

Appendix I – Email Questionnaire (London)

1. Are you aware of the existence of a cultural Programme linked to the London 2012 Olympic Games (called Cultural Olympiads)? *(Tick one)* Yes No

2. Are you or your company involved in the Cultural Olympiads? *(Tick one)* Yes No N/A

3. If yes, how is your company involved? *(Please type your answer below)*

4. What effects has participation in the Cultural Olympiads for your firm? *(Tick the box that best represents your agreement)*

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	N/A
4.1 We increased production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2 Participation has inspired new ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.3 We started new projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.4 We developed new products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.5 We broadened our field of expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4.6 Comments *(please type your answer below)*

5. Has participation in the Cultural Olympiads led to networking with other creative firms in the area? *(Tick the box that best represents your agreement)*

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	N/A
5.1 We have made new contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2 We increased collaboration with other creative firms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.3 Participation has increased networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.4 Participation has increased sharing of knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.5 Participation has increased creative exchange	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5.6 What kind of creative firms have you collaborated with? *(please type your answer below)*

5.7 What projects have you collaborated on with other creative firms? *(please type your answer below)*

5.8 Comments *(please type your answer below)*

6. How did you choose the location for your firm? *(Please type your answer below)*

7. Has the location of your firm played a role in participating in the Cultural Olympiads? *(Tick the box that best represents your agreement)*

	strongly disagree	neither disagree	agree nor disagree	agree	strongly agree	N/A
7.1 The location of our firm has helped in collaborating with other creative firms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2 While participating in the Cultural Olympiads it was beneficial to be located close to the Olympic Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7.1 Comments *(please type your answer below)*

8. Name

9. Company

10. Address

11. Email

12. Number of employees

13. This company has a turnover of less than £8.5 million a year *(Tick one)*

- Yes
- No
- N/A

Appendix II – Email Questionnaire (Turin)

1. Si ricorda che durante le Olimpiadi di Torino 2006 la città ha sviluppato un programma di eventi culturali (le Olimpiadi della Cultura)? *(Scegliere uno)*

Sì
 No

2. Lei o la Sua impresa è stata coinvolta nelle Olimpiadi della Cultura? *(Scegliere uno)*

Sì
 No
 Non so

3. Nel caso di sì, come è stata coinvolta la Sua impresa (si prega di *rispondere nello spazio sottostante*)?

4. Quali sono gli effetti che la partecipazione alle Olimpiadi Culturali ha per la Sua impresa?

(Segnare il quadretto appropriato:

5=molto d'accordo; 4=d'accordo; 3=neutro; 2=poco d'accordo; 1=affatto d'accordo; 0=non so o non voglio rispondere)

		5	4	3	2	1	0
4.1	Abbiamo aumentato la produzione	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2	La partecipazione ha ispirato nuove idee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.3	Abbiamo cominciato nuovi progetti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.4	Abbiamo sviluppato nuovi prodotti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.5	Abbiamo ampliato il nostro campo di expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4.6 Commenti *(si prega di rispondere nello spazio sottostante)*

5. La partecipazione alle Olimpiadi Culturali ha portato a networking con altre imprese creative nell'area?
*(Segnare il quadretto appropriato:
 5=molto d'accordo; 4=d'accordo; 3=neutro; 2=poco d'accordo; 1=affatto d'accordo; 0=non so o non voglio rispondere)*

		5	4	3	2	1	0
5.1	Abbiamo sviluppato nuovi contatti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2	Abbiamo aumentato le collaborazioni con altre imprese creative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.3	La partecipazione ci ha permesso di accrescere la rete di contatti nella nostra zona	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.4	La partecipazione ha permesso di accrescere la condivisione di informazioni	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.5	La partecipazione ha aumentato lo scambio creativo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5.6 Con che tipo di imprese creative ha collaborato? (si prega di *rispondere nello spazio sottostante*)

5.7 In che progetti ha collaborato con altre imprese creative? (si prega di *rispondere nello spazio sottostante*)

5.8 Commenti (si prega di *rispondere nello spazio sottostante*)

6. Quali sono a Suo parere i fattori piu` importanti che hanno contribuito alla scelta della posizione dell' impresa (si prega di *elencare nello spazio sottostante*)?

7. Il fatto di essere posizionato in una certa zona della città è stato un fattore importante per partecipare alle Olimpiadi Culturali?

(Segnare il quadretto appropriato:

5=molto d'accordo; 4=d'accordo; 3=neutro; 2=poco d'accordo; 1=affatto d'accordo; 0=non so o non voglio rispondere)

	5	4	3	2	1	0
7.1 La posizione della nostra impresa ha aiutato a collaborare con altre imprese creative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2 È stato un vantaggio essere posizionati vicino al parco olimpico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7.3 *Commenti (si prega di rispondere nello spazio sottostante)*

8. Nome

9. Impresa

10. Indirizzo

11. Email

12. Numero di impiegati

13. L'impresa ha un fatturato annuo inferiore ai 10 milioni di euro

Sì
 No
 Non so

Appendix III - Interview Topic Guide Turin

Può spiegare brevemente che cosa fa la Sua impresa?

Qual è il Suo ruolo nell'organizzazione?

È in contatto con altre imprese/artisti nell'area?

Collabora con loro in progetti o altre forme di collaborazione (per esempio marketing)?

È importante per Lei fare del networking con imprese simili? Perché?

Che cosa sono per Lei le fonti principali di contatti e networking? (siti internet, eventi, mercati, incontrarli in negozi/bar...)

Sente la necessità di allargare il Suo network di contatti?

Per quanto riguarda la produzione creativa, quali sono secondo Lei le fonti principali d'ispirazione?

(abitare in un ambiente creativo, la gente che conosce, osservare il lavoro di altri artisti, rilassarsi nella natura, divertirsi, frequentare dei luoghi creativi)

Secondo Lei che cos'è un "ambiente creativo"? (un ambiente che ispira creatività)

Pensa che eventi culturali siano importanti per promuovere la creatività?

Se no - perché?

Se sì, come?

Quali sono le caratteristiche che dovrebbe possedere un evento culturale per incoraggiare l'ispirazione creativa?

Nel questionario ha risposto che la Sua organizzazione è stata coinvolta nelle Olimpiadi della Cultura che si sono svolte durante le Olimpiadi di Torino 2006. Più precisamente, com'è stata coinvolta?

Secondo Lei le Olimpiadi della Cultura erano un mezzo per promuovere la creatività locale?

Se no, perché?

Se sì, come?

Cos'è stato a Suo avviso l'aspetto più importante delle Olimpiadi della Cultura per artisti/imprese creative piccole?

La Sua impresa ha tratto vantaggi dalla partecipazione alle Olimpiadi della Cultura?

Se sì, quali?

Che cosa ha sviluppato che sarebbe stato differente se non avesse partecipato alle Olimpiadi della Cultura?

(- sviluppo di nuovi prodotti, nuove idee, ampliamento del campo di expertise, nuovi contatti, collaborazioni...)

E questo com'è stato facilitato dalle Olimpiadi della Cultura?

Guardando indietro quattro anni dopo, secondo Lei le imprese creative a Torino e provincia hanno beneficiato da Torino 2006?

Torino 2006 è stata un'opportunità?

Quali aspetti in particolare?

Le Olimpiadi della Cultura erano importanti in questo contesto?

Che cosa pensa dell'atmosfera festiva che c'era a Torino durante i Giochi? È stata importante per Lei?

E lo sviluppo di turismo a Torino?

È un'opportunità o una minaccia per Lei?

In retrospettiva, che cosa potrebbe essere migliorato riguardo alle Olimpiadi della Cultura?

Che cosa raccomanderebbe al Comitato Olimpico per quanto riguarda edizioni future dei Giochi Olimpici?

C'è qualcos'altro che vorrebbe aggiungere?

Appendix IV - Interview Topic Guide London (companies not yet involved with the Cultural Olympiad)

Can you briefly explain what your organisation does?

And what is your role within the organisation? (briefly!!)

How many people work here?

How did you/the owner choose the location for this firm?

Are you in contact with other artists/organisations in this area?

Do you ever collaborate with them on joint projects or other forms of collaboration (e.g. joint marketing)?

Do you collaborate with other (= non-local) creative firms on projects or other joint activities?

Is networking with similar businesses important for you? Why?

What are the main sources of contacts and networking for you (e.g. websites, events, markets, meeting them in the shops/bars around here...)

Do you feel the need to expand your network of contacts in the field?

In terms of creative output, what are in your opinion your main sources of inspiration? (prompt: things that are important to you: living in a creative environment, people you know, observing the work of other artists, relaxing in a natural environment, having fun, frequenting creative places)

What is in your opinion a „creative environment“?

(if not clear explain: an environment that inspires creativity)

Do you think that cultural events are important in fostering creativity?

If not – why?

If yes how?

What are the most important characteristics a cultural event should possess in order to encourage creative inspiration?

Do you have any specific event in mind that is particularly important?

In the questionnaire, you said you are aware of the CO, more specifically, what do you know about it?

Have you ever attended or heard of any other CO in previous Olympic cities?

Do you think the CO could be an important tool to foster local creativity?

If not – why?

If yes how exactly?

What are in your opinion the most important aspect of the CO for local artists/small creative industries?

Do you think that large creative industries (big theatres, major galleries with more than 50 employees) are advantaged compared with small industries?

Or, conversely, are small businesses advantaged? (explain answers)

You also said that your company is not involved at the moment. Have you tried to get involved?

If yes – how?

If not – why? Discuss...

How do you think your company could benefit from the CO?

(first listen to their answer... then prompt: attraction of funding, development of new products, new ideas, new knowledge, new contacts, collaborations and partnerships...)

Do you think that creative industries in east London will overall benefit from London 2012?

Explain...

Are you looking at London 2012 in any way as an opportunity?

Which aspects in particular?

How important is the CO in this context?

And what about the festive atmosphere that will be created during that summer? Is that important to you?

And the development of tourism in East London?

Is that a threat or an opportunity for you?

Do you have any recommendations for the organisers of the CO in London?

And for the International Olympic Committee in general, for future editions of the Olympic Games?

Appendix V - Interview topic guide London (companies involved with the Cultural Olympiad)

Can you briefly explain what your organization does?

And what is your role within the organization? (briefly!!!)

(How did you/ the owner choose the location for this firm?)

Are you in contact with other artists/ organizations in this area?

Do you ever collaborate with them on joint projects or other forms of collaboration (e.g. joint marketing)?

Do you collaborate with other (=non-local) creative firms on project or other joint activities?

Is networking with similar businesses important for you? Why?

What are the main sources of contacts and networking for you (e.g. websites, events, markets, meeting them in the shops/ bars around here...)

Do you feel the need to expand your network of contacts in the field?

In terms of creative output, what are in your opinion your main sources of inspiration? (prompt: things that are important to you: living in a creative environment, people you know, observing the work of other artists, relaxing in a natural environment, having fun, frequenting creative places)

What is in your opinion a “creative environment”? (if not clear explain: an environment that inspires creativity)

Do you think that cultural events are important in fostering creativity?

If not – why?

If yes

– How?

What are the most important characteristics a cultural event should possess in order to encourage creative inspiration?

Do you have any specific event in mind that is particularly important?

In the questionnaire, you said that you are involved with the CO, more specifically, how are you involved?

Do you think the CO can be a tool to foster local creativity?

If not – why?

If yes

– How exactly?

– What are in your opinion the most important aspects of the CO for local artists/ small creative industries?

How do you think your company could benefit from its participation in the CO?

More specifically what have you created or developed that would have been different had you not participated in the CO?

(prompt: development of new products, new ideas, new knowledge, new contacts, collaborations and partnerships)

How did the CO programme facilitate this?

Do you think that creative industries in East London will overall benefit from London 2012?

Explain...

Are you looking at London 2012 as an opportunity?

Which aspects in particular?

How important is the CO in this context?

And what about the festive atmosphere that will be created during that summer? Is that important to you?

And the development of tourism in East London?

Is that a threat or an opportunity for you?

Do you have any recommendations for the organisers of the CO in London?

And for the International Olympic Committee in general, for future editions of the Olympic Games?

Is there anything else you would like to add on the subject?

Appendix VII – List of themes identified through qualitative analysis

A PRIORI THEMES	
Involvement/participation	Involvement with the Cultural Olympiad (CO)
	Participation in the CO
Effects of CO/OG on creative outputs	Effects of the CO on production /innovative practices
	Effects of CO on creativity/ local talent
	Effects relating to the Olympic Games (OG) rather than CO / legacy of OG
	Quality of knowledge production
	Effects linked to increased visitation
Factors affecting creativity	Buzz, creative field, industrial atmosphere, creative ‘scene’
	Cultural events as an opportunity
	Creative inspiration
	Importance of place
Networking and learning from others	Role of CO in fostering networking
	Role of CO in fostering collaborations
	Knowledge sharing / collective learning
	Networks
	Clustering / geographical agglomerations
Recommendations	Recommendations to organisers
EMERGED THEMES	
Complaints	Lack of funding for art projects
	More opportunities outside London than in

	London/ Local – national - international issue
	Things happening behind closed doors, need for a platform/stage
	Impoverished funds for the Arts due to high costs of London 2012
	Difficulty for artists to get involved with CO / disappointment of “not being asked” / no opportunities for small firms or individual artists
	Need for more information about opportunities linked to the CO
	CO less promoted than OG
	Commercialisation of CO and Olympic games / advantage for larger companies
	Lack of true artistic value in the CO events / lack of authenticity
	Criticism to CO organisation/ planning/ delivering
Effects of CO/OG on creative outputs	Increased visibility
Effects of OG on image, tourism, local pride	Local Pride / importance of the OG for the city
	Increased tourism (opportunity or thread?)
	Olympic Games attendees perceived as not very interested in art
Regeneration, gentrification	Changes in the area around the Olympic Park
	Gentrification
	Perceived advantages of being located near Olympic parks (and disadvantages of not being located near)
Olympic spirit, excitement, art & sport	Looking forward to the Olympic Games (2012) / atmosphere
	Relationship between art and sport
	Interpretations of what CO means.