



Guide for interviews to local cultural operators about Marketability and Sustainability of ICH

(Activity A.T1.2, please see chapter 3 of the research guidelines for more information about conducting interviews)

Subject	Key words, possible questions
General information	<ul style="list-style-type: none"> • Personal information about the interviewee (age, gender, biographic data, current profession/working position) • Regional Cultural involvement and engagement • Description of the cultural projects/activities involved • Existing Networks and Cooperation with other cultural operators • Networks and Cooperation with projects based in other - national or international - regions
Marketability	<ul style="list-style-type: none"> • Personal view on marketing for cultural projects and activities; sample questions: <ul style="list-style-type: none"> ○ What purpose do you see in Marketing? ○ Which kind of output do you expect from marketing activities? • Experiences, expertise and know-how about marketing processes, tools and methods; sample questions: <ul style="list-style-type: none"> ○ Have you ever been involved in marketing processes? Describe the process. ○ Which methods / tools do you use for marketing? ○ What difficulties or problems do / did you have? ○ How did you solve the problems? ○ What help would have been needed to solve the problems? • Marketing of the projects / activities involved; sample questions: <ul style="list-style-type: none"> ○ How is your project marketed / capitalized? ○ Do you have a professional department / an extra employee for marketing? ○ Which kind of help / information is needed to develop or expand marketing activities? • Use of social media and networks for marketing purposes
Financing	<ul style="list-style-type: none"> • Financing models known; sample questions: <ul style="list-style-type: none"> ○ How did you generate knowledge about financing possibilities? ○ Which models of financing do you know? ○ How do you stay updated?



	<ul style="list-style-type: none"> • Financing of the projects and activities involved; sample questions: <ul style="list-style-type: none"> ○ How is your project financed? ○ Are any sponsors/investors involved? How are they involved? ○ How constant and secure is the financial planning? ○ How far ahead can you plan your activities? • Difficulties and Problems with financing; sample questions: <ul style="list-style-type: none"> ○ Which assistance/support would be helpful? • Crowdfunding
<p>ICH</p>	<ul style="list-style-type: none"> • Personal view on ICH, understanding (What is it?) • Awareness of ICH in the region • Importance of ICH for the region