

# KULTURSISTEMA

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

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## 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](http://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](http://www.kultursistema.com)

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INNOVATION IN CULTURE  
CULTURE OF INNOVATION  
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. 05-09)**

Nature:

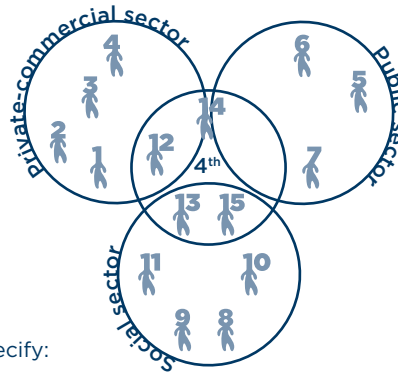
Amateur  Semi-profesional  Profesional

**AREAS OF ACTIVITY**

Indicates the priority area of activity:

Structural area  Momentum area  Creative area

**TYPES OF AGENTS**



Specify:

**PRINCIPAL PROFESSIONS PERFORMED**

**TPOLOGY OF THE OFFER**

Mark the principal trend of your offer on the line

Physical medium Digital medium  
 ←----->

Product Service/experience  
 ←----->

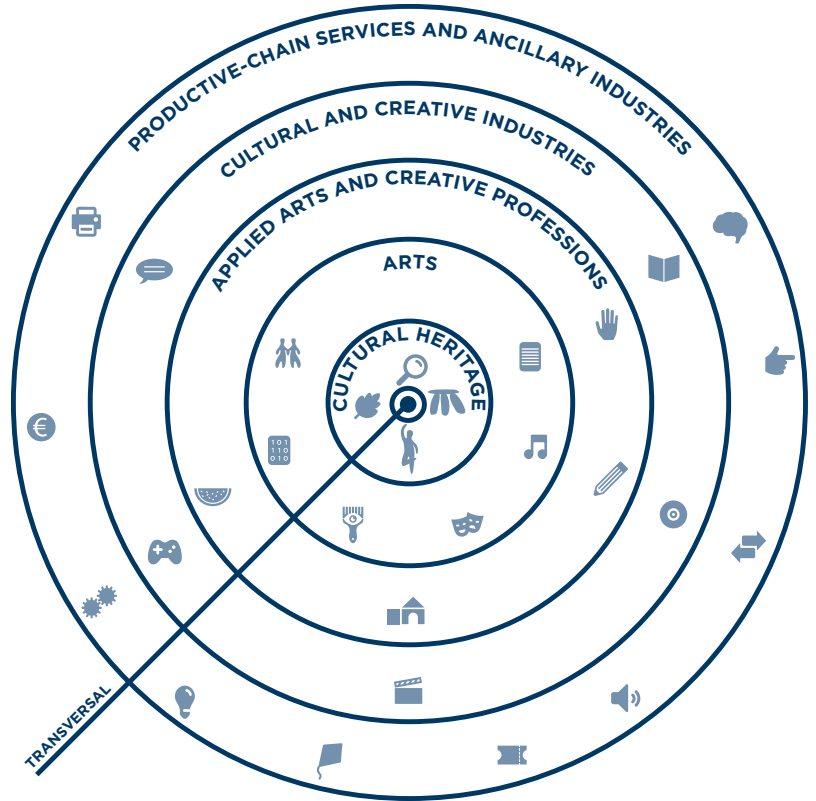
Process oriented Result oriented  
 ←----->

**GEOGRAPHIC SETTING OF THE ACTIVITY**

Local	%
State	%
Continental	%
Worldwide	%
<b>TOTAL</b>	<b>100 %</b>

**CULTURAL AND CREATIVE SECTORS AND SUB-SECTORS**

Identifies the main fields of activity in which you operate (pp. 11-19). Mark a maximum of 5 subsectors and highlight the main one (which we will use in the cross matrices).



**DIRECT EMPLOYMENT GENERATED**

Individual enterprise	<input type="checkbox"/>
Between 2 and 3 people	<input type="checkbox"/>
Between 4 and 10 people	<input type="checkbox"/>
Between 11 and 25 people	<input type="checkbox"/>
Between 26 and 50 people	<input type="checkbox"/>
Between 51 and 250 people	<input type="checkbox"/>
Over 250 people	<input type="checkbox"/>

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	<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 € 2 m	<input type="checkbox"/>
Up to € 5 m	<input type="checkbox"/>
Up to € 10 m	<input type="checkbox"/>
Over € 10 m	<input type="checkbox"/>

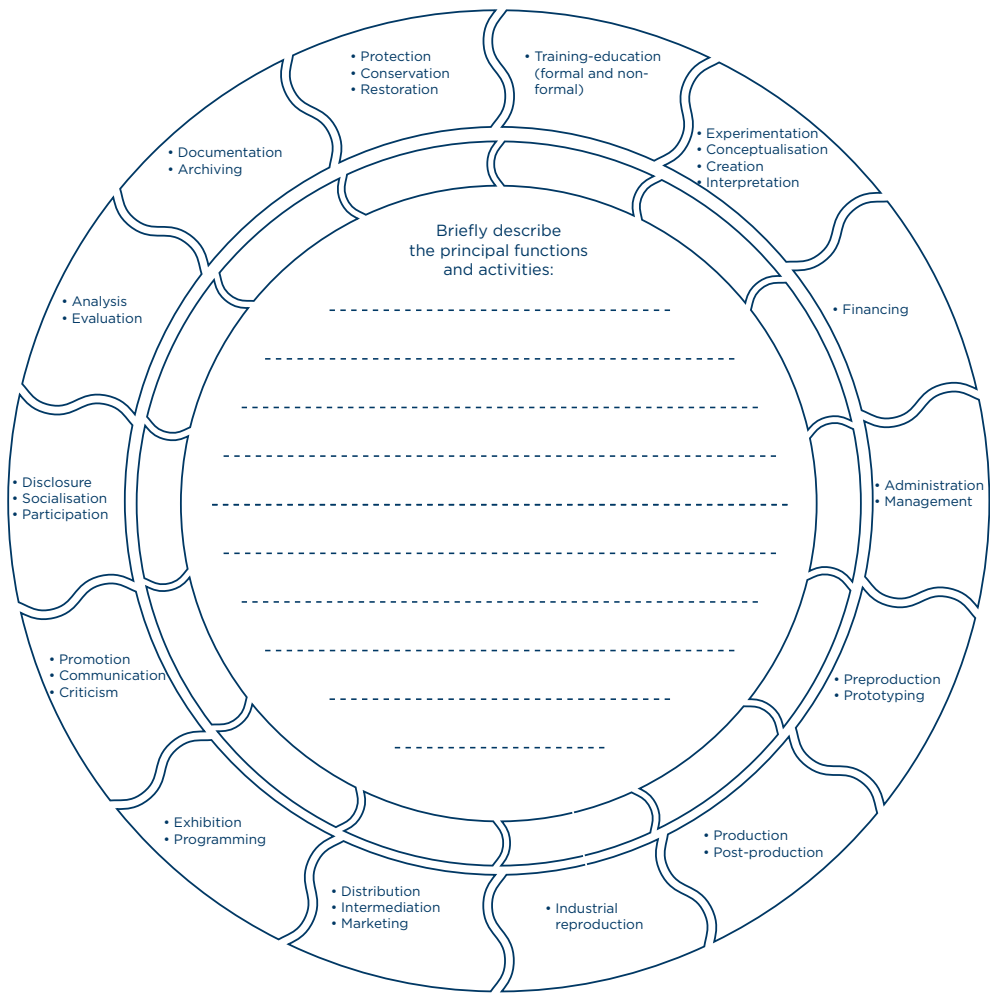
**LANGUAGES IN WHICH THE ACTIVITY IS DEVELOPED**

	%
	%
	%
	%
<b>TOTAL</b>	<b>100 %</b>

**ASSOCIATIONS OR NETWORKS IT BELONGS TO**

## VALUE CHAIN

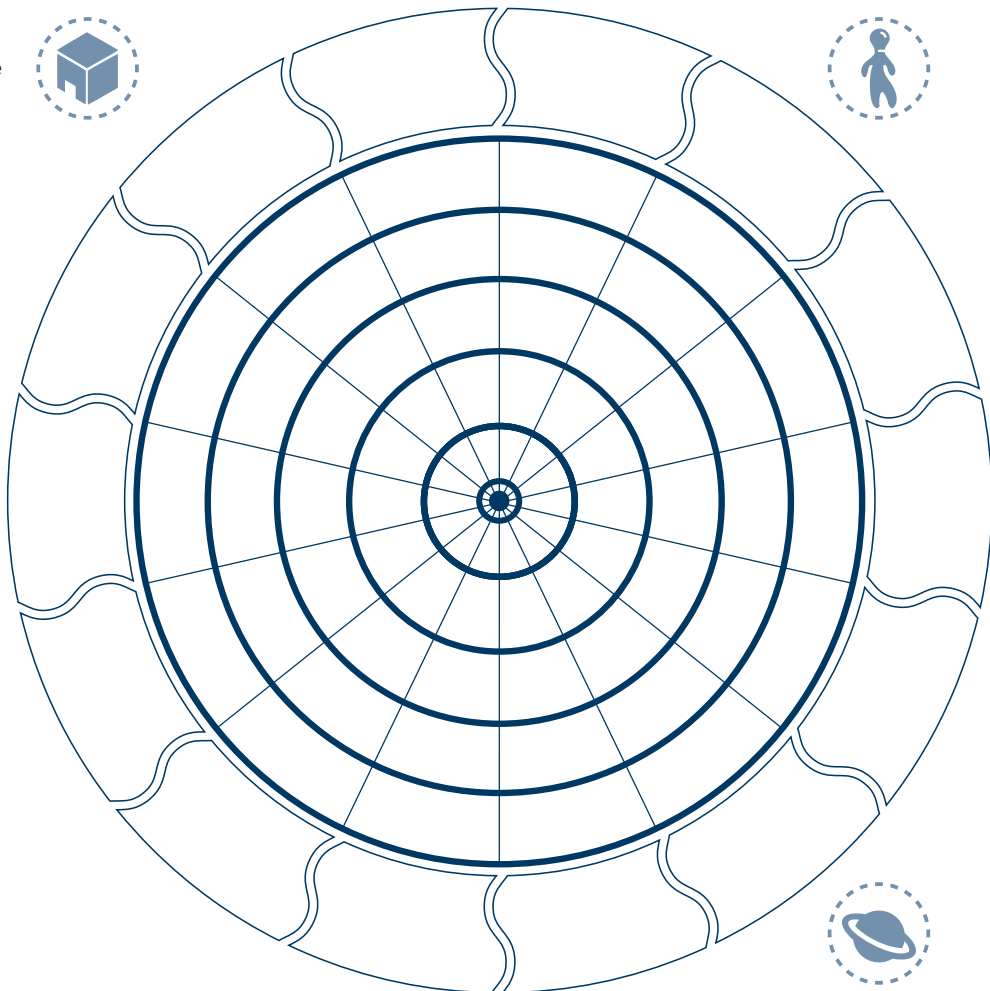
Identify the links that best represent the focus of activity and the principal value proposal (p.21-25). Select up to 3 links and highlight the main one (the one we will use in the intersection matrices).



## INTERSECTIONS AND COMBINATIONS

Place yourself in the different intersection matrices (p. 33-39). To place yourself, select your main activity sub-sector and link in the value chain. You can also use other, secondary combinations. hacer otras combinaciones secundarias.

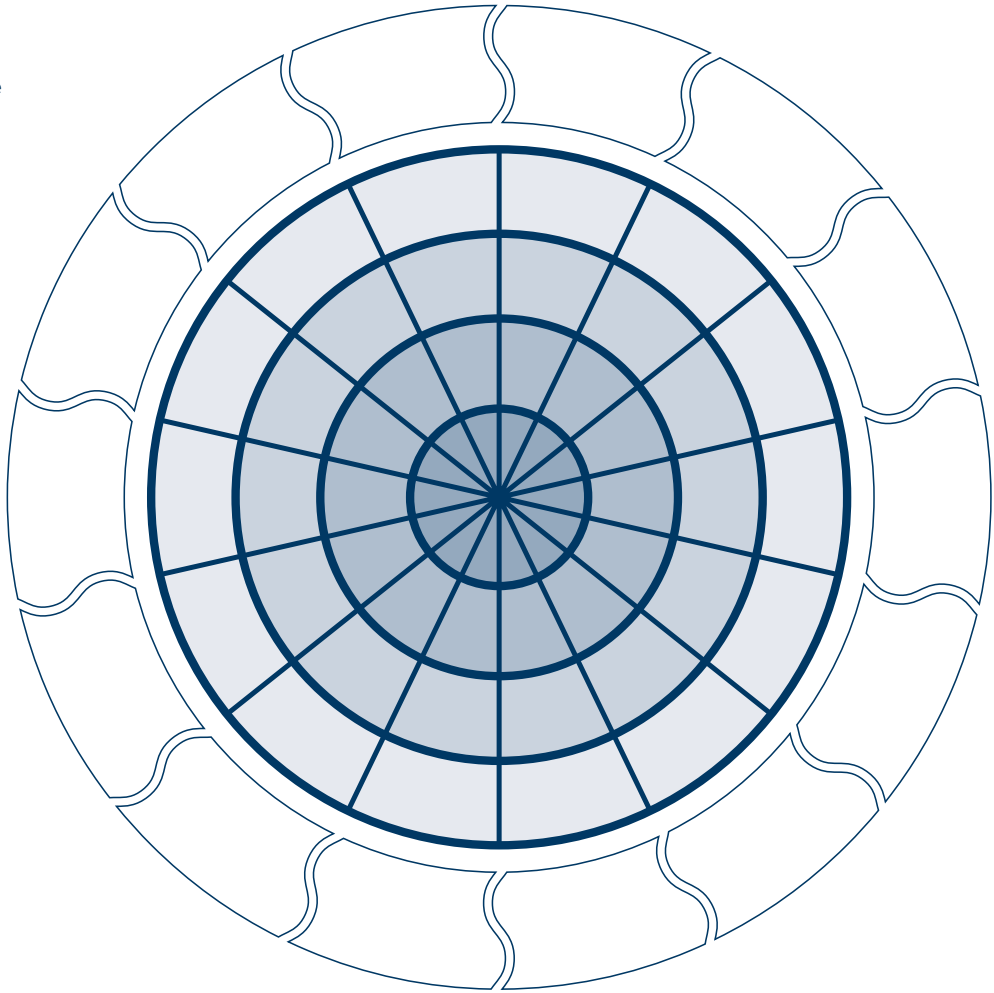
## SECTORS AND SUB-SECTORS / VALUE CHAIN



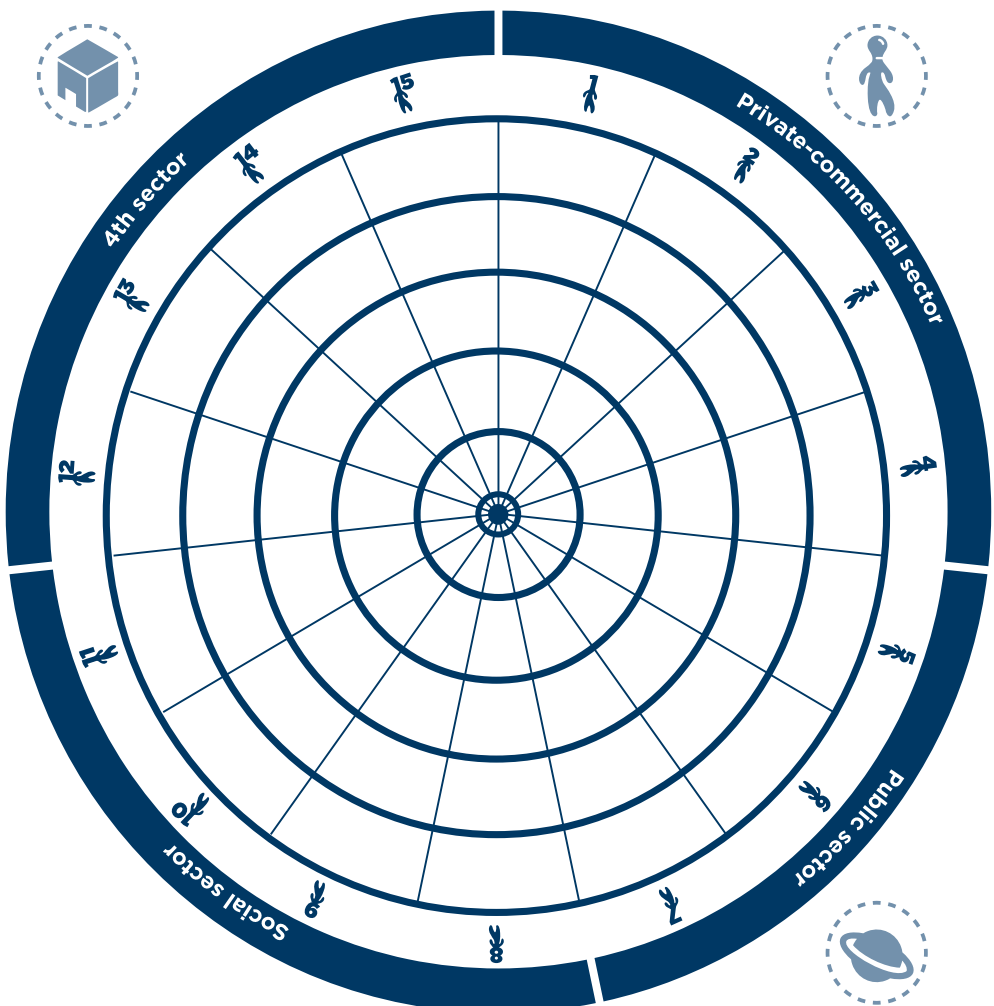
## INTERSECTIONS AND COMBINATIONS

Place yourself in the different intersection matrices (p. 33-39). To place yourself, select your main activity sub-sector and link in the value chain. You can also use other, secondary combinations. hacer otras combinaciones secundarias.

## TYPOLGY OF AGENTS / VALUE CHAIN

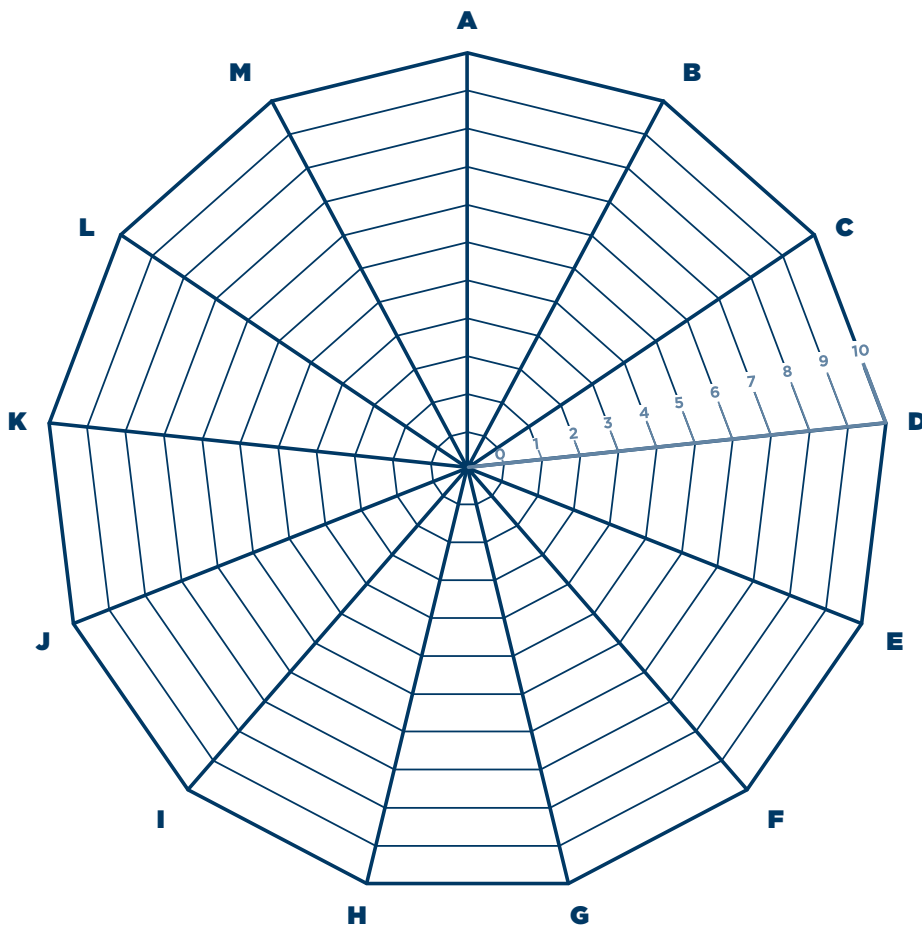


## TYPOLGY OF AGENTS / SECTORS AND SUB-SECTORS



## IMPACTS AND RETURNS

This is an exercise of subjective assessment. In the web matrix, rate each of the proposed indicators (pages 27-31) 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>How</i> s
	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