



ESPOO CULTURE CARD KAIKUKORTTI

Cultural Manager Tiina Kasvi
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THE CULTURE CARD – KAIKUKORTTI

- The aim of the culture card is to improve the possibilities of young people, adults and families in a tight financial situation to participate in cultural life and engage in art.
- Kaikukortti brings along concrete structures for cooperation between the social welfare, healthcare and wellbeing sector and the cultural field.
- The culture card responds effectively to the new Municipal Cultural Activities Act.



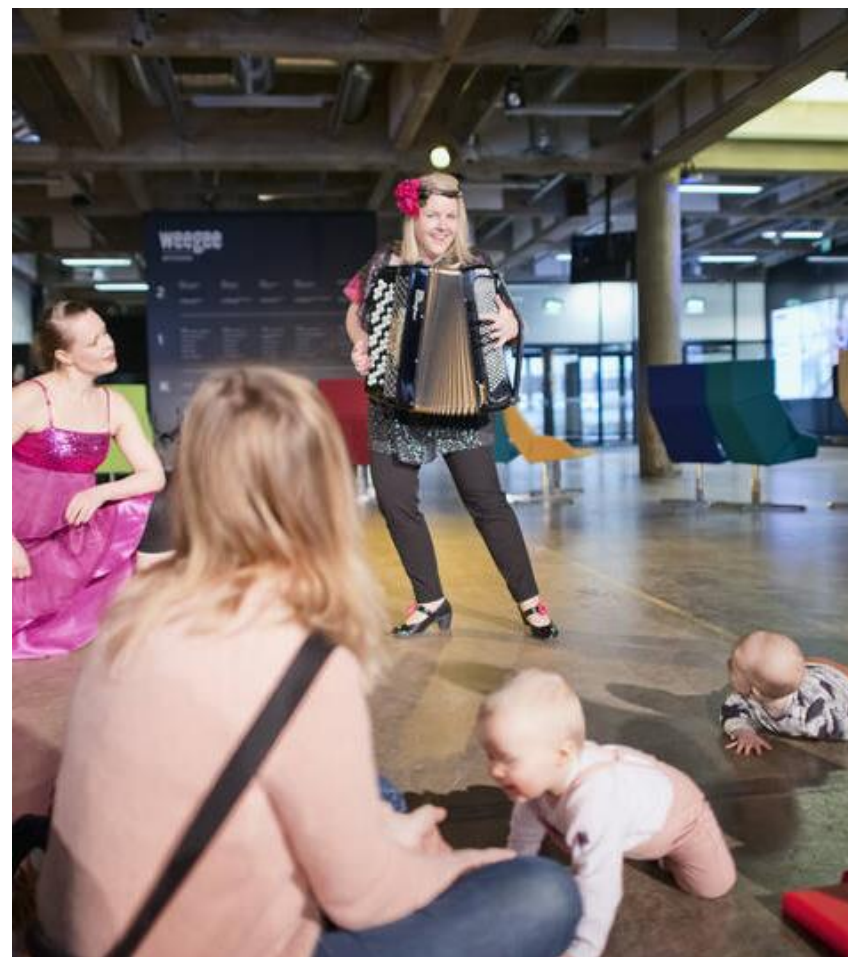
THE DEVELOPMENT OF CULTURE CARD



- The development of culture card started as a Culture Passport pilot project in Espoo in 2014.
- In the early 2010s the Culture for All Service saw the need to examine what measures could help to strengthen the work towards promoting economic and social accessibility.
- In practice: exploring possibilities to secure the rights of people in a tight financial situation to participate in cultural services free of charge or at a very low cost.

PARTNERSHIPS

- In Espoo, the culture card network includes approximately 30 cultural venues and most of their program.
- The card can be used to participate in a course offered by Espoo Adult Education Centre and Esbo Arbis (Swedish speaking community college).



ELIGIBILITY

- The card is issued by the following terms:
 - ✓ being a client of an Espoo social or healthcare actor that is a member of the network
 - ✓ due to financial constraints a client can't afford entrance tickets or course places
 - ✓ a client is at least 16 years old
- A family with children under the age of 16 can get tickets for the children and the family can attend the event together. Children under the age of 16 can take part in a course offered by Espoo Adult Education Centre alongside with the family.



USE OF THE CULTURE CARD



- With the culture card, one can get a ticket through the cultural venue's own ticket sales channel. To get a ticket through a commercial ticket broker, a client has to pay a service charge even though the ticket itself is free of charge. The card can't be used to get tickets from an online shop.
- To take part in an Adult Education Centre or Arbis course, a client has to enrol for the course as usual in advance and then telephone the Education Centre or Arbis office to give the culture card number.
- There may be a limited number of culture card tickets and course places available.

USER EXPERIENCE AND IMPACTS IN ESPOO

- The statistics gathered of 2018 reveal that in Espoo 1 473 culture cards were issued, of which 363 had been used. The cultural events and adult education courses were attended 2 739 times, which includes 121 tickets for children.
- In Espoo most of the culture card users were household caretakers. Over fourth of card users were disability pensioners or chronically ill and approximately fourth of the card users were unemployed or laid-off workers.
- According to the respondents the culture card had increased the participation in culture events. The card had positively impacted their wellbeing.



THANK YOU

Tiina Kasvi

tiina.kasvi@espoo.fi
@KasTiina