The BCP portal – detailed concept

In the context of the project "Business Culture Partnership" (BCP) a crowdfunding platform was developed in 2014/15 that includes 4 main functions specified below. Overall aim of the platform is to enable a direct involvement of many players into funding small-scale cultural project, giving them a good overview on what cultural offers are available in the own region and getting business and culture protagonists easily in touch with each other.

The portal is intended to be created as a lastingly operated tool that adds an ongoing opportunity to communicate local cultural activities, involve business players and a wide public into supporting these activities and, thus, creating an even stronger positive effect on the local community than the BCP activities implemented in the original project setup.

In detail, the planned portal shall fulfil the following functions:

- Systematic instrument for financing cultural projects.
- Guarantor of publicity and transparency, as local inhabitants while supporting or ranking will influence decision regarding support.
- A tool of establishing support fund for small cultural projects (which can be virtual, without establishing any organisation), attracting funds from municipality, local entrepreneurs and community.
- The space for advertising supporters.
- A complex of channels, cultural projects, events and ideas for communication and marketing.
- A place for partnership initiatives: advertisments, calls, competitions.
- A tool for planning culture. A map and calendar of events.

To achieve this, the platform will include the following tools:

1. An E-Platform that allows crowdfunding activities

2. A voting tool that enables a ranking of local cultural projects, creating additional funding for the best-liked ideas or initiatives

3. A BCP blackboard where both, culture and business players, can announce needs, interests, offers etc.

4. An event calendar with additional promotion tools for cultural and BCP events

The working principle here will that the partners jointly specify the portal concept, develop the platform itself as a jointly used tool and implement it in local adaptations afterwards, this third stage also in close exchange with each other. The fourth step will be an ongoing promotion of the portal which, apart from project marketing activities, will promote itself very much "alone" as it offers an excellent tool for getting funding, attention and even other forms of support so that all involved cultural offers that use the portal will act as its "embassadors" in the local community.

In the following, we present every tool in detail – as far as possible at this planning stage.

1. The Crowdfunding E-Platform

Here, a platform based on the established crowdfunding principle was established, transferring an already established principle to the local level where the platform is not limited to a virtual presentation of the specific project but can also rely on an established acceptance of the local cultural players and a "community effect", that interests a wider range of people into a contribution than for national or international similar platforms

The platform gives cultural players – this time on the local / regional level only – the opportunity to present their next coming projects or their initiative in general (the principle here is "make it so interesting that people get truly convinced and support you") in the portal, introducing them and justifying the need for support, indicating time and place of event.

Depending on the support they would like to provide for every presented measure, the local business players and inhabitants provide financing (even small sums sum up to significant amounts here). Based on this principle, the portal is acting as financing tool, but also as sytematic tool for marketing and publicity of events – people will look for new publications there, exchange on activies and events they like etc.
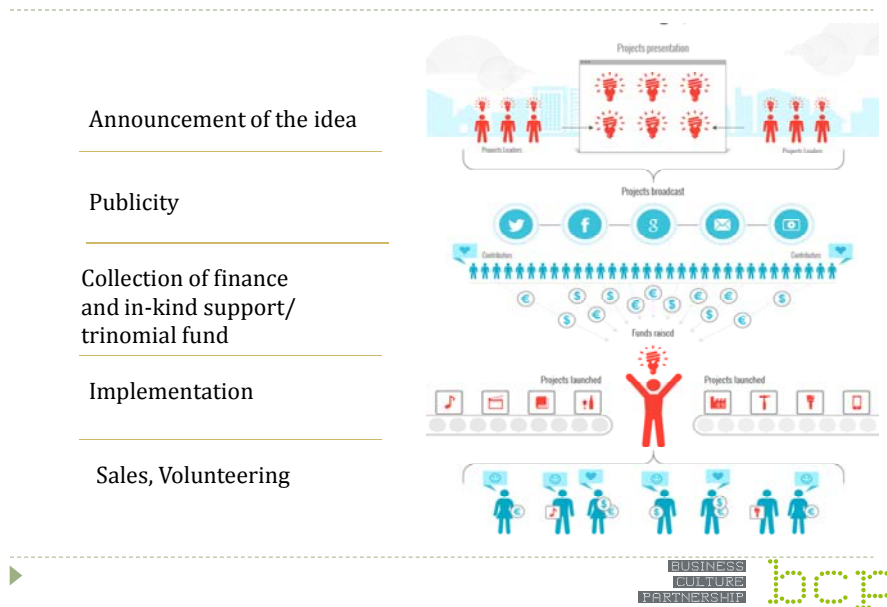
Announcement of the idea

Publicity

Collection of finance
and in-kind support/
trinomial fund

Implementation

Sales, Volunteering

Figure: The „Crowd funding" mechanism scheme

2. A voting tool that enables a ranking of local cultural projects, creating additional funding for the best-liked ideas or initiatives

Different from the "common crowdfunding platforms", another tool that makes the portal interesting for players is added here. It replaces, as much as other activities in the BCP project, the principle of "cultural players address businesses to get financial support for their specific organisation or event" by a more "democratic" mode: Related to the portal, a fund was established, where local companies, entrepreneurs and their employers (and in some cases even the municipalities themselves) who see a need for supporting culture but are not sure which player to support provide a certain sum – sometimes even annually. So these supporters have the safety that they promote those events and organisations which are very much liked by the public – which, again, intensifies the positive effect on their image/reputation within the local community. And they do not have to care about making the decision themselves so it reduces their effort and decision-making process.

The whole collected amount will be distributed to those cultural projects and initiatives who are the best ranked on the platform. By this, the cultural players have a new motivation to get people involved into the portal, profit from the related marketing effect. The results of the ranking are always displayed on the platform so that every initiative has the chance to activate its supporters to get a better position in the ranking, which, again increases the local involvement.
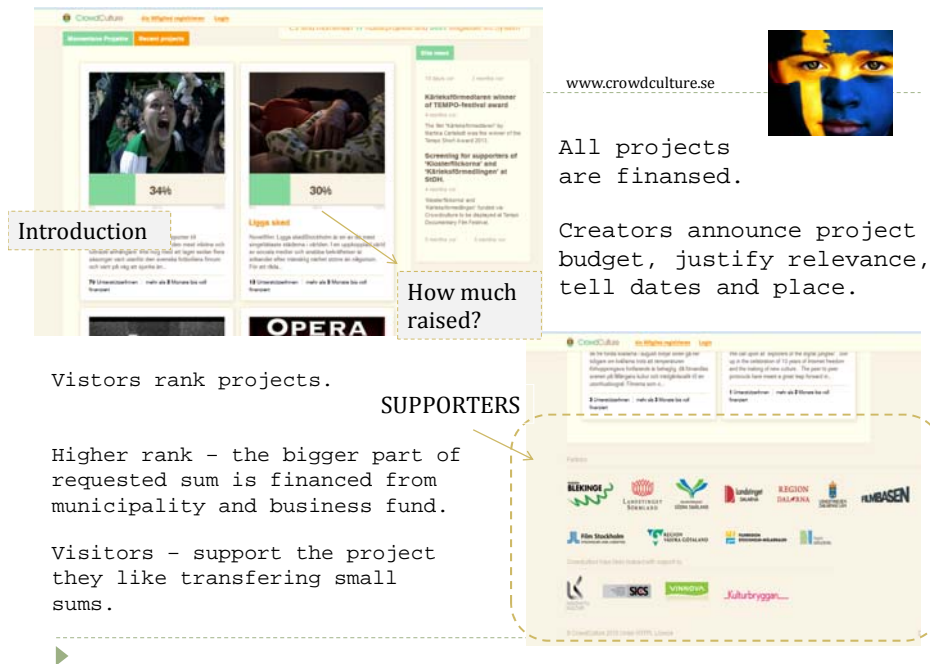
www.crowdculture.se

All projects
are finansed.

Creators announce project
budget, justify relevance,
tell dates and place.

Introduction

How much raised?

Vistors rank projects.

SUPPORTERS

Higher rank – the bigger part of
requested sum is financed from
municipality and business fund.

Visitors – support the project
they like transfering small
sums.

Figure: Graphical presentation of the ranking principle

3. A BCP blackboard where both, culture and business players, can announce needs, interests, offers etc.

Here, the principle is that of a virtual exchange tool: those who need support of any kind (a car to transport material, an artist who performs at a company event etc.) can announce this on the relevant portal which is will be a nicely made set of adverts but combined with search functions, links, images etc. where useful and applicable (thus making the offer presentation very efficient and self-explaining). The blackboard will be combined with a RSS feed so that every user can collect the information

4. An event calendar with additional promotion tools for cultural and BCP events

The event calendar integrated into the portal will reflect real timetable of events, thus enabling supporters to plan support, and visitors – their calendar. Each event will have it's distinctive poster to present them as unique and special. Modern mapping instruments intergrated in the portal will allow reflecting events in the area plan, in this way even forming "event routes" to follow.

! Long-term planning of events

! Territorial planning of events

! Idea

Figure: Examples of events publicity: plan, map, poster.

Here, it is important to stress (what is confirmed by practice of large events), that territorial and calendar planning of events stimulate clustering and partnerships. New or small creators will join special spaces, traditional events and large occasions, thus, enriching and expanding those for the benefit of both sides. So, with the help of portal, the events will receive common „umbrella", which will help to shape a local (cultural and general) identity.