



# *Culture Score Card*

A qualitative  
risk assessment model

## What is Culture Score Card?

Culture Score Card evaluates the critical factors of a given culture project (by yourself or together with a potential business partner).

CSC is a “broad-spectred model” designed to cover almost any type of project.

- cultural
- social
- humanitarian

CSC is a qualitative assessment model showing “SWOT’s” for a given project.

The mission is simple:

Success is relative, and therefore – especially in partnerships – it is important to incorporate the expectations of all parties in one and the same formula, covering:

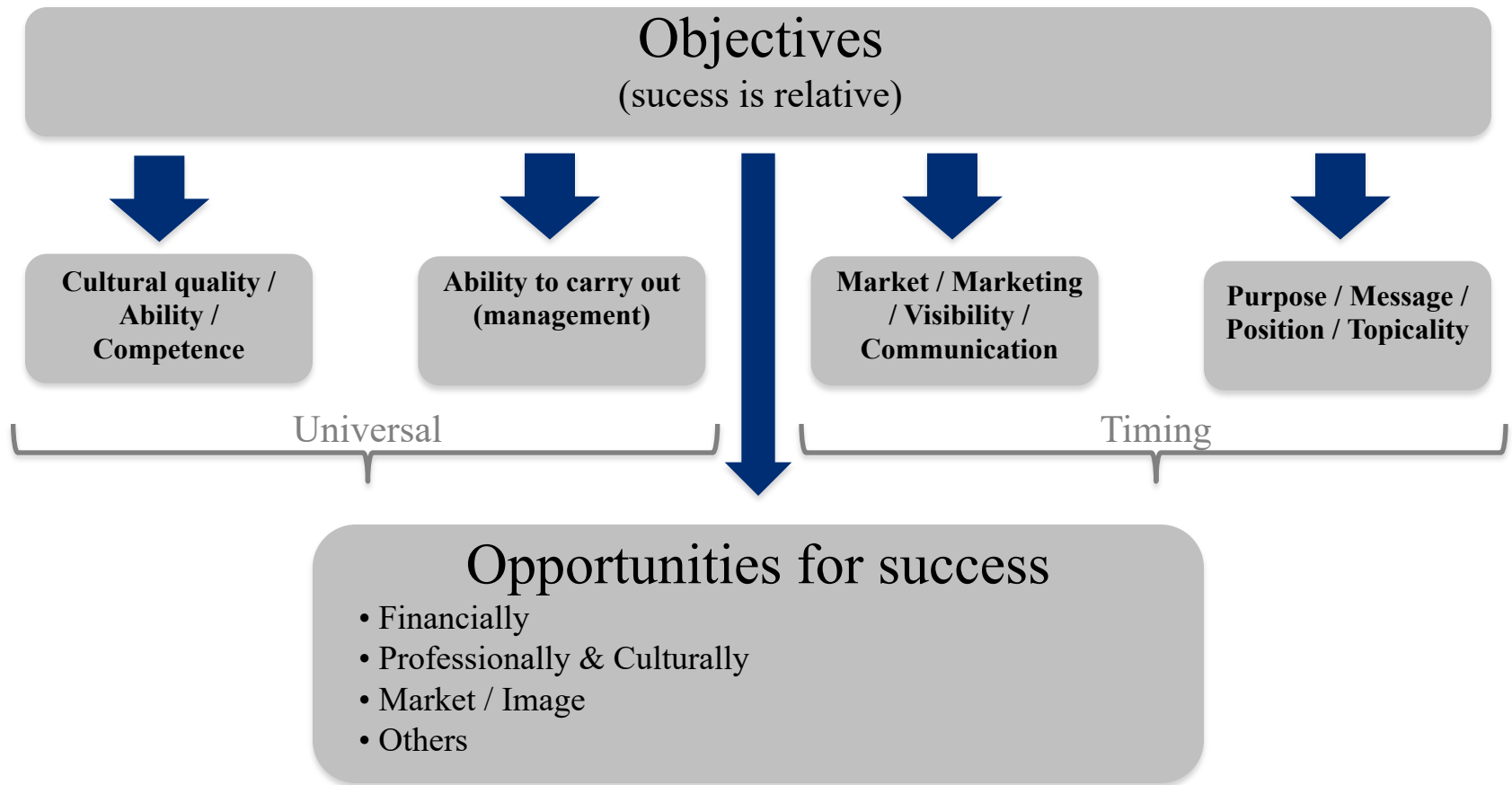
- » Cultural quality
- » Management
- » Marketing
- » Topicality



***“We believe the key success factors to ensure successful launches of future cultural projects and events, are the same throughout the world.”***

**Think Tank – Kultur & Fremtid - 7 experienced advisors and consultants to the Danish business and cultural environment:**

# The structure of Culture Score Card:



# How to use Culture Score Card

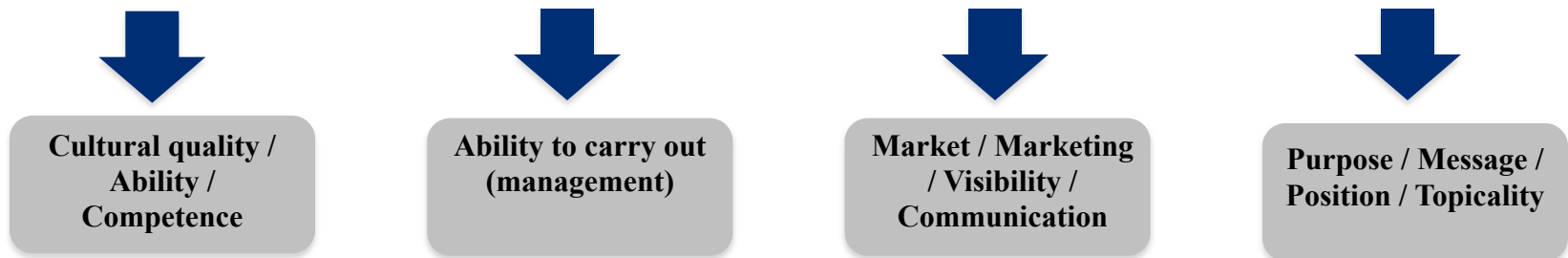
## Step 1:

- Fill in “Project name” and Project description”.
- Start the test by defining the “Success Criteria” (objectives) that are important - or not important - to your project.

Success Criteria					
Elements of evaluation	5	3	1	Relevance for question	Measuring indicators at the end of project
<b>Financially</b>					
Financial success in terms of profit		X		B10, B11 and B12	
Financial success in terms of keeping the budget	X			B8	
Financial aid/sponsor contribution		X		B9	
<b>Professionally and culturally</b>					
Critics succes	X			A2-7	
Artistic roots in tradition		X		D8	
Artistic renewal	X			D1, D2 and D6	
<b>Market and image</b>					
Attention in the media	X			D4 and D5	
International attention	X			D13	
Marketing of a city/area			X	D10	
A large and broad audience	X			C3,4,6,7 and 8 and D9	
Artistic and cultural message	X			D7	
Socially oriented message			X	D11	
Own profiling	X			D12	
Time and event for carrying out the project	X			D3	
Presentation material/program	X			A8	
Long-term effect of the project		X		D14	
<b>Other elemets of evaluation</b>					

## Step 2

You are now ready to evaluate your cultural project by considering the specific questions (assessment criteria) in each of the 4 areas of the model:



Each question is assessed on the basis of:  
Importance / weight of the question  
(on a scale of 1, 3 or 5)

# Example of a Culture Score Card questionnaire


C. Marketing		Point					Maximum score points	Actual score points
Elements of evaluation	Importance	4	3	2	1	0		
	Auto	Select						
C1	Has a market evaluation been made (size of market, segments etc.)	5		X			20	15
C2	Is a considerable part of the expected audience known on beforehand e.g. via subscription, custom/loyalty, analysis results, sponsor network, etc.	5			X		20	10
C3	Is the marketing budget sufficient for carrying out the project	5			X		20	10
C4	What are the possibilities for achieving media comments	5			X		20	10
C5	Is the marketing plan being carried out by experienced people	5			X		20	10
C6	Have the potential/obvious marketing possibilities and efforts been sufficiently exploited	5				X	20	5
C7	Do the artists as well-known names sell/pull a crowd	5		X			20	15
C8	Are the marketing activities and channels well-known and well established	5		X			20	15
<b>Total</b>							<b>160</b>	<b>90</b>

Actual score relative to maximum

56 %



# Change the automatically given "weight"

As a result of your definition of "success criteria", a number of questions have already automatically received a specific weight. ("Relevance for question" is shown for each element in "success criteria"). They are marked 1, 3 or 5 with the colour yellow 

in the column "Auto".


If you - for a specific reason - do not agree, you may change the weight by filling in an alternative weight in the column "Select".

C. Marketing		Point					Maximum score points	Actual score points	
Elements of evaluation	Importance Auto	Select	4	3	2	1			0
C1	Has a market evaluation been made (size of market, segments etc.)	5		X				20	15
C2	Is a considerable part of the expected audience known on beforehand e.g. via subscription, custom/loyalty, analysis results, sponsor network, etc.	5			X			20	10
C3	Is the marketing budget sufficient for carrying out the project	5			X			20	10
C4	What are the possibilities for achieving media comments	5			X			20	10
C5	Is the marketing plan being carried out by experienced people	5			X			20	10
C6	Have the potential/obvious marketing possibilities and efforts been sufficiently exploited	5				X		20	5
C7	Do the artists as well-known names sell/pull a crowd	5		X				20	15
C8	Are the marketing activities and channels well-known and well established	5		X				20	15
<b>Total</b>								<b>160</b>	<b>90</b>

Actual score relative to maximum

56 %

# Automatic "weight" not to be changed

A number of questions – especially in the category of "Management / ability to carry out" are predefined to be of high importance (weight 5). They are marked with the colour red 

In the column "Auto", and even predefined with the weight 5 in the column "Select". You should have a very good reason, if you want to change this weight. But it can be done!

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C2	Is a considerable part of the expected audience known on beforehand e.g. via subscription, custom/loyalty, analysis results, sponsor network, etc.	5			X			20	10
C3	Is the marketing budget sufficient for carrying out the project	5			X			20	10
C4	What are the possibilities for achieving media comments	5			X			20	10
C5	Is the marketing plan being carried out by experienced people	5			X			20	10
C6	Have the potential/obvious marketing possibilities and efforts been sufficiently exploited	5				X		20	5
C7	Do the artists as well-known names sell/pull a crowd	5		X				20	15
C8	Are the marketing activities and channels well-known and well established	5		X				20	15
<b>Total</b>							<b>160</b>	<b>90</b>	

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After the question has been weighted the question is ready to be answered

Evaluated on the following scale:

- 0 Not at all
- 1 To a lesser degree
- 2 To some degree
- 3 To a high degree
- 4 Extremely

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Elements of evaluation	Importance Auto	Select	4	3	2	1			0
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C7	Do the artists as well-known names sell/pull a crowd	5		X				20	15
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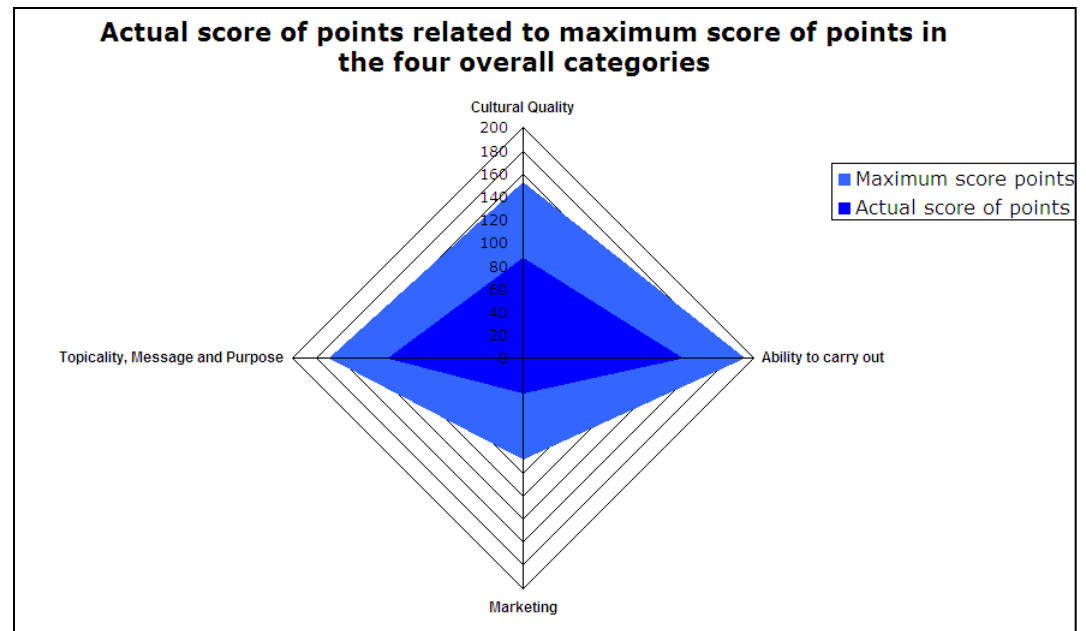
Actual score relative to maximum

56 %

# Result of your Culture Score Card

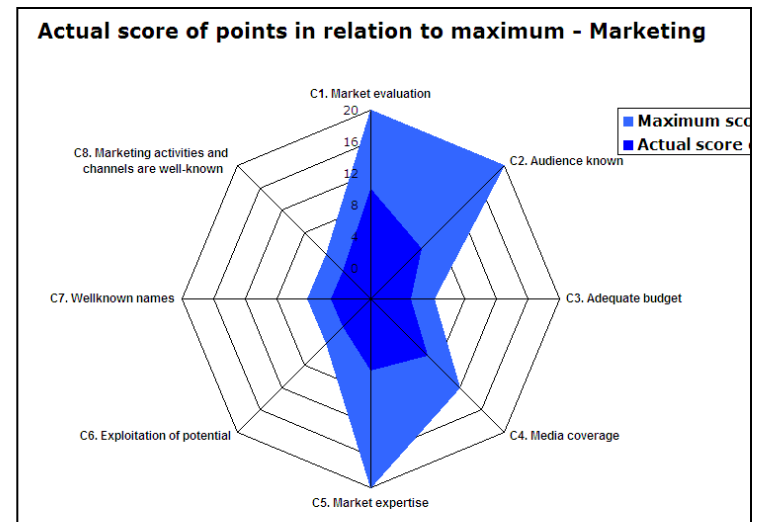
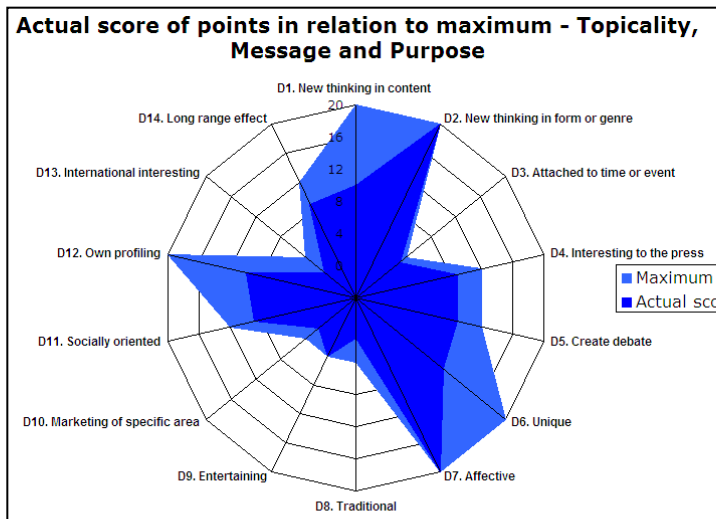
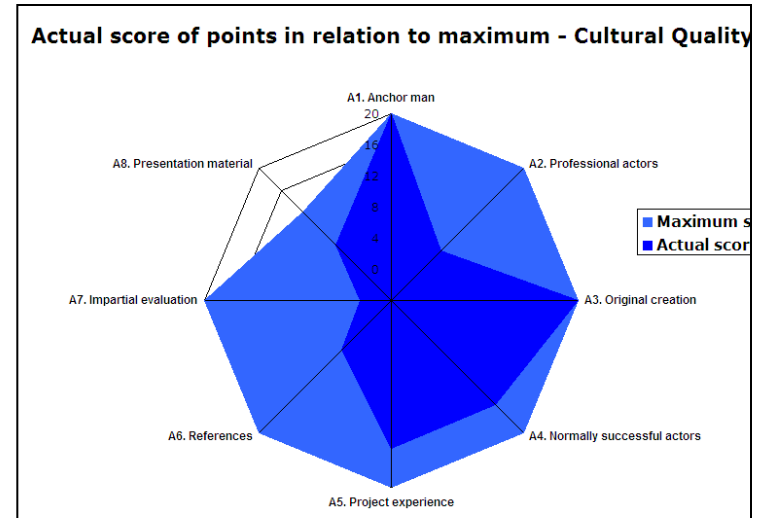
The purpose of the graphics is:

- to highlight where your project stands right now
- underline your strong points
- and where you need to key up/improve your strengths.



# Culture Score Cards

- Score on overall categories (A, B, C and D)
- Score on predefined important elements (The “reds”)
- Score on cultural quality (A)
- Score on ability to carry out (B)
- Score on marketing (C)
- Score on topicality, message and purpose (D)



# Mission of Culture Score Card

- CSC is a qualitative assessment of your project, giving you an indication of vital areas leading to success – or failure.
- Not necessarily exact solutions.
- But a well documented confirmation of your projects potential for success.
- We also hope the process will give you – and your business partner – several ideas for improvement and development!





*PS*

Save a copy for future tracking of your project's development