

The Kaikukortti national guideline

Kaikukortti

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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 **17 September 2019** and it is valid until further notice.

S applies especially to actors in the social welfare, healthcare and wellbeing sector
C applies especially to actors in the cultural sector

The guideline is available in the Kaikukortti materials bank at:
www.kaikukortti.fi

2 What is Kaikukortti?

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

- A numbered cardboard card.
- 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? s

Kaikukortti can only be acquired by persons who

- are **clients of** the social welfare or healthcare 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 How is Kaikukortti issued? s

4.1 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.
- The cards are handed out in one-on-one or group meetings between the unit's employees and the clients.
- The aim is that the person issuing the card tells the client about the possibilities it offers, such as the cultural supply included in the Kaikukortti network.

4.2 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 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.

Kaikukortti issuing form

- The employee compiles the background information received from the client into the local electronic Kaikukortti issuing form.
 - (The information can be compiled first in a printed Kaikukortti issuing form)
- The background details are year of birth, native language, gender, postal code and life situation.

- **The user ID code containing numbers and/or letters** is also carefully entered in the issuing form.
- The cardholder's name is not entered in the issuing form.
 - See Kaikukortti privacy protection policy, Chapter 11.

4.3 Reporting statistics on the issued cards

The person in charge of the local Kaikukortti activities is responsible for the annual reporting of the background information statistics on the persons who have been issued the card.

5 Kaikukortti for communities and small group visits S

5.1. Accompanied visits

The price of tickets is not always the only obstacle to attendance.

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.

5.2 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.
- 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 **user ID code containing numbers and/or letters**.
- The entire group or the clients must have personal Kaikukortti cards.
- **Note!** Kaikukortti for communities can't be used for the adult education courses.
- The aim of Kaikukortti for communities is to support participation and inclusion.
- Encourage the use Kaikukortti, culture is (provably) good for people!

6 Other points of consideration for actors in the social welfare, healthcare and wellbeing sector S

- 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.

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

7.1 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.

7.2 Possibility of limitation

7.2.1 Possibility to limit the Kaikukortti supply

- The cultural venues can, in exceptional situations, limit the available Kaikukortti supply, for example, for reasons connected to touring. **Most of** the venues' own Kaikukortti supply must however 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.

7.2.2 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.
- Tested in 2020: If the audience number is **10 persons maximum**, an upper limit of 0-1 places can be set for tickets obtained with Kaikukortti.
- **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.
- Tested in 2020: **In swimming centers** 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.
- **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.

7.2.3 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.**

8 Getting tickets and course places with Kaikukortti C

8.1. 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 venues must commit to informing the commercial ticket agencies about the Kaikukortti ticket types.
- **Note!** The customer is responsible for the service fees, also concerning free tickets obtained for possible assistants.

8.2 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.

9 Records and statistics on the use of Kaikukortti C

9.1 Recording the cardholder's user ID code

- When booking and acquiring tickets and course places, the cardholder is asked to present **a user ID code containing numbers and/or letters (e.g. E1234 or 10142)**.
- **Note!** No information other than the card number is collected from the customers.
 - See Kaikukortti privacy protection policy, chapter 11.
- 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.
- **The client service employee records the user ID code** containing numbers and/or letters in the electronic ticket sales system or in a similar way (e.g. in paper form first).*
 - The appropriate ticket type is attached to the card's ID code:
 - ticket for adult
 - ticket for child.
- **Note!** When an employee of a social welfare or healthcare unit acquires tickets for a small group, the Kaikukortti ID codes (letter and number series) of the employee and each member of the group need to be recorded.
 - Clients who are under 16 years old don't have their own Kaikukortti cards because of the age limit. The employees can however acquire, in addition to tickets for themselves, free tickets also for their clients who are under 16 years old when organizing group visits or visiting an event privately with a client.

* Forms for recording statistics on the use of Kaikukortti are available for the participating cultural venues in the Kaikukortti material bank (docx ja Excel) at www.kulttuuriakaikille.fi/kaikukortin_materiaalipankki.

9.2 Example of reporting on the use of Kaikukortti

Teatteri Hilla				
Card ID code (containing numbers and/or letters)	Ticket for adult	Ticket for child (under 16 yrs.)	Name of performance	Date
E2251	1	2	Taikuri Matti	3 Feb. 2020
10141	1	2	Kesäyön taika	9 Feb. 2020
Total	2	4		

9.3 Sales reports on tickets and course places

The person responsible for the Kaikukortti activities at a cultural/sports venue delivers reports for recording the use of Kaikukortti to the person in charge of the regional/municipal Kaikukortti activities according to the agreed schedule.

10 Other points of consideration for the cultural venues C

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.**

- 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.

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.

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.info/saavutettavuus tietopaketit ja oppaat viestinta](http://www.kulttuuriakaikille.info/saavutettavuus_tietopaketit_ja_oppaat_viestinta) and [www.kulttuuriakaikille.fi/tillganglighet guider kommunikation](http://www.kulttuuriakaikille.fi/tillganglighet_guider_kommunikation).

11 Kaikukortti privacy protection policy S 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 English at:

www.kulttuuriakaikille.fi/kaikukortti_privacy_policy

It is also available in Finnish at

[www.kulttuuriakaikille.fi/kaikukortti/kaikukortin tietosuojaseloste](http://www.kulttuuriakaikille.fi/kaikukortti/kaikukortin_tietosuojaseloste).

12 Kaikukortti aggregate statistics S C

The persons responsible for Kaikukortti activities compile aggregate statistics on the use of the card in their respective localities and deliver them to the Kaikukortti support service or the Culture for All Service.

The locally responsible persons and the Culture for All Service present the background information on the cardholders and statistics on the use of the card in aggregate form.

13 Further information:

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Updated contact details for the Kaikukortti support service are available at:

www.kulttuuriakaikille.fi/about_us_contact_details