



1. Purpose

The Government of Japan provides ***Sustainability Subsidies*** for SMEs and individual owners to underpin business sustainability through sales channel development and productivity enhancement in Japan.

Note: This program requires applicants to propose some projects based on its guidance, and selected recipients to keep all necessary finance for the projects until the projects end with result reports and share part of the project costs at subsidy rates, unlike Sustainability ***“Benefits”*** program.

2. Eligibility

- a. SMEs and individual owners in manufacturing, construction, transportation, accommodation and amusement industry with 20 employees or below, and in commerce and services industry with 5 employees or below
- b. Project plan to develop sales channels and enhance productivity, expecting revenue increase within a year after completion of the projects
- c. Only one project for each one of SMEs and individual owners

3. Amount of Subsidies

- a. Regular frame: Maximum 500,000 yen at subsidy rate (SR) 2/3
- b. C-virus frame: Maximum 1 million yen at SR 2/3 or 3/4
- c. Business resumption frame: Maximum 500,000 yen over items a or b above at SR 10/10
- d. Special industry frame: Maximum 500,000 yen over items a, b or c above at SR 2/3, 3/4 or 10/10

4. Application Deadlines: 2nd October 2020