

Kaikukortti

The Kaikukortti national guideline

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1. Introduction

The Kaikukortti national guideline describes the **national operating principles of the Kaikukortti framework**.

All the Kaikukortti partners must commit to the guideline. It is very important that the operating principles are followed. This ensures that the system works in the same way in all the Kaikukortti localities. **The guideline is based on equality and the right of the focus group to participate in our common cultural life.** The guideline has been developed together with actors in the cultural, social welfare, healthcare and wellbeing sectors and the focus group in workshops carried out during the Kaikukortti pilot projects. The guideline has been revised based on feedback on the Kaikukortti pilots and activities.

The guideline has been developed to promote equal opportunities in the cultural field. Some of the Kaikukortti localities have however also included operators in the field of sports. These actors are also expected to follow the same guideline.

The guideline was updated on **8 December 2021** and it is valid until further notice.

I applies especially to actors in the social welfare, healthcare and wellbeing sector (issuers of the card)

C applies especially to actors in the cultural sector

The guideline is available in the Kaikukortti Introductory material:

kaikukortti.fi/en/for-issuers-of-the-card/introductory-material-for-issuers-of-the-card/ **I** and kaikukortti.fi/en/for-cultural-venues/introductory-material-for-cultural-venues/ **C**.

2. What is Kaikukortti? **I C**

With Kaikukortti, cardholders can get **free tickets and course places** among all the cultural services that are part of the national Kaikukortti network.



Picture: Kaikukortti for a client.

- A cardboard card with a personal ID code consisting of letters and numbers, and the same code in QR code and barcode form.
- Free of charge to the customer.
- Personal: the name of the cardholder is written on the card.
- Valid for 12 months from its date of issue.
 - If the Kaikukortti activities are still being tested, the card is valid throughout the testing period.
- Free tickets can be acquired also for the cardholders' children or grandchildren when the cardholder also attends the event her/himself.
- There is no limited number of times for using the card.

3. Who is eligible for Kaikukortti? |

Kaikukortti can only be acquired by persons who

- are **clients** of the social welfare or healthcare and health and wellbeing units participating in the Kaikukortti network.
- can't afford to use cultural services **due to financial constraints**.
 - *Financial constraints may derive from various reasons, such as single parenthood, long-term unemployment or illness, small pension or debt spiral.*

The cards are issued for persons 16 years or older.

It is essential that the person is recognized as *a client* of the unit issuing the card. As all the units that issue the card do not maintain a client register, being a registered client is not a strict precondition.

There is *no income limit* for getting the card. What matters, besides clientship, is that the clients themselves feel that their financial situation is so tight that they can't afford to use cultural services. Getting the card does not require proof of income from the client.

4. What is Kaikukanta? | C

Kaikukanta is the national Kaikukortti register and database maintained by the Kaikukeskus – Kaikukortti Support and Development Service.

In Kaikukanta, the card-issuing actors enter background information on their cardholder clients into an electronic form and the cultural or sport operators or ticket agents in turn enter data on the usage of the card.

kaikukortti.fi/en/kaikukanta-database/

5. How is Kaikukortti issued? |

5.1 Tell the clients about Kaikukortti

- The aim is that all the customer service employees at a unit issuing the card tell all their clients who belong in the focus group about the card.
- Kaikukortti is **not a discretionary benefit** but the right of any client who is financially hard-pressed.

5.2 Issuing the card

If a client wants a Kaikukortti card, this procedure should be followed:

- **the cardholder's name is written on the inside page of the card.**
- **the date of issue and expiration date is written on the card** (12 months from date of issue or the last day of the testing period).
- the client is told about the validity period.
- In addition to the card, the client is given a **local Kaikukortti brochure** describing the included cultural supply.
- background information on the client is collected (see section below).
- the issuer of the card doesn't have to check if the client has obtained a Kaikukortti from somewhere else.
- The card is personal. It is good to tell the client that the cultural/sports venues may ask for proof of identity when tickets are acquired.

- It would be good to tell the clients that the QR code and barcode on the card only contain the card's ID code, and no other information.

5.3 Registering a Kaikukortti card in Kaikukanta

- The employee registers the Kaikukortti card, i.e. feeds the card's ID code and the cardholder's background information into the electronic submission form in Kaikukanta. The background details are year of birth, native language, gender, postal code and life situation.
 - The cardholder's name is not entered into the form.
- The employees log into the national Kaikukanta register with the username and password of their unit of employment at www.kaikukanta.fi/admin.
 - More information on the handbook for issuers of the card (in Finnish)
- **Note! Kaikukortti will not work in the situation of acquiring the ticket if it hasn't been registered in Kaikukanta.**

5.4 Extending and ending the validity period of the Kaikukortti card

If there is a need to extend the validity period of a client's card it is not necessary to issue a new card. The validity period of an already issued card can be extended directly in Kaikukanta.

The card issuers can also terminate the validity of the card and register it as cancelled, after which the card can no longer be used for the Kaikukortti cultural services.

6. Kaikukortti for communities and small group visits I

6.1 Accompanied visits

The price of tickets is not always the only obstacle to attendance. Card holders should be encouraged the use Kaikukortti, culture is (provably) good for people!

Whenever possible, it is good to organize, for example, different small group visits for Kaikukortti cardholders. A small group can consist, for instance, 2-5 persons.

- Visiting with a familiar small group can lower the threshold of attendance.
- It may come more natural to some of the cardholders to attend privately with the designated employee.

Communities can obtain a **Kaikukortti for communities** for small group or private visits with the designated employee. The aim of Kaikukortti for communities is to support participation and inclusion.

6.2 What is Kaikukortti for communities?

- With Kaikukortti for communities, employees at units that issue Kaikukortti cards can obtain for themselves (*and their clients who are under 16 years old*) a **free entrance ticket** when organizing a small group visit for their clients or visiting a cultural venue that is part of the national Kaikukortti network privately with a client.



Picture: Community Kaikukortti.

- Other representatives of units issuing Kaikukortti cards, such as volunteers or students, can also use Kaikukortti for communities.
- The card is issued per organization.
- The name of the organization is written on the inside page of the card. The employee's name is not written on the card.
- The card contains a personal ID code consisting of letters and numbers and the same code in the form of a QR code and a barcode.
- **Community cards are registered in Kaikukanta.** Otherwise the cards won't work at the cultural venues. The organizations can decide about the validity period of the cards themselves.
- Kortissa on yksilöllinen kirjaimista ja numeroista koostuva tunnus sekä sama tunnus QR-koodin ja
- **Each person in the group must bring their own Kaikukortti card along to the cultural venue.**
- **Note!** Kaikukortti for communities can't be used for the adult education courses.

7. Other points of consideration for issuers of the card I

- The aim is that the social welfare and healthcare units in the Kaikukortti network could use work vehicles in the small group visits, whenever possible.
- Kaikukortti should be entered in the possible written client plan, as employer-provided transportation for the client may require this.

8. What kind of services are available in the Kaikukortti network? C

8.1 Equal opportunities to participate

- The core value of Kaikukortti activities is equal opportunity to participate.
- The Kaikukortti supply should cover all the services of the participating cultural venues that are available also to other discount groups.
- Kaikukortti can be used for getting free tickets and course places among the cultural services that are part of the national Kaikukortti network.

8.2 Possibility of limitation

8.2.1 Possibility to limit the Kaikukortti supply

- **Most of the venues' own Kaikukortti supply must be always available to the cardholders.**
- **In the film venues and adult education courses, the supply can however be limited to a larger extent.**
- The possible limitations need to be clearly communicated on the venues' own websites and in their brochures.

8.2.2 Possibility to set an upper limit

- The cultural operators have the possibility to set a limit per performance for Kaikukortti cardholders. NOTE! The upper limit mustn't be smaller than **5 percent** of the tickets.
- It is possible to set an upper limit of 2 tickets/performance or 2 course places/course **with small performances or the adult education courses.**
 - "Small performance" means 50 or fewer audience places.
 - If the performance is for a maximum of 10 people, the maximum limit for admission tickets purchased with Kaikukortti can be set to 0-1.
- **Exception regarding big festivals, big auditoriums and separate mass events:** possibility to set an upper limit of at least 20 "one-day tickets/tickets for separate events".
 - Applies to festivals, auditoriums and mass events that can hold more than 1000 persons at a time.
- **Exception regarding swimming centers:**
 - **Big swimming centers** (at least 5 lanes) Kaikukortti cardholders can be set a **daily upper limit of 20 places**, meaning that at least 20 cardholders can go swimming there with the card.
 - **Small swimming centers** (maximum of 4 lanes) Kaikukortti cardholders can be set a **daily upper limit of 5–10 places**, meaning that at least 5–10 cardholders can go swimming there with the card.
- **Note! The upper limit is not a quota.**
 - Kaikukortti cardholders must book their tickets and course places within the same timeframe as the other customers, i.e. no part of the supply needs to be kept reserved for Kaikukortti customers.

8.2.3 Visiting producers and upper limit

- Encourage others to join in! You can suggest joining the Kaikukortti system to a producer visiting your venue.
- The visiting producers can, if they wish, set an upper limit of **2–10 tickets/performance.**

9. Getting tickets and course places with Kaikukortti C

9.1 Sales channels

By principle, Kaikukortti can be used to obtain tickets/course places **through all the existing sales channels.**

- **Note!** The tickets are not put on sale in online shops.
- No limitations on audience places can be set for persons acquiring a ticket with Kaikukortti.

If the tickets/course places are sold **directly** from a ticket office/other similar outlet, they must be also directly available to Kaikukortti customers.

If the tickets/course places are sold through a **ticket agency**, the tickets must be also available through the agency to Kaikukortti customers.

- **Note!** The cultural operators commit to informing the ticket agencies they use about Kaikukortti and the different Kaikukortti ticket types.
- **Note!** The customer is responsible for the service fees, also concerning free tickets obtained for possible assistants.

9.2 Possibility to set time limitations

The cultural operator has, in exceptional situations, **the possibility to set a time limit:**

- **possibility to reserve** entrance tickets/course places so that the tickets/course places cannot be booked and acquired until one month before a performance/course.
- Possibility to restrict the dealing of tickets, so that tickets cannot be obtained until on the evening of the event, for example, 30 minutes before a performance.

10. Entering each card usage event in Kaikukanta C

A customer service employee of the cultural operator or ticket agency registers each Kaikukortti usage event in Kaikukanta.

- When booking and acquiring tickets and course places, the cardholder is asked to present a **user ID code containing numbers and/or letters (A045198723)**
- **Note!** No information other than the card number is collected from the customers. **The adult education centers are an exception to the rule**
- The cardholder **must bring the card along** when booking and acquiring a ticket and attending the event. If need be, customers can also be asked for proof of identity.
- **A customer service employee enters the card's ID code into the electronic Kaikukanta form**, either manually or by using the QR code or the barcode, at www.kaikukanta.fi.
 - More information on the handbook for cultural venues (in Finnish)
- **The customer service employee enters, in addition to each ticket for an adult, the number of tickets for an accompanying child that have been acquired with the card.**
- **Note!** When an issuer of the card acquires tickets for a small group, the Kaikukortti ID of the employee (**Community card**) and each member of the group need to be recorded.
 - **A customer service employee enters also to Kaikukanta how many tickets have been purchased with the Community Kaikukortti for children** (customers under 16).

11. Other points of consideration for the cultural venues C

11.1 Free entry for an assistant/interpreter/guide

Cultural venues that belong in the Kaikukortti network commit to ensuring that the **assistants/interpreters/guides of Kaikukortti customers with disabilities always have free entry.**

- This applies to all customers, not just the Kaikukortti users. This is the principle of equality, which is also recommended by the Non-discrimination Ombudsman to all cultural actors.
- Support persons for customers in mental health rehabilitation or for customers with memory problems should preferably also get a free entrance ticket.
- **Note!** The cultural venues should also inform the commercial ticket agencies they use about the issue and point out that there can be various reasons behind the need for an assistant.
- **Note!** Kaikukortti cardholders must see to it that separate seat tickets are acquired for their possible assistants or other support persons.

11.2 Free coat check services

By principle, Kaikukortti customers are offered **free coat check services.**

- The text "Free coat check" can be printed on tickets obtained with Kaikukortti, or free coat check services can be obtained by showing the card.

11.3 Accessibility information

By principle, cultural operators in the Kaikukortti network must provide **accessibility information** on their websites and in their other communications.

- Support for producing the information is available at, for example, the Culture for All Service and in the “Entä saavutettavuus?”/”Hur är det med tillgängligheten” accessibility guide (available in Finnish and Swedish): www.kulttuuriakaikille.fi.

12. Kaikukortti privacy protection policy | C

Information through which the user can be directly identified, such as name, social security number, date of birth or address, is not at any point stored in the Kaikukortti register.

The Kaikukortti privacy protection policy is available in Finnish in: kaikukortti.fi/tietosuojaseloste.

The Kaikukortti privacy protection will be updated later in English here: kaikukortti.fi/en/kaikukortti-card/privacy-protection/

13. Kaikukortti statistics | C

Kaikukortti statistics can be used in the development of one's own work, in the monitoring and evaluation of cultural well-being, and more broadly in well-being work, such as welfare reports.

Issuers of the card and the card's cultural and sports venues see their own Kaikukortti statistics from Kaikukanta. The people in charge of the Kaikukortti operations in the area present the Kaikukortti statistics for their area in an aggregated way to the local Kaikukortti network at an annual feedback meeting. The Culture for All Service compiles and publishes real-time national Kaikukortti statistics and they can be found at: kaikukortti.fi/lisatietoa/kaikukortin-tilastot (in Finnish).

14. Further information | C

Updated contact details for the Kaikukeskus – Kaikukortti support and development service are available at: kaikukortti.fi/en/kaikukortti-card/contact-information/

