

# KULTURSISTEMA

Matrix for interpreting, diagnosis and mapping of cultural and creative ecosystems

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## INNOVATION IN CULTURE, CULTURE OF INNOVATION

KARRASKAN is a network that groups together agents, spaces and programmes related to creation, culture and applied creativity from throughout the Basque Country.

At KARRASKAN we contribute to the development of rich, diverse and sustainable socio-cultural ecosystems, promote innovation and encourage collaboration, based on dialogue, diversity and hybridisation amongst different fields and disciplines; are committed to the development and consolidation of the cultural productive fabric at an organisational and economic level, and to achieving greater recognition for culture's social value, by contributing the development of new audiences and creative subjects.

In short, to change art and culture and thereby change the world, a world that also changes art and culture.

[www.karraskan.org](http://www.karraskan.org)

## SELF-DIAGNOSIS SHEET

KULTURSISTEMA is, among other things, a self-mapping and strategic analysis tool for the very agents that make up a territory's cultural and creative ecosystem.

This document serves as a practical guide to help identify and reflect on different production activity-related aspects, such as: sectors, subsectors and professions; typological and organisational characteristics; the value chain; or generated returns and impacts. The KULTURSISTEMA booklet can be used as a guide to interpret the matrices and provide further information on different issues.

\*You can perform this exercise on your own or with other agents with whom you can compare and share your impressions.

K  
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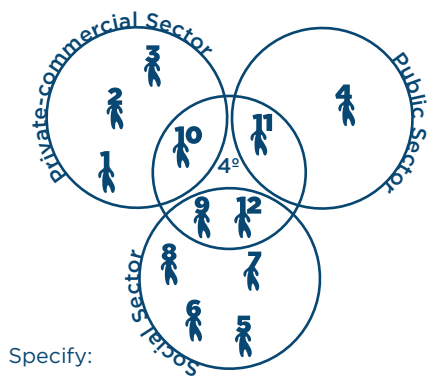
KULTURA BERRIBUNTZAN  
BERRIKUNTZAREN KULTURA  
INNOVACIÓN EN CULTURA  
CULTURA DE LA INNOVACIÓN  
KARRASKAN.ORG



**NAME (organisation or person)**

**DESCRIPTION OF ACTIVITY**

**TYPE OF AGENT (p. 19-21)**

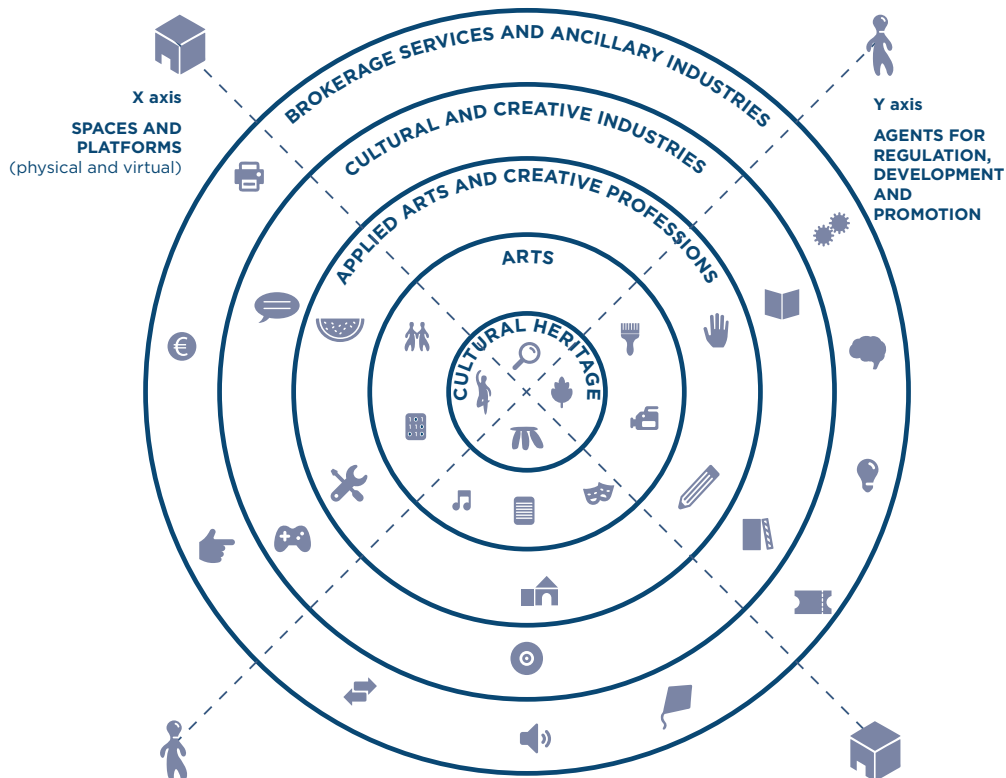


Specify:

- Amateur  Semi-professional  Professional

**CULTURAL AND CREATIVE SECTORS AND SUBSECTORS**

Identify the main areas of activity in which you operate (p. 5-13). Please indicate a maximum of 5 areas, highlighting the main one.



**MAIN OCCUPATIONS PERFORMED**

**OFFER TYPES**



**GEOGRAPHICAL SCOPE OF THE ACTIVITY**

Local	%
National	%
Continental	%
Worldwide	%

**JOBS CREATED**

Sole proprietorship	<input type="checkbox"/>
2 - 5 employees	<input type="checkbox"/>
6 - 10 employees	<input type="checkbox"/>
11 - 50 employees	<input type="checkbox"/>
51 - 250 employees	<input type="checkbox"/>
250+ employees	<input type="checkbox"/>

Specifications on the type of employment generated (full/part-time, gender, specialisation...):

Other types of relationships with partners, professionals, volunteers...

**TURNOVER**

Up to €25,000	<input type="checkbox"/>
Up to €75,000	<input type="checkbox"/>
Up to €200,000	<input type="checkbox"/>
Up to €600,000	<input type="checkbox"/>
Up to €2m	<input type="checkbox"/>
Up to €5m	<input type="checkbox"/>
More than €10m	<input type="checkbox"/>

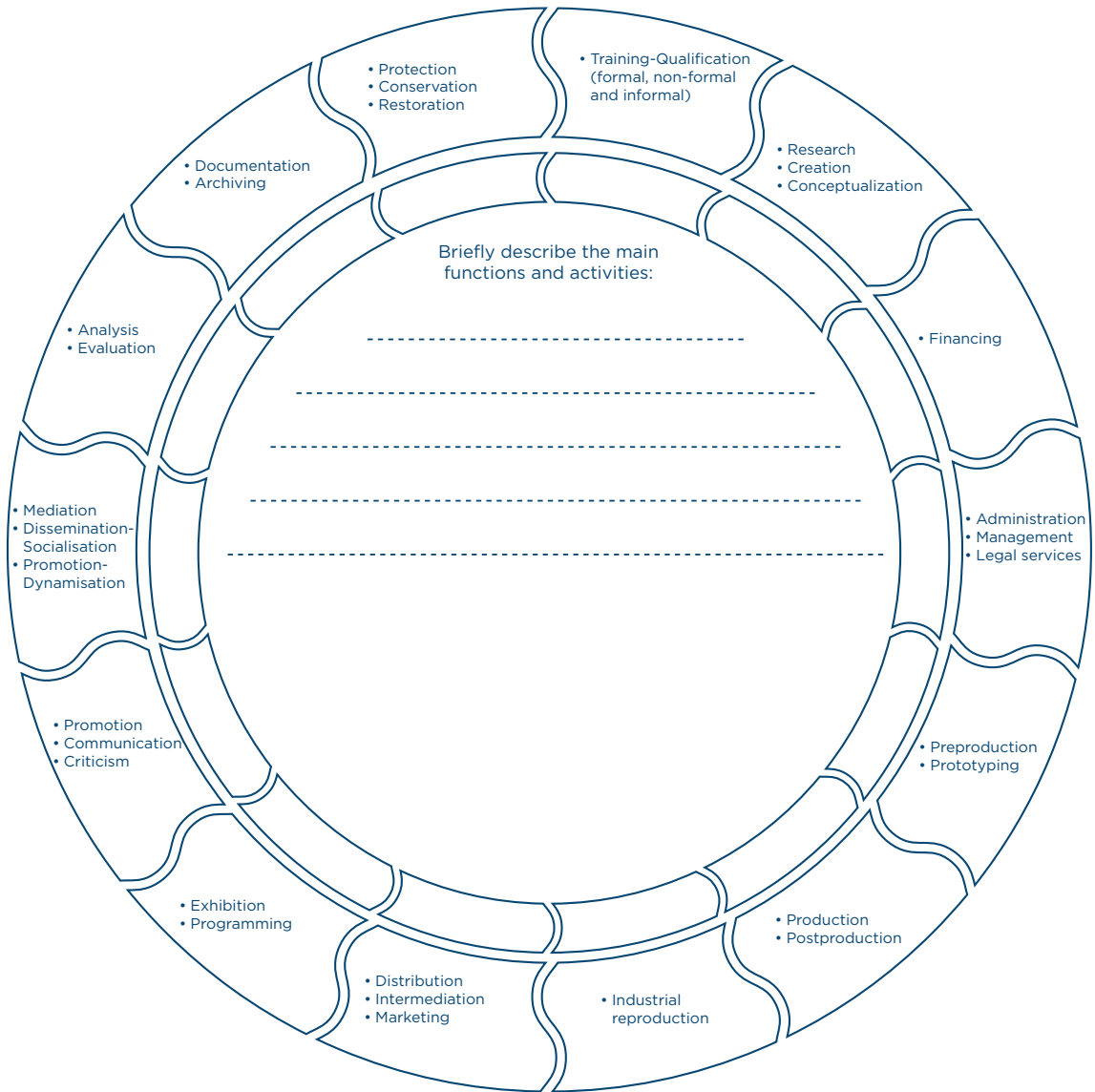
**LANGUAGES IN WHICH THE ACTIVITY IS CARRIED OUT**

	%
	%
	%
	%

**ASSOCIATIONS OR NETWORKS OF WHICH A MEMBER**

## VALUE CHAIN

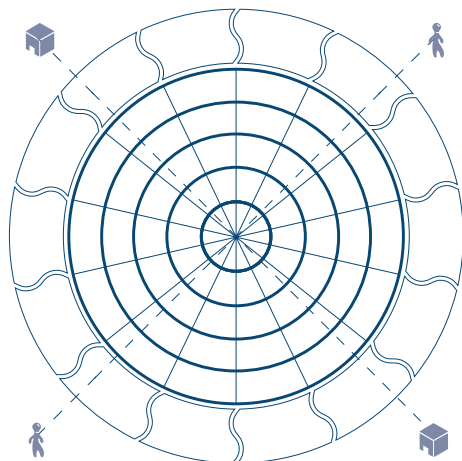
Identify the links that best represent the focus of activity and the main value proposition (p. 15-17). Select a maximum of 3 links.



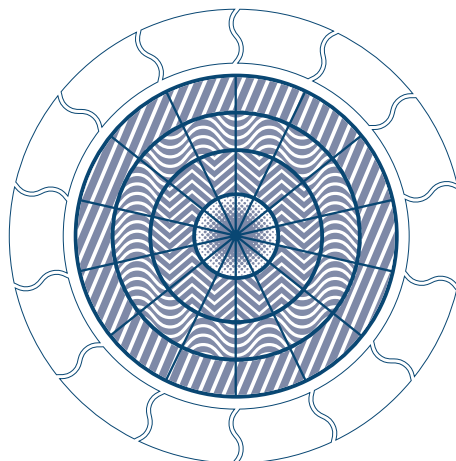
## INTERSECTIONS AND COMBINATIONS

Position yourself at different crossover matrices (p. 27-33). Choose your main subsector of activity and the link in the value chain. You can also make other secondary combinations.

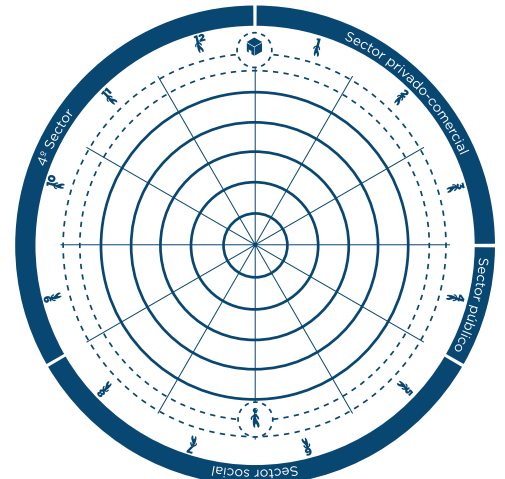
**1**  
SECTORS AND SUBSECTORS /  
VALUE CHAIN



**2**  
TYPOLOGY OF AGENTS /  
VALUE CHAIN

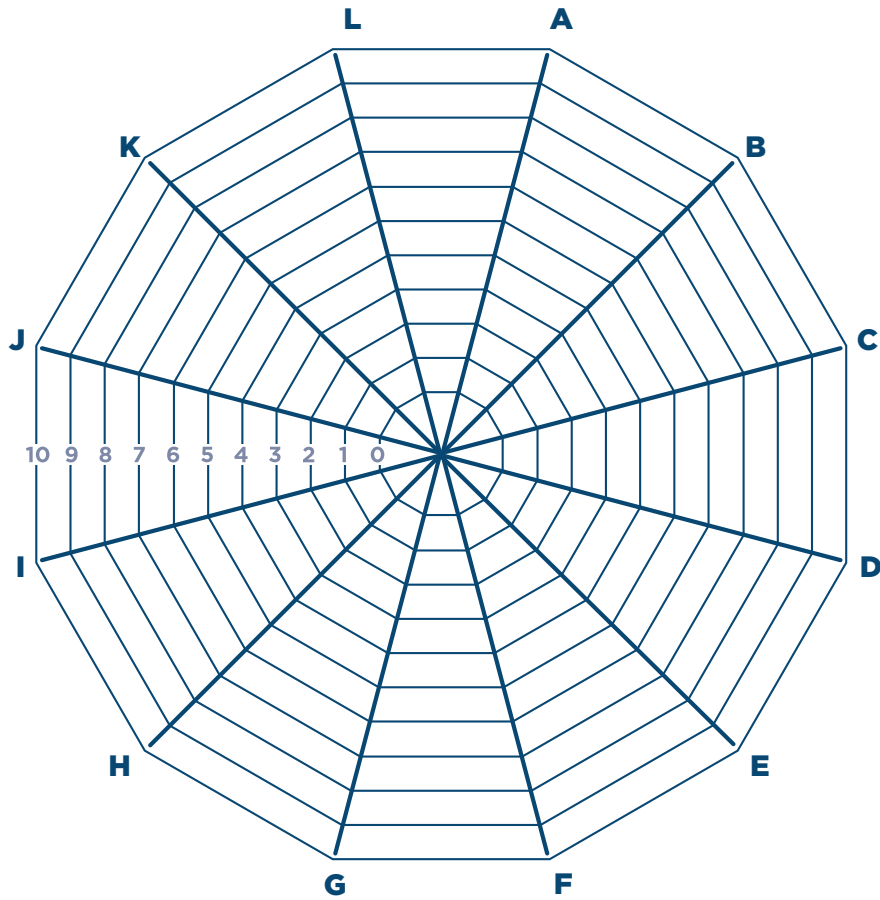


**3**  
TYPOLOGY OF AGENTS /  
SECTORS AND SUBSECTORS



## IMPACTS AND RETURNS MATRIX

This is a subjective assessment exercise. Score from 0 to 10 on the “spider web” matrix for each of the proposed indicators (p. 23-25); briefly explain in the table below the aspects that justify your ratings; and finally, link the dots together to draw your star.



## OTHER SIGNIFICANT ASPECTS

## REFLECTIONS AND KEYS FOR IMPROVEMENT

A. Contribution to Cultural Development	G. Economic-Quantitative Contribution
B. Contribution to Local Development and Social Innovation	H. Job Stimulation
C. Level of Innovation in the “What’s”	I. Effects on Other Areas of Activity
D. Level of Innovation in the “How’s”	J. Level of Internationalisation
E. Contribution to Public Innovation	K. Specific Magnet Capacity in the Sector
F. Level of Collaboration	L. Variable indicator (freely definable)