

KULTURSISTEMA

Matrix for the mapping, interpretation and analysis of cultural and creative ecosystems

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2
revised edition

INNOVATION IN CULTURE CULTURE OF INNOVATION

At KARRASKAN, we are a network that brings together agents, spaces and programmes related to creation, culture and applied creativity, from all over the Basque Country.

At KARRASKAN we work to: contribute towards the development of a rich, diverse and sustainable socio-cultural ecosystem; promote innovation and foster collaboration, from a perspective of dialogue, transversality and hybridisation between different areas and disciplines; show our commitment to the development and consolidation, at an organisational and economic level, of the cultural productive framework; and ensure greater recognition for the social value of culture, influencing the development of new audiences and creative subjects.

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

www.karraskan.org

SELF-DIAGNOSIS SHEET

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

This sheet serves as a practical guide for helping to identify and reflect on different aspects related to productive activity, such as: sectors, sub-sectors and professions; typology and organisational characteristics; value chain; and returns and impacts generated. Use the KULTURSISTEMA booklet as a reference guide to interpret the matrices and examine the different issues.

*This exercise can be performed individually or collectively, along with other agents with whom the reflections can be compared and enhanced.

www.kultursistema.com

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KULTURA BERRIKUNTZAN
BERRIKUNTZAREN KULTURA
INNOVACIÓN EN CULTURA
CULTURA DE LA INNOVACIÓN
KARRASKAN.ORG

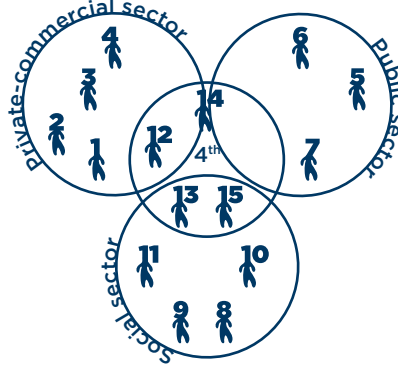


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NAME (of the entity or person)

DESCRIPTION OF THE ACTIVITY

TYPE OF AGENT (p. 05-07)

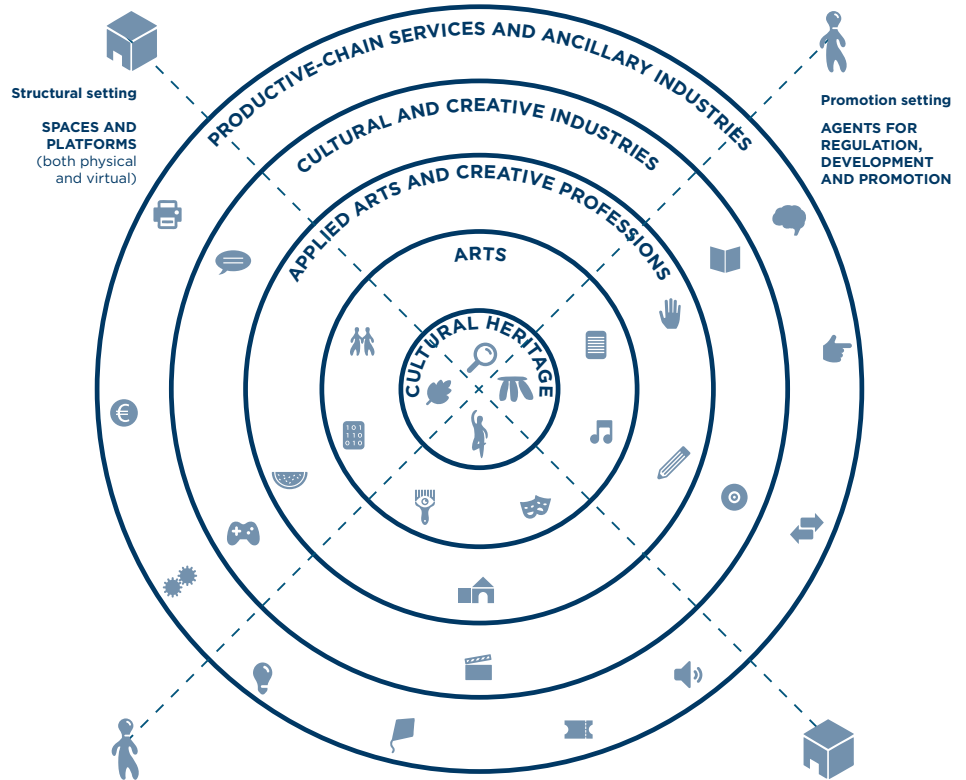


Specify:

- Amateur Semi-professional Professional

CULTURAL AND CREATIVE SECTORS AND SUB-SECTORS

Identify the main activity settings in which you operate (p. 09-17). Tick up to 5 setting and highlight the principal one (the one we shall use in the intersection matrices).



PRINCIPAL PROFESSIONS PERFORMED

TPOLOGY OF THE OFFER

Mark the principal trend of your offer on the line



GEOGRAPHIC SETTING OF THE ACTIVITY

Local	%
State	%
Continental	%
Worldwide	%
TOTAL	100 %

DIRECT EMPLOYMENT GENERATED

- Individual enterprise
- Between 2 and 3 people
- Between 4 and 10 people
- Between 11 and 25 people
- Between 26 and 50 people
- Between 51 and 250 people
- Over 250 people

Specifications on the type of employment generated (continuity, gender, specialisation, etc.):

Other types of relations with partner companies, professionals, volunteers, etc.

VOLUME OF TURNOVER

- Up to € 25,000
- Up to € 75,000
- Up to € 200,000
- Up to € 600.000
- Up to € 2 m
- Up to € 5 m
- Up to € 10 m
- Over € 10 m

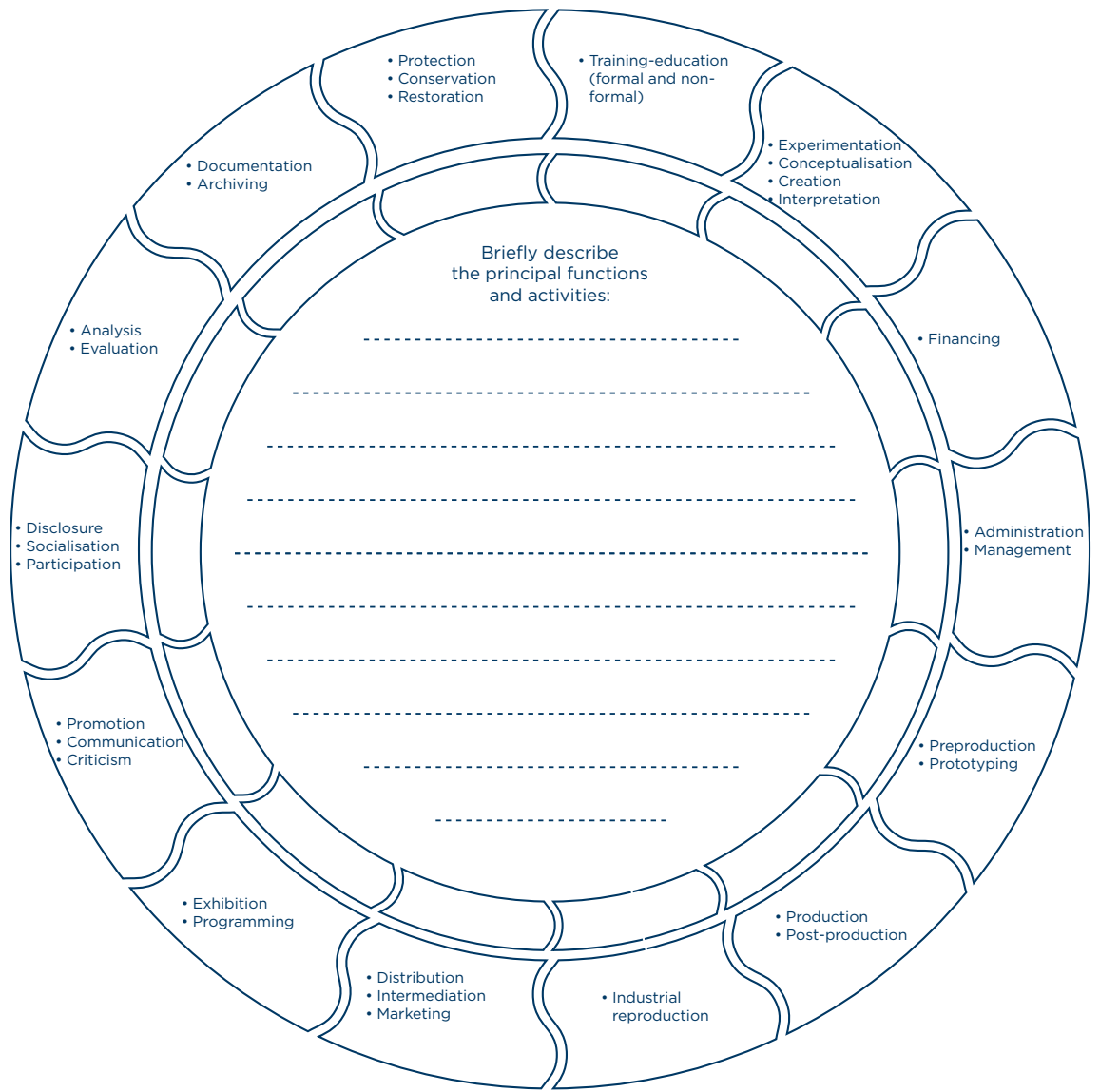
LANGUAGES IN WHICH THE ACTIVITY IS DEVELOPED

	%
	%
	%
	%
TOTAL	100 %

ASSOCIATIONS OR NETWORKS IT BELONGS TO

VALUE CHAIN

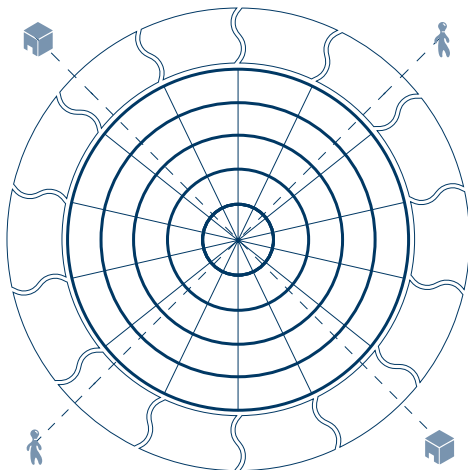
Identify the links that best represent the focus of activity and the principal value proposal (p.19-23). Select up to 3 links and highlight the main one (the one we will use in the intersection matrices).



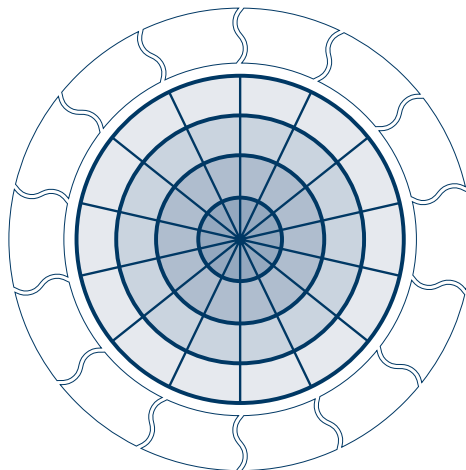
INTERSECTIONS AND COMBINATIONS

Place yourself in the different intersection matrices (p. 31-37). To place yourself, select your main activity sub-sector and link in the value chain. You can also use other, secondary combinations.

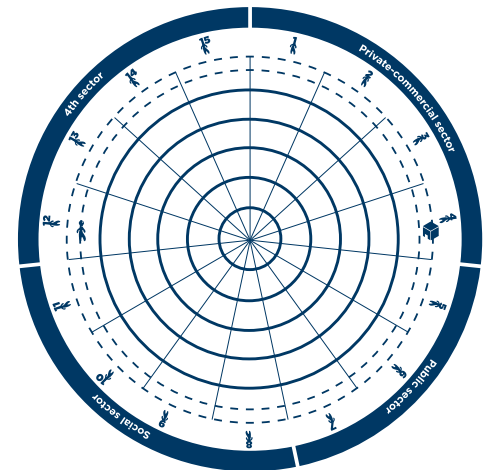
SECTORS AND SUB-SECTORS / VALUE CHAIN



TYPOLGY OF AGENTS / VALUE CHAIN

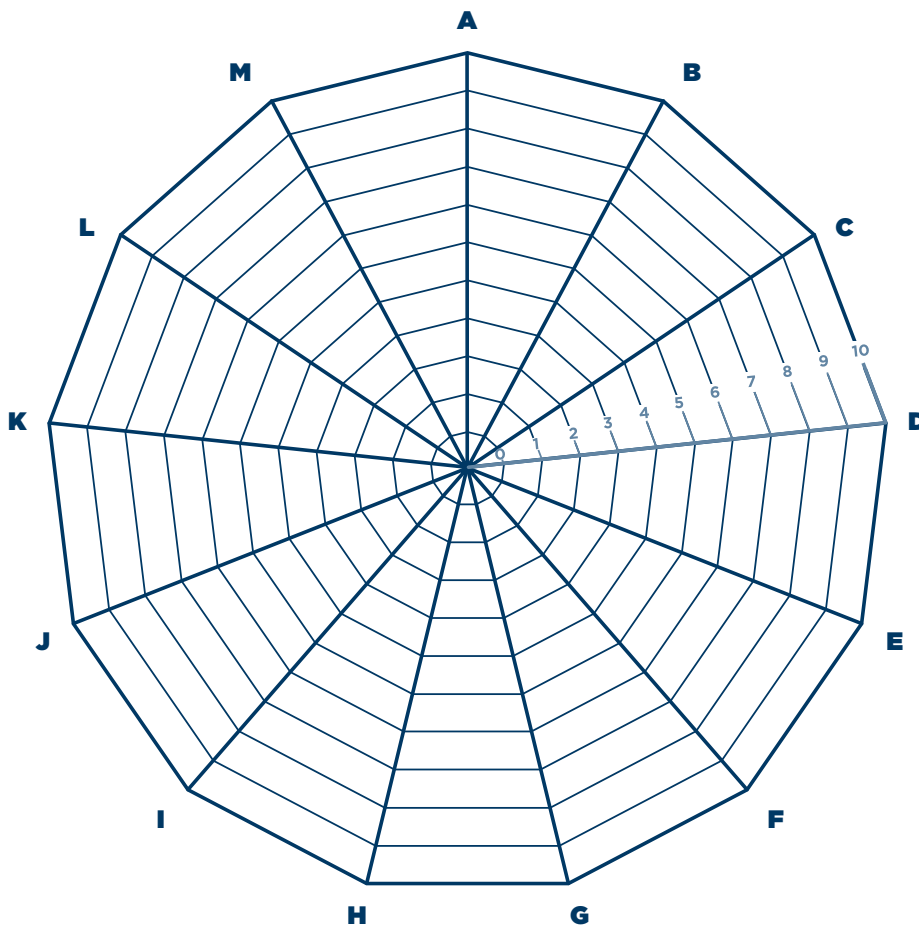


TYPOLGY OF AGENTS / SECTORS AND SUB-SECTORS



IMPACTS AND RETURNS

This is an exercise of subjective assessment. In the web matrix, rate each of the proposed indicators (pages 25-29) from 0 to 10; in the table below, briefly explain those aspects which justify your valuations; and finally, join the points to draw your star.



Index 1	A. Creative society
	B. Cultural development
	C. Social development
Index 2	D. Innovation in the <i>Whats</i>
	E. Innovation in the <i>Hows</i>
	F. Collaboration
	G. Sustainability
Index 3	H. Influence on the cultural sector itself
	I. Influence on other sectors of activity
	J. Influence on the public sector
Index 4	K. Economic-quantitative contribution
	L. Job stimulation
	M. Internationalisation
	Variable indicator (freely assigned)

OTHER SIGNIFICANT ASPECTS

CONSIDERATIONS AND KEY ELEMENTS OF IMPROVEMENT