



# QUESTIONNAIRE

## Introduction

Cultural heritage goes beyond monuments and collections of objects. It also includes traditions and living expressions, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the knowledge and skills to produce traditional crafts. (For more information, please follow the link to the [UNESCO](#))

Many intangible cultural heritage (ICH) initiatives are depending on public funding and / or private sponsoring. Nevertheless, the financing is often insufficient and limited. The [ARTISTIC project](#), which is funded by the Interreg Central Europe Program, aims to improve cooperation between cultural operators, citizens and financial operators, to engage long-term and sustainable financing models.

In order to improve those cooperation, it is important to learn more about financial experts and operators and to gather information about reasons for supporting, financing and investing in cultural projects.

We would like to thank you for taking the time to complete this questionnaire. Of course, we will handle all information strictly confidential. If you have any further questions about the project in general or the questionnaire in particular, please feel free to contact us:

Thank you!

## Questionnaire

### Personal information

Name:

Age:

Gender:

Profession:

Position you currently work at:

### Business information

Size of the company/organization (number of employees):

Industry/sector of the company/organization:

Financing of the company/organization (public or private):



General investment strategies

Does your company/organization invest in or support any local projects/activities? If yes, which kind of activities?

What is your motivation?

Investments into cultural projects/activities

Does your company/organization currently invest in or support cultural projects/activities?

Yes

No

(please continue on page 4)

If yes:

Which cultural projects/activities do you support?

How do you support these projects/activities (e. g. funding, sponsoring, donations)?



What is your motivation for supporting these projects/activities?

What output do you expect for your organization/company through the support (e. g. marketing, visibility, other)?

How did these cooperation/investments come into existence? Who made the first contact/request?

How will these investments/cooperation change in the near future (increase/decrease)?



If no:

Has your company/organization ever invested in cultural projects/activities and if yes, why did your company stop?

Why has your company/organization not invested in cultural projects/activities so far?

What would motivate your company/organization to invest in cultural projects/activities (again)?

Can you imagine any benefit from investing or supporting cultural projects/activities?



General position towards cultural projects/activities

What importance do you see in cultural activities/projects?

How visible are cultural activities/projects in your region?

What does "Intangible Cultural Heritage" mean to you?

Are you aware of any projects/activities, which are listed as "Intangible Cultural Heritage" in your region, and if yes, which ones?