

Workshop summary – Results of the Kaikukortti development workshops

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Introduction

During the autumn of 2022, we invited members of target group of the Kaikukortti card, cultural operators, social, health and wellbeing sector operators, as well as representatives of the wellbeing services counties, to workshops on the development of the Kaikukortti card both remotely and also face-to-face in Tampere and Oulu.

In the workshops, the development of the Kaikukortti card was discussed with slightly different emphases, especially from the perspective of promoting well-being. The themes discussed included how actors in the health and social services as well as cultural sectors could use the information and statistics obtained from the Kaikukortti card in their own work and decision-making, what issues should be communicated between card distributors and cultural/sports operators, and in what ways the Kaikukortti holder and the Kaikukortti offer providers could communicate to each other, how the effects of the Kaikukortti card should be measured and how the Kaikukortti holder could monitor their own use of the Kaikukortti card.

The workshops were organised as part of projects related to the Kaikukortti card:

Project funded by the Ministry of Social Affairs and Health: [Kaikukortti influences – information on cultural well-being to be put to good use \(link takes you to page of Kulttuuriakaikille.fi\)](#) and

Project funded by the Ministry of Education and Culture: [Kaikukanta 2.0 – statistical and feedback system to promote inclusion and cultural well-being \(link takes you to page of Kulttuuriakaikille.fi\)](#).

Next, we will present thematic proposals for the development of the Kaikukortti card that have emerged in the workshops.

Knowledge-based management (utilisation of Kaikukortti statistics)

The following background information about Kaikukortti holders is currently stored in the Kaikukanta database: year of birth, gender (male, female, other, empty), mother tongue(s), life situation (working, unemployed, student, retired), postal code and number of the cardholder's children or grandchildren under the age of 16: [Privacy policy on the Kaikukortti.fi website](#)

In a workshop focusing on statistics, it was pointed out that it is better to collect more data than less, because the need to use the information may arise later. In the workshops, it was suggested that the educational background and socio-economic status of the Kaikukortti holder could be asked as new

background information when distributing the Kaikukortti card. There was a clear 'no' to the proposal from the experience experts, but they stated that in separate anonymous surveys, this information can be asked.

The statistics of the Kaikukortti card can be used in knowledge-based management on many levels, from the wellbeing services counties and municipalities to individual Kaikukortti distributors and Kaikukortti destinations. The Kaikukortti card is already mentioned in the well-being reports and plans of several municipalities. In the Kaikukortti workshops, it was considered whether the Kaikukortti activities could be part of the service guidance, wellbeing referral or cultural recipe of the wellbeing services counties. In addition, it was considered whether the Kaikukortti data could be used in the preparation of grants by municipalities and the wellbeing services counties. It is good to remember that the Kaikukortti feedback meetings in the Kaikukortti areas are also knowledge-based management.

In the Kaikukortti workshops, it was considered whether the Kaikukortti statistics could be published, for example, in the sustainability dashboards (Kuusikkokunnat) or in the situational picture reports of different cities. The workshop participants considered it important that the Culture for All service should manage comparable statistics nationwide and support the regions. In addition to numerical data, it is also hoped that the statistics will be qualitative and that the statistics have been opened up and explained. In the workshops, it was considered important to obtain quotations from the user experiences from the Kaikukortti holders, stories that could be used to support numerical information.

In a workshop focusing especially on statistics, it was noted that it would be a good idea to use existing information resources in the development of the Kaikukanta database, for example, the answer options for the Kaikukortti card holder to the life situation question are currently taken from the THL's classification of labour force membership. The Kaikukortti workshops considered the possibility of utilising the contents of the Kaikukanta database in the internal systems of health and social services operators. There were also ideas that the Kaikukanta data could be compared with, for example, poverty statistics.

The workshops also raised concerns about whether Kaikukortti cards would be distributed on the same principles in all regions. For this reason, it is important that when the personnel changes, new personnel are introduced to the operating model of the Kaikukortti card, and the Kaikukanta system supports and guides compliance with the operating model.

The Kaikukortti workshops highlighted the need for new statistics and the functionality of the Kaikukanta database. It would be a good idea to include the genre of cultural events in the statistics on the use of the Kaikukortti card, information on cross-use is requested in the statistics on cultural objects, and the Kaikukortti distributors want information on the destinations where the cards they have distributed are used.

More comparison possibilities are needed for the Kaikukanta database, for example, between different similar organisations (including regionally) and information on which actors are involved in Kaikukortti activities.

One question was whether the card occupancy rate could not be calculated on a divisor basis. The workshop concluded that this may be a bit risky, but for personal use it could be suitable, for example as part of a development discussion.

Communication channel between the Kaikukortti distributor and the Kaikukortti item

The workshops considered whether the communication channel between the Kaikukortti distributor and the Kaikukortti target would be useful. The outcome of the debate was rather contradictory. Many dealers are already contacting Kaikukortti destinations by email or phone. There were more suggestions for communication directed to the distributor from the Kaikukortti target, for example, the Kaikukortti target could tell about its offerings that would be suitable for a certain age group or from the point of view of

accessibility for certain groups. Similarly, the targets could try to influence what is told about the Kaikukortti card and its use to the Kaikukortti holders.

The kaikukortti model includes cooperation between social welfare and cultural/sports operators. It was stated in these workshops that the number of meetings between these actors should be further increased in order to create a new way of cooperating. It is essential that mutual understanding of each other's contribution (working hours, free Kaikukortti offerings) to the Kaikukortti activities increases.

In the workshops, it was noted that a bulletin board-type communication tool could be created in the Kaikukanta area, in which both health and social services/hygiene operators and cultural/sports operators could leave messages intended for operators or a specific operator in the entire Kaikukortti area. Communication could, for example, promote the use of the community's Kaikukortti card.

Communication channel between the Kaikukortti holder and the Kaikukortti target

In the workshops, there was a lot of discussion about the communication channel between the Kaikukortti holder and the Kaikukortti target. Several proposals were found for mutual communication, which can be divided into three groups: 1) Proposals for Kaikukortti items, 2) Proposals for Kaikukortti holders, and 3) general proposals.

1) Suggestions for Kaikukortti items

The Kaikukortti sites in the workshops wanted, for example, feedback on customer service, accessibility, offerings and the experiences of the user and the children involved. The Kaikukortti holder could use the mobile Kaikukortti card to give instant emoji-based feedback on their experience. It could also be easier to provide feedback with a QR code that is connected to a specific Kaikukortti item or event. In addition, the subjects are interested in what encourages the Kaikukortti holder to use their card or what prevents the use of the card.

During the workshop, it became apparent that the Kaikukortti items would like to be informed in good time if the Kaikukortti holder does not intend to wear a cap for some reason. In this case, the unused place can be offered to others. It is also very important for Kaikukortti holders to understand that Kaikukortti items may lose revenue if the non-use of the ticket is not notified in time.

The workshops considered what kind of messages the Kaikukortti destinations could send to Kaikukortti holders. The proposals include: "Thank you for visiting, welcome again" and "koska you went to this show, then would you like this next" post.

The communication channel between the Kaikukortti holder and the Kaikukortti target should not employ Kaikukortti items unreasonably. It is important that messaging functions can be automated and that existing data and processes can be utilised.

2) Proposals from Kaikukortti holders

It was considered a good idea that the Kaikukortti holder would receive a reminder message about the event for which he or she has purchased a ticket. The Kaikukortti destination could also send information about events for which there is still room or about guided tours or events that would have been arranged specifically for Kaikucard holders, e.g. Kaiku cardholders. Kaikucard jury or museum orienteering. The workshops also considered that it would be a good idea for Kaikukortti holders to be informed about the Kaikukortti offer regionally and nationally. As one of the methods of

implementation, an event calendar was proposed, which would show the events that the Kaikukortti card can be used for.

The absolute requirement was that the Kaikukortti holder could decide whether he or she wants to receive messages at all. If they wish, the Kaikukortti holder can choose what type of messages they receive, for example, only reminder messages. The idea also came up as a suggestion that the Kaikukortti holder could choose the genre or type of event from which he wants to get recommendations (for example, theater, comedy, stand-up, music, classical music, jazz, etc.). However, this would require Kaikukortti's cultural actors should define genres for their offerings.

To encourage the use of the Kaikukortti card by Kaikukortti holders who use websites or smartphones, the structures of the Kaikukortti system could be used to open up gamification, such as starting from the use of the card: a virtual reward or even free coffee or teas.

3) General suggestions

Accessibility issues, such as the clarity and ease of use of websites and information systems, were considered important. Not all Kaikukortti holders may have a smartphone at their disposal, in which case the use of a text message in communication could also make sense. Guests attending cultural events for the first time were asked to have clear instructions on how to act in the Kaikukortti location.

In the workshops, ideas were brainstormed to tell your own mood immediately after using the Kaikukortti card, for example, with the help of various emojis. It was considered important that the cardholder could tell if the visit was meaningful. That is why, for example, a thumbs up was considered a better option than a smiley face.

Kaikukortti holder's own use

A separate browser-based system will be developed for the Kaikukortti card holder, in which they can, among other things, monitor their own card usage or check the expiry date of their card if they wish. In the system, the holder of the Kaikukortti card can choose whether he or she wants to receive notices or messages from the Kaikukortti sites or from the Kaikukortti distributor, which is described in more detail in the figures describing the communication channels.

The workshops stated that in the system for Kaikukortti holders, you need to ask for the user's e-mail address or phone number in order to log in to the system. The user must identify themselves in order to change their password and to be able to see information and markings related to themselves that others cannot see.

In the workshops, the possibility of taking private notes on one's experiences, opinions and feelings was also discussed.

Companion search with Kaikukortti

According to surveys conducted by the Kaikukeskus, the lack of a companion is one of the biggest obstacles to using the Kaikukortti card. In the workshops, it was pointed out that the companion would be important in situations where one's own friends are not interested in culture.

The workshops discussed the possibility of creating a channel of discussion or communication between Kaikukortti holders, where they could seek out culturally interested company among themselves, exchange opinions on the Kaikukortti sites and their offerings. The idea was interesting, but in the workshops it was noted that it is difficult to implement in practice. The challenge was considered to be that, due to the large

number of Kaikukortti holders, contact management and discussion moderation would be needed, and there are no resources for them.

The workshops highlighted that a better option would be for card dealers or cultural sites to arrange cultural dates for Kaikukortti holders and thus have the opportunity to meet other cardholders. The intention is to further develop this idea, for example by creating a separate channel for communication between the dealer and the holder of the Kaikukortti card. Through the channel, the use of the Community Kaikukortti card could be activated, as it is a good tool for lowering the threshold for customers' use of the Kaikukortti card. Supported group visits can encourage the Kaikukortti holder to use the Kaikukortti card independently and introduce them to other members of the group. Group visits can promote, for example, integration and language learning. In the workshops, it was considered useful for an employee or volunteer of an operator distributing Kaikukortti cards to be able to contact their customers through the communication channel in Kaikukanna.

The workshops also discussed whether the communication channel could be two-way, i.e. whether the Kaikukortti holder could send messages to the Kaikukortti distributor. In the event that messages and comments unrelated to the Kaikukortti activity could come through the channel, and it is practically impossible to arrange the moderation of the channel, so the conclusion was that the channel would be implemented as a one-way street. The dealer can send messages to the Kaikukortti holder if the holder has stopped the activity.

Mobile Kaikukortti

In addition to the cardboard Kaikukortti card, a mobile Kaikukortti application (application) will be developed. The Mobile Card contains the same information as the traditional Kaikukortti card, i.e. the Kaikukortti id in plain language and QR code, the date of issue of the Kaikukortti card and the expiry date. Through the Mobile Kaikukortti card, it is possible to use new features designed for Kaikukortti activities: the functions of the browser-based user interface, such as viewing one's own historical data, seeing messages from communication channels, such as reminders of upcoming events or an invitation to a group visit organized by the Kaikukortti distributor, and the possibility for the Kaikukortti holder to give immediate feedback to the Kaikukortti item. The holder of the Kaikukortti card can choose which messages he or she wants to receive.

However, in order to use these features, it is necessary to enter either the e-mail address or the mobile phone number of the Kaikukortti card into the system, since without it these personal functions cannot be used. However, this identification information is not visible to the Kaikukortti target, the Kaikukortti distributors or other actors in the Kaikukortti network, but the sending of messages is based on the Kaikukortti ID.

The mobile Kaikukortti card, which will be implemented in 2024, will be the subject of its own workshops during autumn 2023, as the mobile Kaikukortti card will use the Kaikukanta 2.0 system now being designed and the system intended for the Kaikukortti holder. Already in the workshops, good ideas for developing the mobile Kaikukortti card, such as adding gamification to the card, came up.

Measuring the effectiveness of the Kaikukortti card

The workshop on statistics discussed the features and use of various indicators, as one of the goals of the project is to measure the effectiveness of the Kaikukortti card. In the workshops, it was considered important that the meter should be quickly filled in and voluntary. The well-being of the card receiver could be monitored with some proven (validated) and quickly fillable meter when the customer receives the Kaikukortti card and renews it. Of the metrics discussed in the workshop, the following three were selected as a proposal for monitoring the well-being of the card receiver:

- 1) Indicator of perceived life satisfaction (SWB, London School of Economics), which has been tested in Finland by the ArtWell research project.

In the measure of perceived life satisfaction, there is only one question: how satisfied you are with your life at the moment overall, which is answered on a scale: 0 completely dissatisfied - 10 completely satisfied.

- 2) The World Health Organization's five-question well-being scale (WHO-5), which has been tested in Finland by the ArtWell research project.

The metrics created by the WHO answer five questions on a scale of 0 not at all – 5 all the time. The questions are: 1. I have been cheerful and good-natured. 2. I have been calm and relaxed. 3. I have been active and energetic. 4. When I wake up, I have felt refreshed and rested. 5. There have been a lot of things in my daily life that interest me.

Respondents respond to each of the five statements according to what best describes the sensations over the past two weeks.

- 3) Inclusion indicator of the National Institute for Health and Welfare

Link to <https://thl.fi/fi/web/hyvinvoinnin-ja-terveyden-edistamisen-johtaminen/osallisuuden-edistaminen/heikoimmassa-asemassa-olevien-osallisuus/tutkimus/osallisuusindikaattori-mittaa-osallisuuden-kokemusta>

The inclusion indicator includes ten statements: 1. I feel that what I do on a daily basis is meaningful. 2. I get positive feedback on what I do. 3. I belong to a group or community that is important to me. 4. I am necessary for other people. 5. I am able to influence the course of my own life. 6. I feel that my life has a purpose. 7. I am able to pursue the things that are important to me. 8. I get help myself when I really need it. 9. I feel trusted. 10. I am able to influence some aspects of my living environment. These are answered with asteikko be 1–5: Strongly agree – strongly disagree.

Kaikukanta database user roles and statistics

Several statistics (tables, bar graphs) have been built into the Kaikukanta database, which can be used by users of the Kaikukanta database. The statistics of the Kaikukanta can be seen by the main users of the Kaikukeskus, i.e. the administrators, the local managers/administrators of the Kaikukortti areas, the organisations that distribute the Kaikukortti card and the Kaikukortti sites (cultural and sports sites and colleges). The viewing rights of Kaikukanta database users to the statistics are limited according to their area of activity and role. In the current version of Kaikukanta database, the following types of statistics are available:

Statistics targeted at the persons in charge of the Kaikukortti area

- Number of operators in the Kaikukortti area
- Currently valid and expired Kaikukortti cards
- Registered, used and unused Kaikukortti cards and utilisation rates
- Registered Kaikukortti cards annually
- Annual use of Kaikukortti cards
- Registered customer Kaikukortti cards by distribution in different years
- Frequency of use of the Kaikukortti card annually
- Annual use of Kaikukortti cards by Kaikukortti location
- Kaikukortti cards registered in different years by age group (STEA)
- Registered and used Kaikukortti cards and usage rates by life situation
- Kaikukortti uses (purchases made) by life situation
- Registered and used Kaikukortti cards and utilisation rates according to the mother tongue
- Use of Kaikukortti cards (purchases made) according to the mother tongue

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- Registered and used Kaikukortti cards and usage rates by gender
- Use of Kaikukortti cards (purchases made) by gender
- Registered Kaikukortti cards monthly
- Purchases made with own and other areas (cross-use) Kaikukortti by operator

Statistics targeted at Kaikukortti dealers

- Registered, used and unused Kaikukortti cards and utilization rate
- Currently valid and expired Kaikukortti cards
- Registered Kaikukortti cards monthly
- Use of Kaikukortti cards in different years
- Registered Kaikukortti cards by gender and age group (STEA)
- Kaikukortti uses by region (quarterly statistics)
- Registered and valid Kaikukortti cards monthly

Statistics targeted at the Kaikukortti target

- Recorded usage by month
- Entries and Number of Kaikukortti cards by transaction
- Recording of customer and community Kaikukortti usage by transaction
- Visitors from your own and other Kaikukortti areas

More detailed descriptions of the statistics can be found on our website:

<https://kaikukortti.fi/lisatietoa/kaikukortin-tilastot/> under the heading "Kaikukannan tilastointinäkömä Dashboard".