



CROSSINNO PROJECT

WP4 – 4.3 Definition of tools and activities to be used for cross-fertilisation action between company and culture



TITLE TOOL: Self-evaluation questionnaire

The state of art on the collaboration between enterprises and culture

The cultural activities of companies in the project areas: evidence

Social responsibility means *all donations and gifts provided by a company to organisations, individuals and initiatives with social and environmental benefits*. This function, which can be exercised directly by the company or through dedicated instrumental bodies, is expressed through monetary disbursements or contributions in kind (property, products, services, rights, advertising, volunteering, etc.).

This questionnaire aims to understand better the role played by companies in the project areas in the field of social responsibility (understood as corporate sponsorships/social impact activities organised by the company/donations), investigating which sectors the company is active/intends to invest in over the next 12 months and the specific propensity to implement initiatives in the cultural field. The responsible partner will process your answers in Your territory at an aggregate level, and the information transmitted through the questionnaire will remain strictly confidential and will not be disclosed in any way

The processing of the employee's personal data will be carried out by the project partner, as the data controller, also electronically and exclusively for purposes related to the management of the data provided concerning this questionnaire or to the acquisition of any clarifications about the data sent. The employee's data will not be transmitted to third parties. Their processing is regulated by current legislation on the protection of personal data pursuant to the GDPR (EU Regulation 2016/679).

Company Data

1. Company Name and Registered office:

2. Contacts:

3. Number of personnel 2015: (Single answer)

- € 1 – 10 personnel (micro)
- € 11 – 50 personnel (small)
- € < 250 personnel (medium)



4. What legal form does the company belong to? (Single answer)

- € LLC
- € Cooperative
- € General partnership
- € Sole proprietorship
- € Other, please state _____

4. Average revenue (2018, 2019, 2020)

- € <100.000 €
- € <500.000 €
- € <1.000.000 €
- € <10.000.000 €
- € >10.000.000 €

Corporate responsibility

5. Does your company carry out social responsibility interventions, directly or indirectly? (Single answer)

- € Yes, directly or indirectly
- € No

6. Through which subjects does your company carry out social responsibility interventions at a practical level? (Multiple answer)

- € Department/dedicated business function/Office in charge
- € Marketing/Communication/External Relations Management
- € Foundation / Association/ Non-commercial body part of the company
- € Participations in third parties (both commercial and non-commercial entities or participation foundations)

7. In which areas does your company intervene? Indicate in the table an estimate of the resources allocated for each policy area. (Multiple answer)

Sector	<i>Dedicated Budget (€)</i>	<i>Dedicated company staff</i>	<i>Annual contributions (€)</i>
€ Art, entertainment, activities and cultural heritage	_____	_____	_____
€ Popular and local traditions (including local food and wine events)	_____	_____	_____



8. In which prevalent ways does your company intervene? (Single answer)
- € Contribution *cash*: _____ (% compared to the total)
 - € Contribution *in kind* ¹: _____ (% compared to the total)
 - € Voluntary work -----(% compared to the total).....

9. In what forms are the *cash* contributions paid? (Multiple answer)

- € Monetary disbursements and contributions
- € Scholarships and research grants
- € Prizes
- € Sponsorships
- € Partnerships
- € Donations in kind
- € Purchases/payments for third parties
- € Other, please state _____

10. How many social responsibility projects has your company carried out?

Ongoing projects: _____ (number)

Projects implemented in the last 3 years: _____ (number)

Cultural investments

11. Does Your company have a corporate cultural heritage? (If so, please tick the corresponding types(s))

- € Yes, paintings/sculptures
- € Yes, machinery and/or work tools
- € Yes, historical transport (e.g. cars, motorcycles, bicycles, vintage vans)
- € Yes, textile heritage, costumes and period clothing
- € Yes, objects and furnishings
- € Yes, heritage related to the food and wine sector (e.g. barrels, kitchen machinery)
- € Yes, document and/or photographic archive
- € Other, please state _____
- € NO

12. If the answer is yes, are these goods catalogued and part of a "usable"/visitable collection?

- € Yes, but only internally accessible

¹ This includes any technical sponsorships (e.g. provision of technological spaces/resources/donations of movable property);



- € Yes, we have a company museum open to the public
- € Yes, but only on special occasions (e.g. company events)
- € No, they are only catalogued but not accessible. We would like to make them accessible.
- € No, they are only catalogued, but we can't make them accessible.
- € No, they are neither catalogued nor accessible.

13. How often has Your company intervened in the cultural sector? (Single answer)

- € Only once in the last 3 years
- € Occasionally in the last 3 years
- € At least one project a year in the last 3 years
- € Many projects a year on a regular basis

14. What types of projects, events, or cultural activities has your company supported at least once in the last 3 years? (Multiple answer)

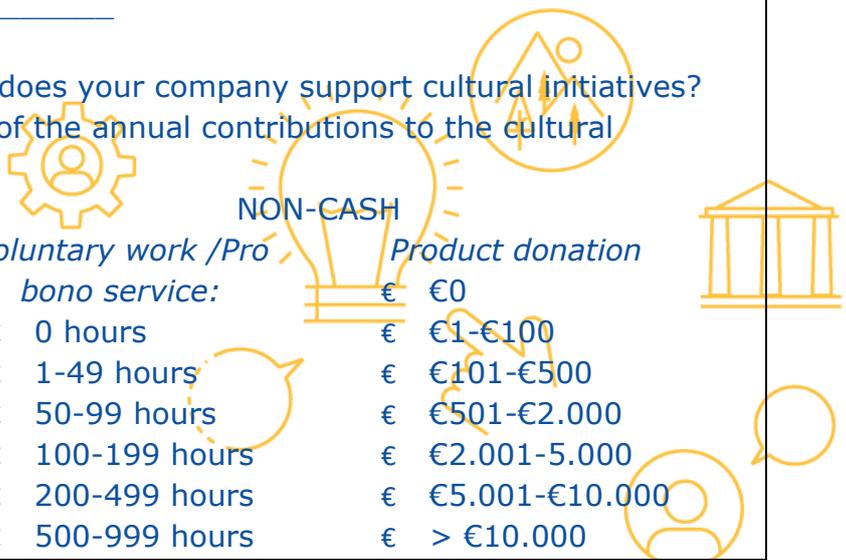
- € Structural interventions (restorations/recoveries/space creation/etc.)
- € Cultural Events and Activities (sponsorship or support of exhibitions/concerts/etc.)
- € Both
- € Other, please state _____

15. Who are the beneficiaries of the interventions you support? (Multiple answer)

- € Cultural institutions of the territory – public bodies/NGOs – (and their beneficiaries)
- € Private producers of events operating in the territory
- € Company Employees
- € Students and researchers
- € Other, specify.....

16. With what kind of contribution does your company support cultural initiatives?
On average, what is the value of the annual contributions to the cultural sector? (Multiple answer)

CASH		NON-CASH	
<i>Financial contribution:</i>		<i>Voluntary work /Pro bono service:</i>	<i>Product donation</i>
€ €0		€ 0 hours	€ €0
€ €1-€10.000		€ 1-49 hours	€ €1-€100
€ €10.001-€50.000		€ 50-99 hours	€ €101-€500
€ €50.001- €100.000		€ 100-199 hours	€ €501-€2.000
€ €100.001- €500.000		€ 200-499 hours	€ €2.001-5.000
		€ 500-999 hours	€ €5.001-€10.000
			€ > €10.000





- € €500.001– € 1.000+ hours
- € €1.000.000
- € > €1.000.000

17. Has the Company been able to benefit from forms of support related to tax credit?

- € Yes, national art bonus
- € Yes, regional art bonus
- € Yes, tax credit
- € No

18. For the future, does your company intend to continue investing in culture?
(Single answer)

- € Yes, more frequently and with more resources
- € Yes, with the same frequency and to the same extent
- € Yes, but with less frequency or less investment
- € No

