

## CROWDFUNDING FOR CULTURE

ARTISTIC Interreg CENTRAL EUROPE partnership was initiated in mid-2017 to improve cooperation between citizens, cultural and financial operators, and to show that valorization of the Intangible Cultural Heritage (ICH) is an added value for its preservation and development, and to look for solutions on how to make local immaterial cultural initiatives more sustainable.

One of the main goals of the ARTISTIC project is to increase the independence of cultural actors in undertaking and developing economic initiatives, and to present some opportunities for development, promotion and financing of ICH which are offered to them by being open to cooperation with private investors and using new financing tools such as crowdfunding.

Crowdfunding is an innovative and alternative tool, which allows financing projects that are not bankable in a traditional point of view. However, the role of crowdfunding to stimulate the implementation of cultural projects is still underappreciated or simply unknown by traditional intangible cultural heritage actors.

To present the positive impact of crowdfunding on different cultural initiatives dedicated to immaterial heritage, ARTISTIC planned a pilot action aimed at testing the matching of projects in the subject of Intangible Cultural Heritage with crowdfunding initiatives.

During recent months ARTISTIC team has chosen selected ICH initiatives with development potential from each of the 8 regions covered by the project, pre-selected them in the frame of local open calls, tested their attractiveness and suitability for crowdfunding campaigns, and analysed the usefulness of this financial tool for supporting these types of projects. In cooperation with local working groups and ICH desks created in each of 8 regions, ARTISTIC partners supported cultural actors to prepare and launch crowdfunding campaigns for their projects and monitor its results.

Crowdfunding is a very interesting financing tool for cultural projects, as it is based on a simple mechanism. Its strength is that it gives the opportunity to support both smaller and larger projects, including those related to unusual topics, and at the same time it involves minimal costs, related to, among others, placing and promoting the project on a crowdfunding platform.

“The idea of crowdfunding is to combine the marketing and funding activities. Bringing these two areas together is a challenge, but if cultural actors successfully manage with this, they gain a lot for their project implementation - money and visibility. This is a perfect opportunity for such Intangible Cultural Heritage projects” - says Reinhard Willfort - Managing Director at *ISN - innovation service network GmbH* from Austria (ARTISTIC project partner).

„Crowdfunding is meant for culture - we already see a great potential in obtaining financing for intangible culture through crowdfunding campaigns, despite the fact that the difficult economic situation in the world has also influenced the course of our pilot action.

We can boast of several crowdfunding campaigns that have been finalized with success, and the more satisfying is that part of them was launched in this difficult period when the COVID-19 pandemic hit us” - says Marco Braga, the coordinator of the ARTISTIC project representing *t2i technology transfer and innovation* from Italy (ARTISTIC Lead partner). “Another dozen or so crowdfunding campaigns are underway, and we are still working on a few to be launched - they are now in the preparatory phase. Each of these projects concerns the Intangible Cultural Heritage of the regions of Central Europe, and each of them is completely different. We support manufacturing of natural, medical products prepared according to traditional recipes, development of a living history museum and a flower farm, creating video documentation of Hungarian Vernacular Architecture, and many more incredible ideas of our cultural actors, among them there are more traditional initiatives and the ones in which past is strongly linked with innovation.

In order to summarise the results of the crowdfunding campaigns launched in the frame of the project, detect projects criticalities and analyze the factors of success, or a failure of individual

campaigns, the ARTISTIC team created international Crowdfunding Advisory Board, composed of representatives of project partners, associated partners and selected external experts from 8 Central Europe regions, coordinated by the Veneto Region. Work of the Crowdfunding Advisory Board supports partnership in analysing what kind of links cultural actors have created and established among investors, public institutions and the media while working on the crowdfunding campaigns, and to share lessons learnt from this pilot action among key actors of other European regions.

Information on all our crowdfunding campaigns can be found on our ARTISTIC website. We encourage you to join our local networks and to support ongoing cultural projects:

<https://www.interreg-central.eu/Content.Node/Crowdfunding1.html>

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## Background

ARTISTIC project was created to undertake actions enabling an increase of financial resources and specialist knowledge among culture operators and society, which allow meeting financial expectations enabling efficient development and management of cultural projects and ensuring the sustainability of projects implemented in this thematic area.

The aim of the project is to improve the relationship between cultural operators, society and financial operators, and support these groups to improve the quality of their activities in relation to the valorization of intangible cultural heritage. The model developed as part of the ARTISTIC project aims, on the one hand, at an improvement of the intangible cultural heritage operators' competence to implement and develop projects with a better business ability, and on the other hand to help create opportunities to adapt intangible cultural heritage ideas to the expectations of potential investors, combining in this way, cultural and marketing aspects.

### ARTISTIC in numbers:

- 8 CENTRAL EUROPE REGIONS
- 12 PROJECT PARTNERS

For more information: <https://www.interreg-central.eu/Content.Node/ARTISTIC.html>

If you are interested in topics referring to the Intangible Cultural Heritage, join us on our ARTISTIC Facebook profile: <https://www.facebook.com/projectARTISTIC>

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