allocated.

The topic of this survey was company support for the arts and culture in 2008, and changes in the support after 1999. The survey included all large Finnish companies with a minimum of 250 employees, and one in ten Finnish companies with 20–249 employees. An exception to this was the financial intermediation sector of which companies with a minimum of 10 employees were included in the sample. The sample was taken from the Business Register maintained by Statistics Finland, and the material was collected from the companies via a mailed questionnaire. Each group of companies surveyed has been affected to some extent by the changes that have happened in the business world in the 1990s, as well as by several revisions in sector classification.

The companies were classified according to the latest official sector classification (NACE Rev.2) as follows: 1) manufacturing, 2) wholesale and retail trade, 3) financial intermediation, 4) insurance and pension funding, 5) transport and storage, 6) construction, 7), hotels and restaurants, 8) information and communication, 9) professional, scientific and technical activities, 9) administrative and support service activities, 10) others.

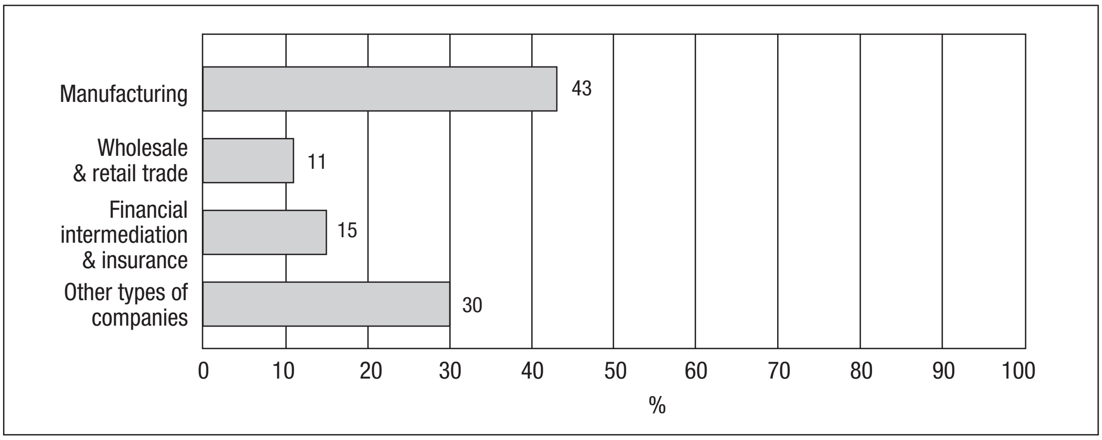
The arts and culture were divided as before into the following 11 fields: 1) cinema, 2) literature, 3) visual arts, 4) theatre, 5) music, 6) design, 7) dance, 8) photographic art, 9) other arts, 10) museums and 11) cultural heritage.

Company support for the arts and culture was divided into five categories: 1) purchases of works of art, 2) sponsorship, 3) co-operative marketing, 4) donations to foundations and funds supporting the arts and culture and 5) other support (including support for the artistic activities of company personnel). Also surveyed was company support for the arts and culture in different major regions of Finland. The country was divided into five major regions using NUTS level 2 classification from the year 2008. In addition, the sixth region was formed of the four cities in the Capital region.

The survey questionnaire was mailed to 1,376 companies, of which 594 were large enterprises. Classified according to personnel, the largest company group was formed by small and medium-sized companies with 10–49 employees. The largest individual sectors were manufacturing and the wholesale and retail trade. Sixty-six per cent of the companies were located in the major region of Southern Finland, and approximately one-fifth were located in the major region of Western Finland. Sixty-five per cent of the companies based in Southern Finland were located in the Capital region.

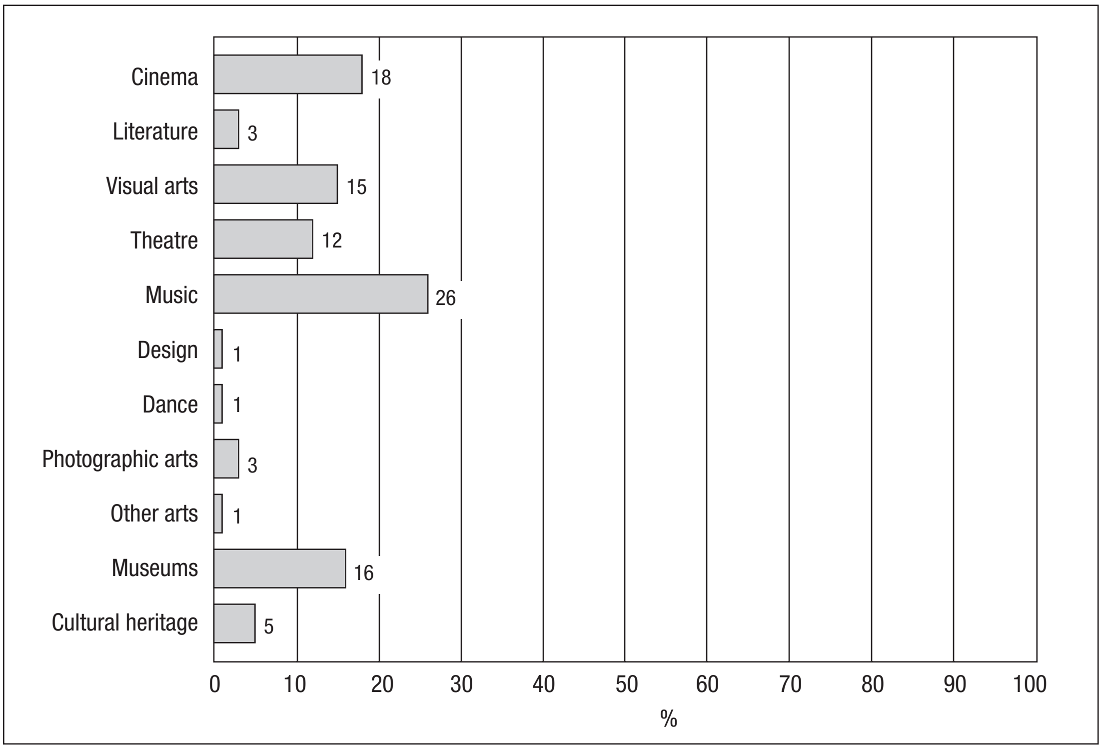
Only 27% of the recipients of the questionnaire responded, and approximately one-fifth of all the companies had supported the arts and culture. All in all, the companies used over 17.4 million Euros to support the arts and culture in 2008. Of the total amount of support, two-fifths were from manufacturing companies and the rest from the class "other type of companies". Due to the low response rate, some sectors were combined for the purposes of this survey (Figure 1).

Figure 1. Share of support by type of company in 2008



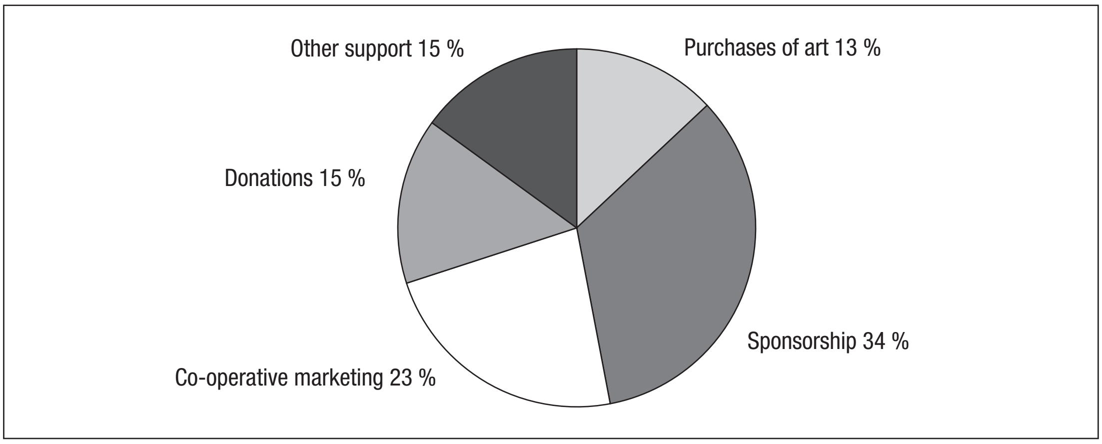
The majority of companies supporting the arts and culture had funded visual arts, theatre and music. More than one-third of all companies had funded theatre. Cinema and museums had been funded by one-fifth of all companies. The individual art forms that were of least interest to the companies in 2008 were design and photographic arts. The most funded art form was music, which obtained approximately one-fourth of the total amount of support. After music, the highest shares of funding went to cinema and visual arts. In addition, over one-tenth of the support was allocated to theatre. Approximately one-fifth of the total amount was allocated to museums and cultural heritage (Figure 2).

Figure 2. Percentage of company support received by different art forms in 2008



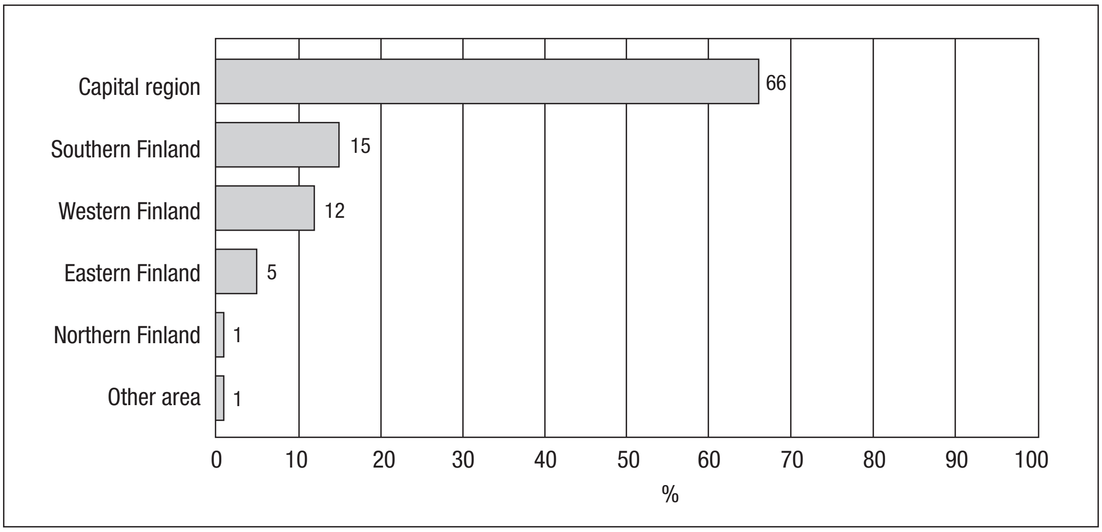
The most common types of support for the arts and culture in 2008 were co-operative marketing and other support. Over half of the companies had supported art and culture through these support types. However, the share of co-operative marketing was one-fifth of the total amount of support, but other support accounted for only approximately 15%. Most support, over one-third of the total amount, came from sponsorship, which had been used by nearly half of the companies. The share of donations given to foundations, funds, associations and art institutions was of similar scope as the share of other support for the arts and culture. The least used form of support was the purchase of works of art (Figure 3).

Figure 3. Company support for the arts and culture in 2008 by type of support



In the major regions of Southern Finland and Western Finland, as well as in the Capital region, approximately one in five companies had supported the arts and culture in 2008. Companies in the major region of Eastern Finland, as well as one-tenth of the companies in other areas, supported the arts and culture. A significant part of the total amount of support for the arts and culture came from companies located in the major region of Southern Finland, especially in the Capital region. One-fifth of the total amount of support came from companies outside the major region of Southern Finland and the Capital region (Figure 4).

Figure 4. Company support for the arts and culture in 2008 by major regions



Approximately one-fifth of the companies supported the arts and culture in 2008, but they also had other areas of support. Every other of the companies had supported sports, and over one-third youth work and civic activities. Similarly, one-third of the companies had used art and culture to enhance the work welfare of their personnel. The most popular activities were theatre performances, concerts and music festivals. The personnel had also visited art exhibitions and museums. In addition, approximately one-fourth of the companies also supported some other areas. These varied from the police and fire department to protection of the Baltic Sea or animals. Most common was support for social organisations or groups, such as war veterans, the Finnish Red Cross, UNICEF as well as cancer research and healthcare.

Seventy-eight per cent of the companies funding the arts and culture had also supported sports, while only one-third of those companies supporting sports had allocated funds also for the arts and culture. Among companies that had not supported the arts and culture, there were also fewer of those funding sports, youth work, civic activities or other social or environmental activities.

One-third of the companies had also supported the arts and culture before 2008. Most companies had supported the arts in the previous year, and some one in five had supported the arts and culture for the first time in 2008. In the future only one-fifth planned to fund the arts. Most of the companies which were not supporting the arts and culture or purchasing art in 2008 had not done it in previous years either.

Most of the companies did not support the arts regularly through any of the mentioned forms of support. All in all, one in three companies had directed funds to the arts and culture regularly every year through sponsorships or co-operative marketing. About one-tenth of the companies funded the arts regularly every year through other forms of support. Those purchasing art annually were the smallest group, but one in five companies reported that they purchase art now and then, but not annually.

Half of all the companies and two-fifths of the companies who had supported the arts and culture in 2008, considered the funding of the arts as useful for the company. However, as much as half of those supporting the arts could not assess the usefulness of it.

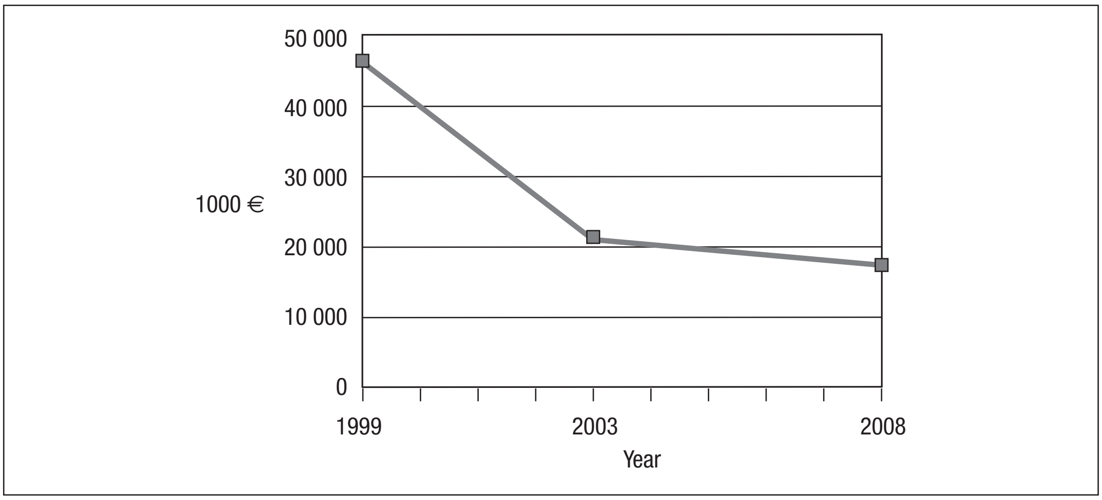
Trends in support activity 1999–2008

For the purpose of comparing the results for 1999–2008, the material between 1999 and 2003 was classified according to the sector classifications in 2008. The only sectors separately examined for their support for the arts and culture were manufacturing, wholesale and retail trade, financial intermediation and insurance funding.

The total support for the arts and culture increased during the economic boom of the late 1990s, but it came to a quick end with the recession at the beginning of the new millennium. After this, company support for the arts and culture seems to have further decreased slightly. The result is partly explained by the inaccuracy resulting from the low response rate in 2008.

The increased interest of the companies in supporting social and other societal activities also plays a role. Furthermore, it might be that such new activities and partners providing the companies with new opportunities for professional and long-term cooperation have not recently emerged in the field of arts (Figure 5).

Figure 5. Company support for the arts and culture in 1999, 2003, and 2008



Except for 2003, manufacturing has been the most significant individual sector to fund the arts and culture. In 2008, 43% of the total support came from manufacturing companies. Since 1999 support for the arts and culture by companies involved in financial intermediation and insurance activities has remained fairly constant. Measured by the number of companies, it belongs to the smallest sectors in the surveys. Despite that, the share of companies supporting the arts and culture has been one of the largest according to the surveys. The significance of the wholesale and retail sector for supporting the arts and culture has been much more modest than that of the manufacturing and financial intermediation and insurance sectors (Figure 6).

The main forms of art receiving support from companies were music and visual arts. In 1999, their share of the total amount of support was 67%, but has since decreased to 39%. Both are still major recipients of corporate art support, even though in 2008 cinema was funded slightly more than visual arts. After music, companies allocated second most support to museums. Of the total support, changes in the shares of other art forms have been minor, and in addition to photographic arts, dance is still one of the forms least supported by industrial life (Figure 7).

Figure 6. Company support for the arts and culture by type of company in 1999, 2003 and 2008

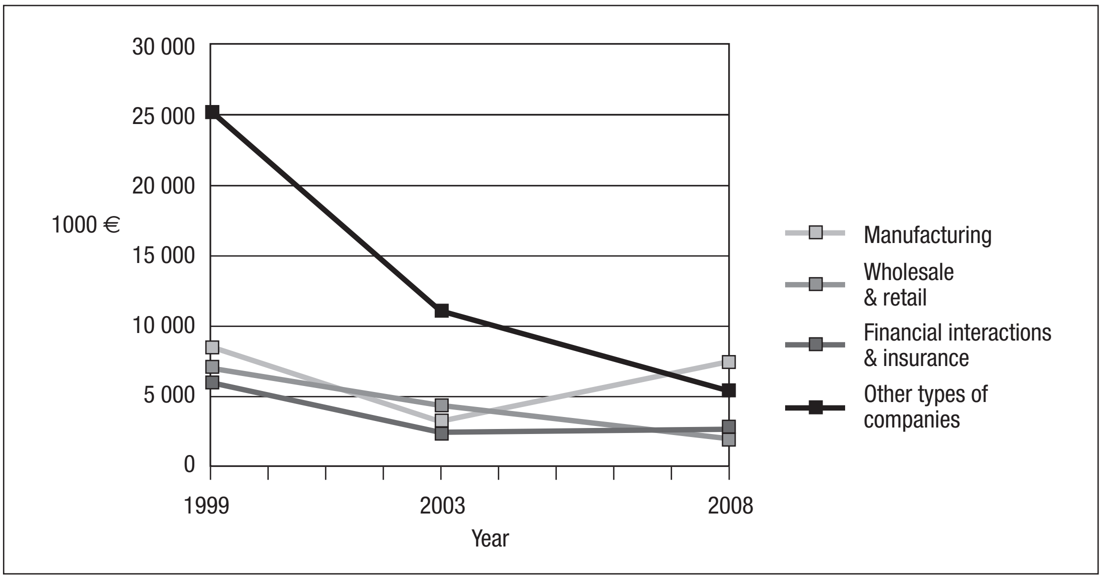
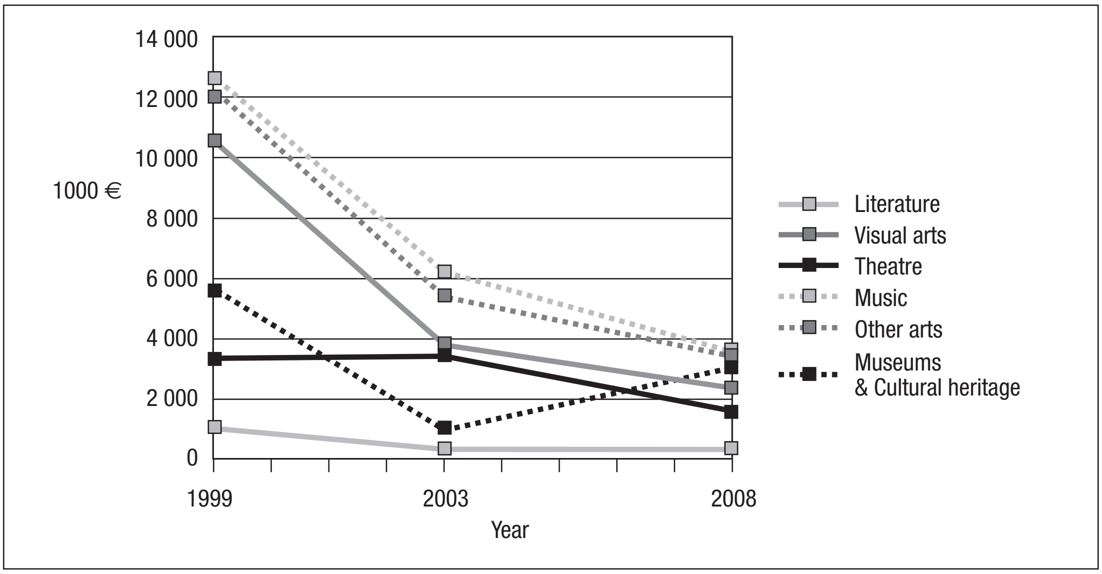
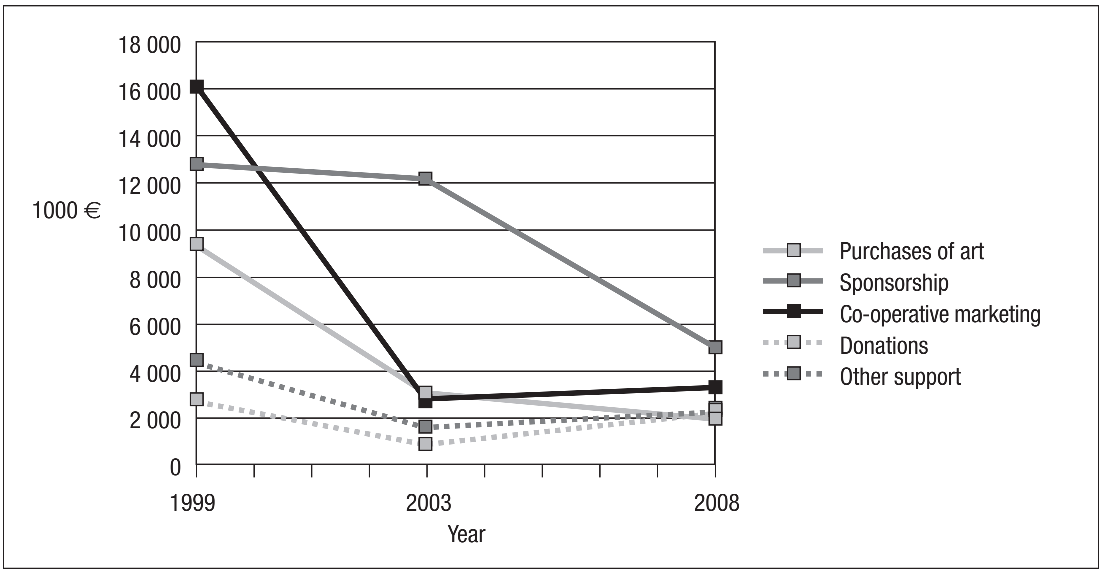


Figure 7. Company support for the arts and culture by different art forms in 1999, 2003 and 2008



After 1999, company support for the arts and culture was reduced most notably in co-operative marketing, and after 2003 in sponsorship. However, in 2008, companies still used the highest share of funds on sponsorship. After 2003 companies have increased their support for the arts and culture to some extent also through co-operative marketing, donations and other support for the arts. In 2008, companies financed art purchases and donations to foundations, funds and other organisations almost as much as the arts-related activities of their personnel and enhancing work welfare through the arts (Figure 8).

Figure 8. Company support for the arts and culture by type of support in 1999, 2003 and 2008



According, to this data the arts and culture did not prove to be a key target of company funding. Most companies supported other areas, such as sports, youth work and civic activities. No significant changes were perceived in the art form distribution and the forms of support, even though the share of cinema was exceptionally large in 2008. The low response rate of the 2008 survey, as well as the changes in sector classifications, limit the comparability with previous surveys to some extent. However, the trend seems to be that company support for the arts and culture is continuously decreasing but since 2003 the decrease has been much slower after the rather significant fall at the beginning of the 2000s.

The funding of the arts was still most common among companies situated in the Capital region. These companies have also previously funded the arts and culture and perceived it to be useful for their business. They have also acquired experience in cooperation with actors in the field of the arts, and are skilled in finding support targets meeting the expectations of successful cooperation. Most of these companies will invest regularly in the arts and culture also in the future. It turned out also, that the companies who have supported the arts and culture are usually those who also support several other areas. However, the majority of Finnish companies are not funding arts and culture at all and will find better financing alternatives on other areas, most of all sports.