



Webinar

Paths towards funding sources for ICT implementations in CH institutions

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Slides Content

First step: *A business or benefits plan*

Sources of potential income:

Private funding

Sponsors

Crowd-Funding

Public funding:

EU funding

National funding

European Structural & Investment Funds

More information



First step: A business or benefits plan

FACTS:

Most CH institutions are public

Most CH institutions lack money

Most CH institutions do not have (or even want) a business plan

BUT:

In order to do extraordinary investment, some money must be “found”



Calculate a budget (income/expenses)

Make a ROI calculation

Make a SWOT analysis

SWOT analysis



Sources of income: Private

Sponsors: Easy if established relationship

Difficult in times of crisis

Controversial if “negative” image sponsors

CAVEAT: Make sure that additional income is not deducted from subsidies.

Crowd-Funding: Kind of “micro-sponsoring”

New way of creating income

May or may not work

Examples: Barcelona restoration project EUR 33.000

[6 top crowd-funding websites](#) (after Forbes)

Sources of income: Public

EU Horizon 2020:



R & I (research and innovation) activities

Depending on [open calls](#)

CAVEAT: High competitiveness makes success rate low

Creative Europe:



Transnational cooperation, European networks or European platforms; see [Culture Sub-Programme](#)

Sources of income: Public (2)

National Programmes :

Depending on each Member State, cultural activities may receive funding, e.g. for digitization or ICT, often in relation to tourism

CAVEAT: High competitiveness makes success rate low

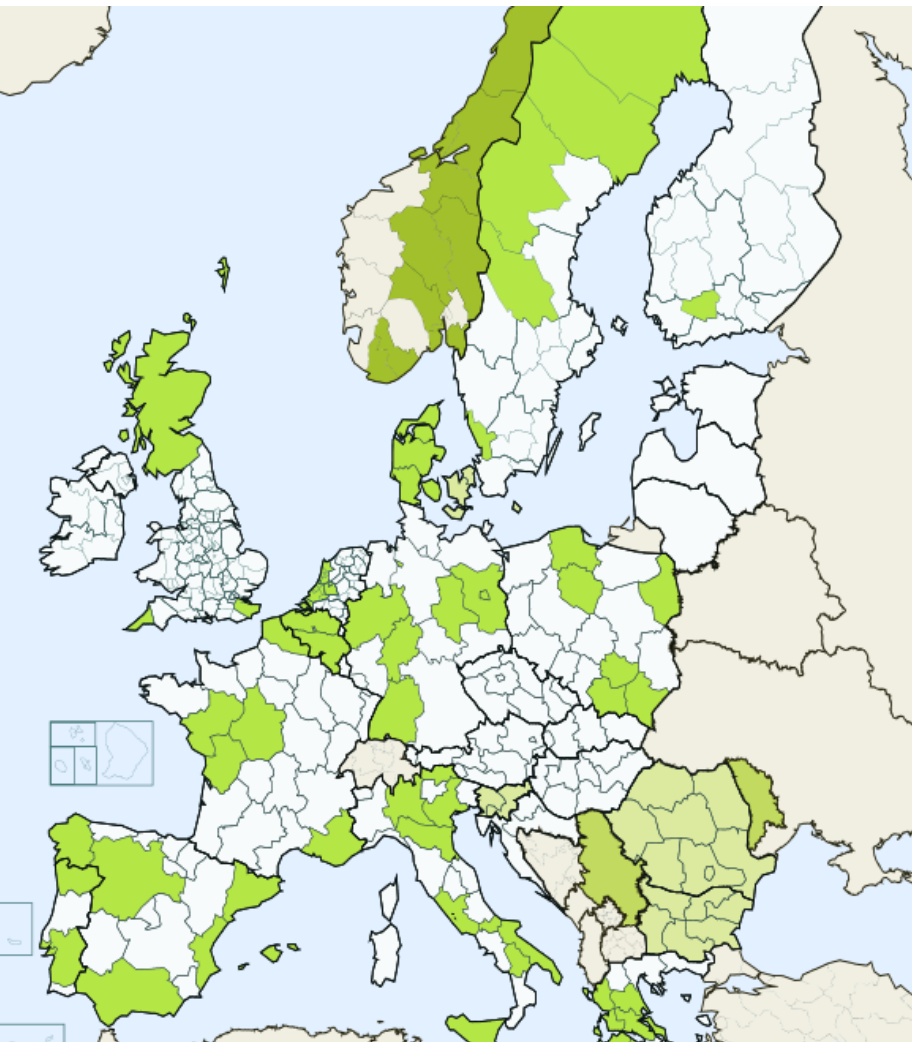
European Structural and Investment Funds:



[European Regional Development Fund](#) → [Smart Specialisation Map](#)

Sources of income: Public (3)

RIS3 regions for cultural and creative industries – EXAMPLE:



Research & Innovation Capabilities (Subcategory)
Business Areas & Target Market (Subcategory)
EU Priority (Subcategory)

Region/Country Name
Description of Priority
NUTS ID

Name	NUTS ID	Description	Research & Innovation Capabilities	Business Areas & Target Market	EU Priority
Flemish Region	[BE2]	'Industria...	<ol style="list-style-type: none"> 1. Services 2. Other professional, scientific & technical activities 	<ol style="list-style-type: none"> 1. Manufacturing & industry 2. Other manufacturing 	<ol style="list-style-type: none"> 1. Cultural & creative industr 2. Support to lin cultural & creati industries with traditional indus
Walloon Region	[BE3]	Creative Econom...	<ol style="list-style-type: none"> 1. Services 	<ol style="list-style-type: none"> 1. Creative, cultural arts & entertainment 	<ol style="list-style-type: none"> 1. Cultural & creative industr 2. Support to lin cultural & creati industries with traditional indus
Bulgaria	[BG]	New technologie...	<ol style="list-style-type: none"> 1. Creative, cultural arts & entertainment 	<ol style="list-style-type: none"> 1. Creative, cultural arts & entertainment 	<ol style="list-style-type: none"> 1. Cultural & creative industr

Sources of income: Public (4)

Combined Funding: [Synergy Guidelines](#)



New rules of Horizon 2020 and ESIF allow for different EU funds in the same project.

EXAMPLE: SME X is partner in a H2020 cultural project; it could get also ESIF money (e.g. for a regional pilot trial) if creative industries are among the regional priorities.

CAVEAT: No double funding; timing and accounting might be difficult

More info

- [Module 5: Financing ICT for CH](#)
- [Crowd-sourcing and crowd-funding](#)
- www.ecultobservatory.eu/contact

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