



WP T2.1 - IMPLEMENTATION OF THE TOOLS
DELIVERABLE D.T2.1.4
 (WP 2, ACTIVITY A.T2.1.4)

Version 2
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1. Introduction and explanatory note
2. Tool and Service concept Nr. 2.1.4: (Tool to foster financing methods)

Annexes

Examples:

- ESIL Toolkit: Decks available for training session
- The Business Model Canvas
- The business plan (according Startup)



	TITLE	DESCRIPTION	Responsibilities
D.T2.1.2	Tool for the identification of Local ICH initiatives	Tool to support the start-up of new entrepreneurial/cooperation initiatives to support local ICH promotion	PP2 responsible; PP4, PP12, PP5 and PP7 contribute.
D.T2.1.3	Tool for the elaboration of plan for IPR protection of ICH projects	Tool to assist cultural operators and entrepreneurs interest to valorize ICH with IPR instruments (trademark; copyrights, etc)	PP6 responsible; PP9 and PP11 will cooperate
D.T2.1.4	Tool to foster financing methods	Tool addressed to private investors to increase knowledge and attitude to invest for the valorization of ICH	PP7 responsible; LP, PP12, PP13 contribute
D.T2.1.5	Tool for the improvement of communication skills	Tool to improve the communication strategy and actions of the actors involved with the ICH valorization	PP9 responsible; PP4, PP3 contribute;



1. Introduction and explanatory note

The proposed tool is intended to serve the ICH Desk as a tool to provide actors and investors with the information and knowledge they need to realize investments in ICH activities. Developed business plans can help to make decisions for investments.

2. Tool and Service concept: (Tool to foster financing methods of investors)

2.a.i. Overall description and aim of the service to be developed

Goals and aims

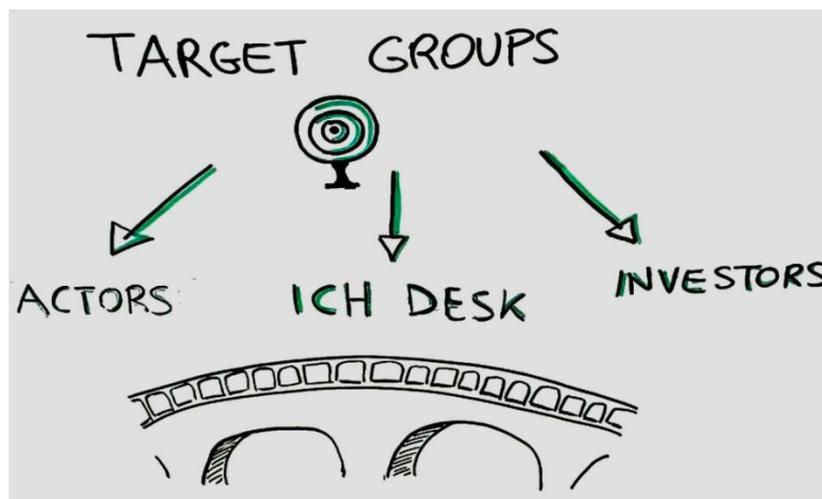
The service to be provided to citizens, associations, NGOs, SMEs dealing with Intangible Cultural Heritage assets for their valorization (both in terms of cultural and economic point of view) will be provided by trained operators and will be supported by tools developed in the frame of ARTISTIC Project, D.T2.1.4.

The tool should be aimed both at private investors who want to support ICH projects financially and at ICH actors who want to attract private investors to finance them.

In addition, public investors should be considered complementary to private investors for the sake of better visibility, reputation and to achieve communication aims.

The tool should help to increase knowledge and attitude to invest by private (and public actors) for the valorization of ICH.

The tool should also serve the ICH Desk as a tool to assist actors and investors.





2.a.ii. Rationale and basic logic of the service

The service addresses the following found study results and rationales:

The tool is intended to provide guidance to both private/public investors on how to better understand ICH activities and assess their importance with regard to the development of a region and the economic potential that lies in the valorisation and use / application of ICH, as well as help ICH stakeholders to better understand the views and requirements of private investors. Documents and materials for this purpose are targeted for this issue so far not available. However, there are transferable tools from other areas (start-up, project financing, crowdfunding, funding).

The service could be supported by a Toolkit (e.g. Annex ESIL Toolkit: Decks available for training session), one or more guides as a guide for actors and operators or guidelines and a link collection.

Basic operation

A tool should be developed that includes both a guide for private investors to assess ICH projects and a guide for ICH actors to provide sufficient information to private investors on their financing decision. Furthermore, the tool should include a link collection with helpful links as well as practical examples from the regions. The practice examples should, where possible, consider different private investors including crowdfunding.

The following tools are likely to be needed:

(here the description of the tools to be used to provide the service described above)

1- Guide for private investors to assess ICH projects

This could be a guide with criteria on how a private investor finds the right exposure, for example:

Taking on social responsibility,

the employee motivation

the promotion of brand awareness

Promotion of the regional location

Cultural impulses and knowledge transfer for one's own corporate culture

fit the cultural activities to suit the company (image, brand, target or strategy) or otherwise.

Developing a reputation model for investors, Presentation of reputation effects or representation of a reputation gain. Reputation can be considered as an intangible asset.



Using of Corporate Cultural Responsibility (CCR) as part of CSR.

Determining the ROI from CCR measures, such as:

- *Advertising equivalence values from (media) mentions,*
- *logo / product-places-mentions,*
- *contact numbers,*
- *employee and customer incentives,*
- *income from licenses,*
- *rights,*
- *participations ...*

2- Guide for ICH actors to inform private investors

This could be a Toolkit (e.g. Annex ESIL Toolkit: Decks available for training session) or a guide for example:

10 tips for successful fundraising

- Clear profile
- correct assessment of your own possibilities
- Relationship to the potential investor
- lasting appreciation of the investor
- Lack of success control
- Choosing appropriate funding instruments
- Emotional closeness
- Continuous communication
- Creative ideas
- Transparent work
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3- Or the compilation / collection of forms and motifs as well as self-checks.

4 - A guideline for the presentation of

- *meaningfulness,*
- *sustainability and*
- *continuity*

of a project.

5 - Developing a leaflet to attract investors:

What do you look for investors for?

What should investors do?

What do you offer in return?



6- *Link Collection* (can be seen both as a collection of weblinks and a leaflet/borchure regionally based including Foundations, Business Angels, venture capitalists , Fundraising platforms and so on...)

- *Practical examples*

PROPOSAL TO PROVIDE THE SERVICE:

The provision of the information and the assistance to be provided to the actors can be very varied and should be adapted to the regional conditions of the actors, for example:

- a) letter of invitation sent to the selected actors;*
- b) organization of one workshop to raise their knowledge on the topic;*
- c) organization of one focus group to explore specific topics connected with the private investors, for example discussion concerning the criteria to be followed by ICH Projects to be of interest to the Private investors;*
- d) sending materials on the ICH projects;*
- e) collect inputs...*
- f) Presentation on the internet, on facebook*
- g) using the possibilities of the ESII project (see also 2.a.iv.)*

The tools are (should be) uploaded and deployed below

www.entributes.eu/artistic.



2.a.iii. Operational elements and challenges for the implementation of the tools

The challenges are to develop generalized transnational tools. Furthermore, there are studies on sponsoring and founding in the cultural field. But we are breaking new ground especially on our topic.

Some of the instruments can be transnational, such as

- a business model canvas (see Annex The Business Model Canvas),
- Business model you (<http://businessmodelyou.com>)
- or a business plan model e.g. Business plan model according to start up competition (see Attachment):
 1. Summary
 2. Company form
 3. product / service
 4. Industry / Market
 5. Marketing / Sales
 6. Management
 7. 3-year planning
 - Income statement
 - Liquidity / financial plan
 8. Capital requirements

These points can be further detailed in detail. For the business plan model also regionally usual models could be used.

Also useful are:

- Fiches constantly updated about local financial opportunities
- Links to the network of Chambers of Commerce, commerce and trade associations, foundations
- Available materials to support self training (especially for the actors).



2.a.iv. Trainings needs and trainings module structure

The following requirements are to be met by the service-operating staff:

In particular, staff needs support for requirements that private investors place on projects. More detailed statements can certainly only be made after the guidelines have been drawn up.

It could be useful to collect and share different case histories, in order to show both best practices and failure ones. These last ones are to be considered as lessons learned to stress the critical points and possible strategies.

For getting inspiration on training module structure or training needs you can have a look at the ESII project (see document attached - on the website <https://www.europeanesil.eu> you can also see all the upcoming webinars on this topic. These webinars could be promoted also through ARTISTIC partners to train investors.

The Training videos of the European Crowdfunding Network can be reused, shared etc.:

You can find here 15 short lessons on crowdfunding:

https://www.youtube.com/watch?v=Y1Ru3nnfUA&list=PLKS4qNWhGkZEQKDIgtNlg26aWonGC_MK

And here you find 7 Lessons for Crowdfunding for Start-ups and SMEs

https://www.youtube.com/watch?v=1j9ay1Qcjaw&list=PLKS4qNWhGkZGOCfmIhdCXc8n4fN9K_o05

There are also checklists:

https://www.existenzgruender.de/SharedDocs/Downloads/EN/Checklisten-Uebersichten/1_check-Meeting-with-your-bank-What-s-important.pdf?__blob=publicationFile

and audiopodcasts:

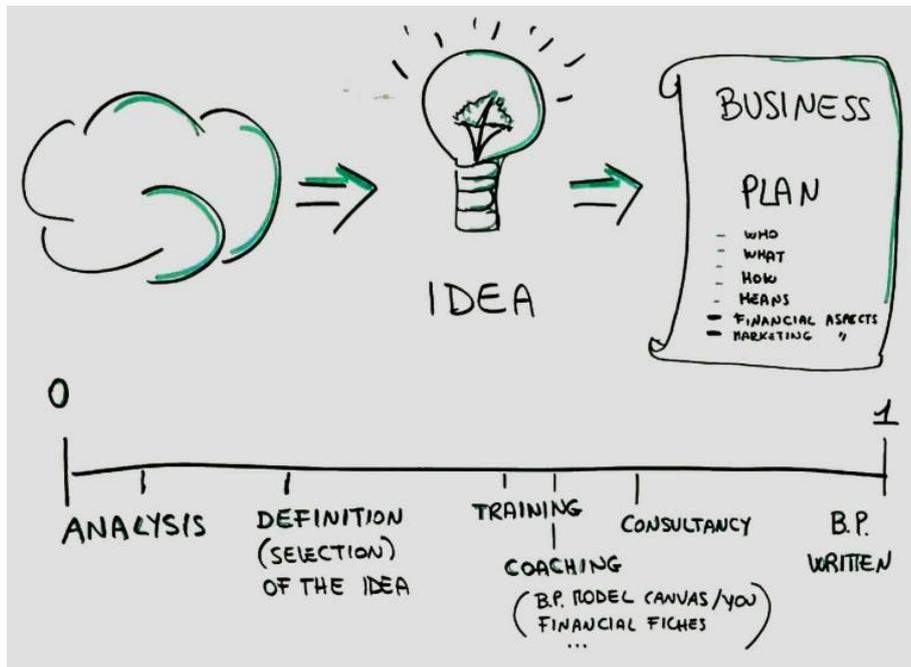
https://www.existenzgruender.de/SharedDocs/Audios/DE/Wie-funktioniert-das-Business-Model-Canvas-im-Unterschied-zum-Businessplan.mp3?__blob=audioFile



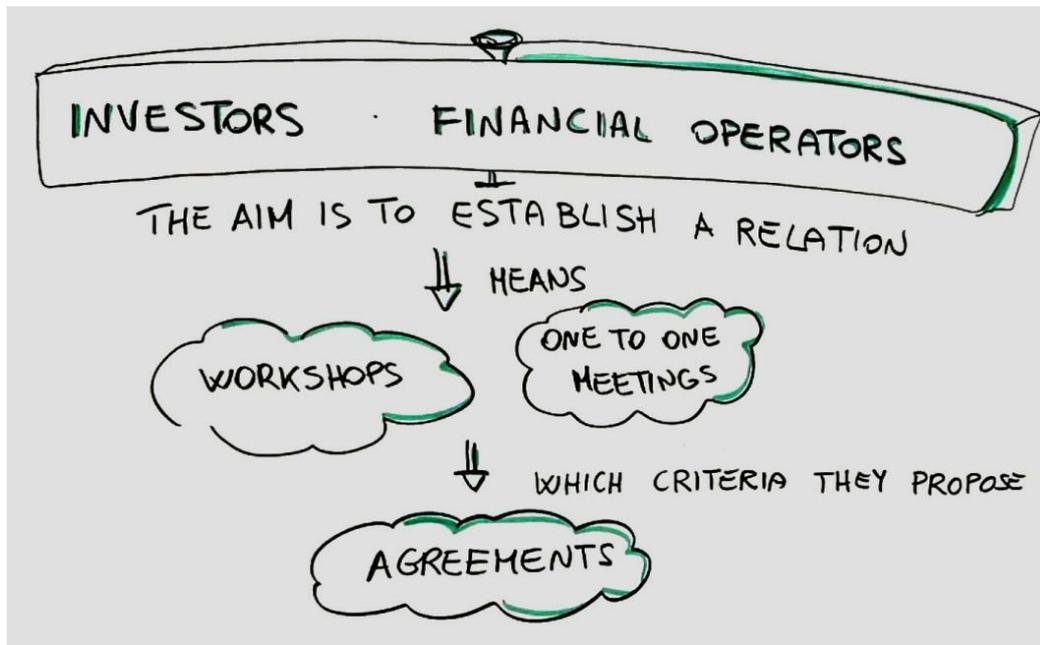
An essential part of the training should include the topic business plan. The following tasks should be considered:

- How do I/We identify my/our idea?
- How can I develop a business plan from my idea?
- How do I become marketable? How does market entry succeed?
- How / where do I get fundings possibilities?
- How can I be recognized by financial operators?
- How can financial operators find trustworthy ideas / initiatives?

As a result of the training, the actors should be able to develop a workable and acceptable business plan based on an identified idea:



The trainings should also help to establish a relation between actors and investors with the support of the ICH Desk. For this purpose workshops and one to one meetings can be organized:





2.a.v. Material usable for the development of the tools

The following additional existing material and tools may be considered as input for defining the service content:

There are only a few materials available. Further materials still have to be identified within the framework of a desk research.

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Existing materials:

<http://www.crowdfundingreport.it/#first>, a comprehensive collection and report about Italian donations/rewards crowdfunding platforms. It's updated every year.

<https://eurocrowd.org/wp-content/blogs.dir/sites/85/2018/01/REPORT-final2.pdf>, a report about A Collection of Civic Crowdfunding and Match-funding Experiences in the EU.

INPUT ABOUT TOOLS:

We could include also tools and services aimed at helping ICH actors to identify **public opportunities** of financing. For example: a list a websites where public announcements/tenders are published, periodical newsletter collecting notices/tenders/inititives and so on.

Moreover, we found it very interesting some **startup competitions**, run from Chambers of Commerce or Departments of Universities (for example <https://startcupveneto.it/>). This forms of self financing include not only monetary help, but also coaching and training to grow and better define business model and managing support. Some organizations have applied special national **tender promoted by bank foundations** (for example <http://funder35.it/>, an annual tender promoted by 18 private foundations under the patronage of Acri, the Association of Foundations and aimed at non-profit organizations composed mainly of under 35 and engaged in artistic production and services to support knowledge and enhancement of assets and activities cultural. The sectors involved are: Art, cinema, music, dance, circus culture, theater).

CSR: Corporate Social Responsibility: we have to consider that major and some minor economic groups (banks, firms, enterprises generally speaking) have adopted or are adopting some CSR policies. In those approaches a specific interest is devoted to promoting actions and initiatives that should take benefit to local territories; among them we can found most of all health and social care initiatives but it is included a part of cultural (in the wider sense of art, theatre, sport...) projects.

SPECIFIC FOCUS ON CIVIC CROWDFUNDING AND MATCHFUNDING. We have collected some interesting European experiences and materials during Bologna meeting and thanks to connection with the Italian partner of CROWDFUND-PORT <https://www.crowdfundport.eu>

Minutes available soon. They could be useful while actually implementing the deliverable.

Now we provide the initial presentation:

FOCUS ON CROWDFUNDING; ECN CrowdCamp 28-29.06, BOLOGNA event

Crowdfunding is not only for start up, it's a tool for public issues/challenges (transports, sport facilities...).



EXTREMADURA: Fundecyt-pctex linking universities, fostering innovative entrepreneurship. In order to support civil crowdfunding matchmaking, the key words are: transparency, “collective benefits”, open science and open licences (open to be used to other foundations, organizations), reliability and attractiveness for local public authorities (for them Regional Government), quality, clear budget (simple, not complicated), agreement on training, communication strategies.

The great challenge for the success of a crowdfunding campaign is to select really committed projects’ actors. Because running a campaign means that the ICH actor has to work hard for at least 40 days in order to cope with the campaign... this is the real issue, more than finding the donors!

NB: Francesca Passeri presents an interesting Report!! Title: “Triggering Participation: A Collection of Civic Crowdfunding and Match-funding Experiences in EU”.

<http://eurocrowd.org/2018/07/04/cf4esif-report-triggering-participation-collection-civic-crowdfunding-match-funding-experiences-eu-published/>

Map on how match funding - partnership works: crowdfunding platforms and PA Public Authorities. Report: best practices - the benefits, the obstacles and the solutions. PA as 1) sponsor (the easiest) 2) manager 3) curator 4) facilitator.

Crowdfunding is a funding mechanism, but it’s not only this: it allows ownership from people, helps the relationship with local authorities, facilitates the dialogue, empowers people, helps transparency with PA. But it’s a not well known tool! Solutions: education and training - mainstreaming (not only to young people, but for the population in general).

You can find here 15 short lessons on crowdfunding:

https://www.youtube.com/watch?v=Y1Ru3nnf1UA&list=PLKS4qNWhGkZEQKDIgtNlg26aWonGC_MK

And here you find 7 Lessons for Crowdfunding for Start-ups and SMEs

https://www.youtube.com/watch?v=1j9ay1Qcjaw&list=PLKS4qNWhGkZGOCfmIhdCXc8n4fN9K_o05

Generally, for NGO segment used to be organized courses on project management, communication, GDPR and so on...Just info reference from Slovakia:

<https://www.nadaciapontis.sk/pro-bono-attorneys-en>

Here also a very helpful guide to the application of crowdfunding - time and money donation from the Dübener Heide:

http://leader-duebener-heide.de/wp-content/uploads/2016/05/Leitfaden_Kurzform.pdf

other usefull links:

https://www.existenzgruender.de/SharedDocs/Downloads/EN/Checklisten-Uebersichten/1_check-Meeting-with-your-bank-What-s-important.pdf?__blob=publicationFile

<https://ich.unesco.org/en/dive&display=constellation>

<https://gruenderplattform.de/geschaeftsmodell?ppid=16171>



2.a.vi. Possible evaluation and monitoring variables

- Number of developed tools
- Statistics at national level
- Project outputs

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2.a.vii. Future evolution of the service

An update of the link collection and further additions of practical examples is conceivable.

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