

## Executive Summary

# Evaluation Focal Point

## «Culture & Business»

Assessment of Pro Helvetia coordinated support for  
design and interactive media - Selected results

## Data collection

Online questionnaire :

- 35 respondents from interactive media;
- 38 respondents from design.

Workshops and interviews :

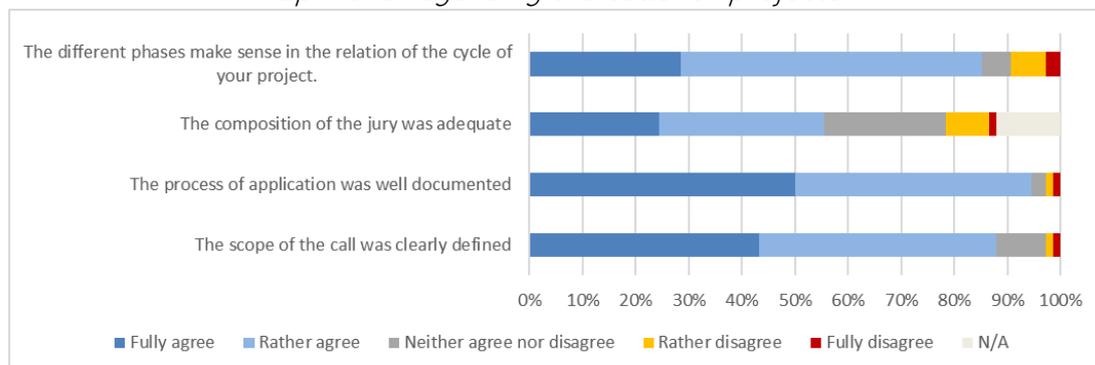
- 4 workshops (design and interactive media / German-speaking and French-speaking participants) with 20 persons in total;
- 9 interviews with people who received support from Pro Helvetia and 4 interviews with experts or jury members;

## Key findings

In the detailed analysis results were broken down by domain (interactive media/design) but here they will be presented globally.

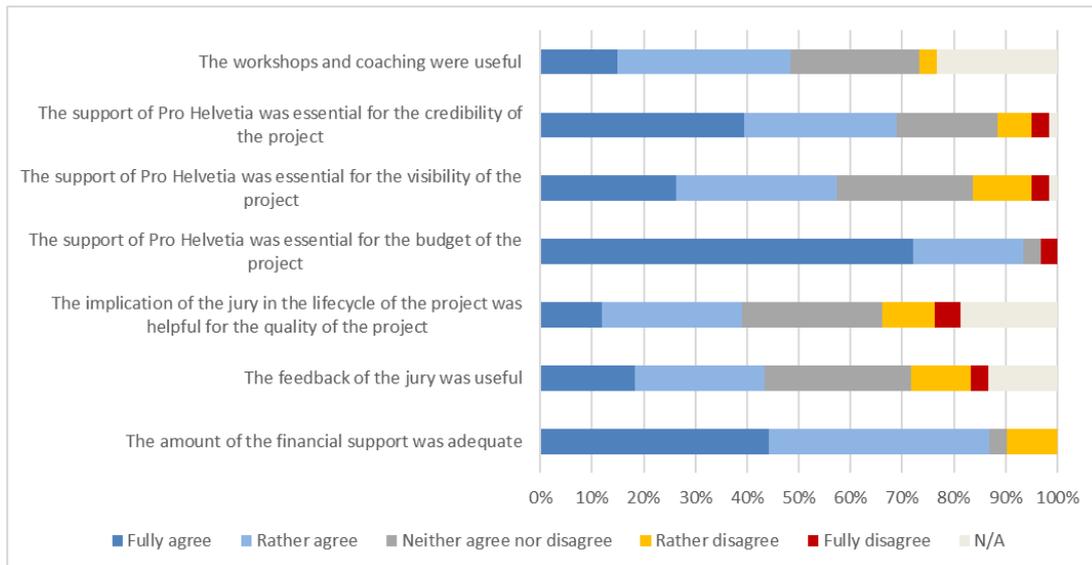
Pro Helvetia services
Pro Helvetia services are well-known by participants from interactive media, somewhat less by those from design. Most of them are well informed about calls for projects, but not so much about other opportunities provided by Pro Helvetia, such as matchmaking or coaching.

### *Opinions regarding the calls for projects*



Calls for projects
Participants found the process and the requirements to apply for call for projects to be well-defined and some of them added that Pro Helvetia collaborators were quite helpful when preparing the application. Most participants did not receive feedback and would like to get some, both in case of acceptance or rejection.

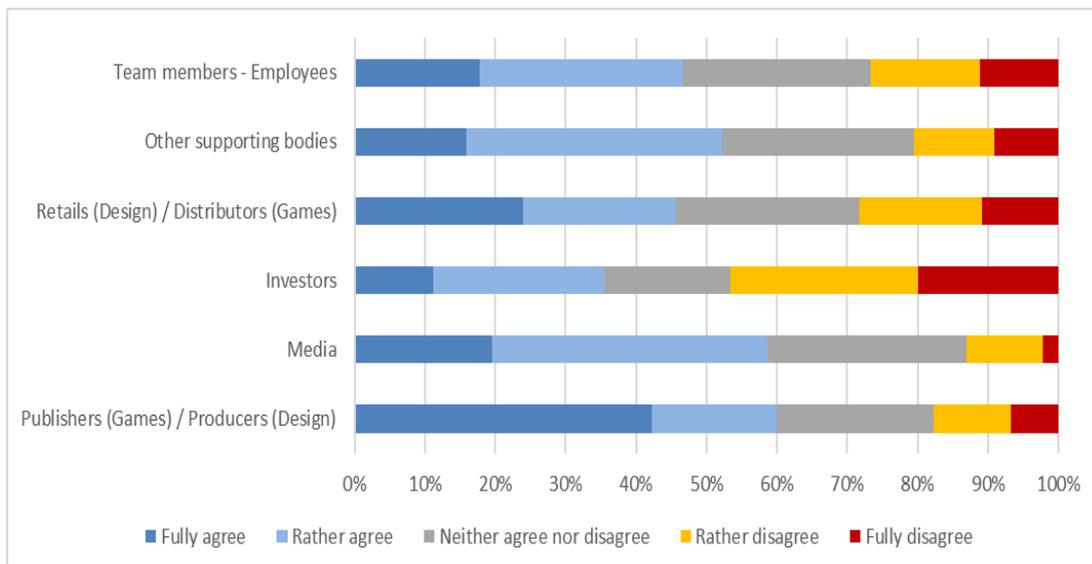
### *Opinions regarding the support of Pro Helvetia to your project(s)*



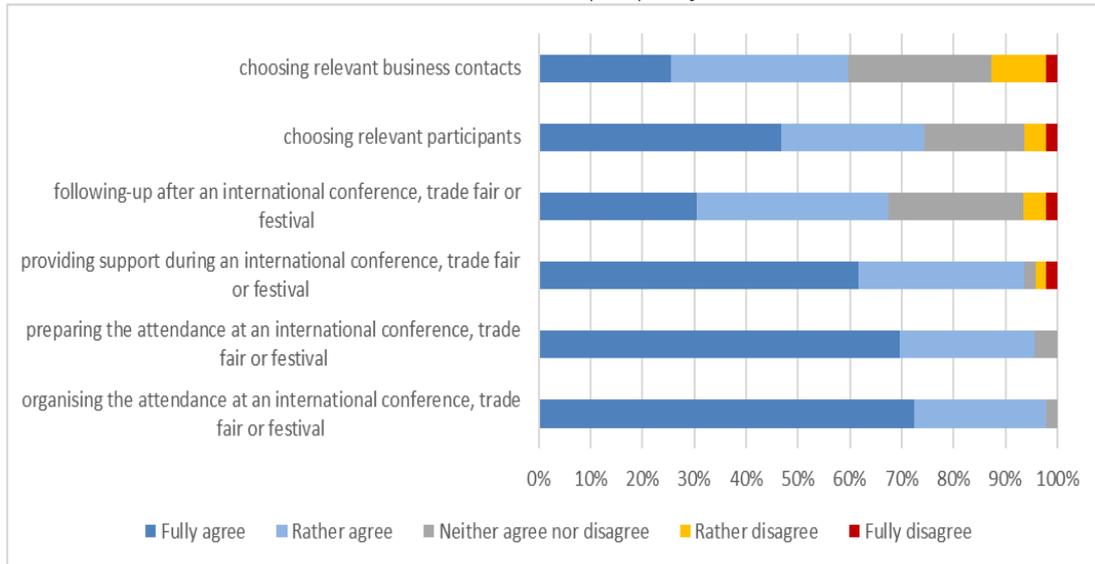
**Support to projects**

Funding was generally considered as adequate by smaller studios and for initial phases of projects. Amounts were considered too low by some larger companies or for production phases. Participants who had access to coaching found it very helpful in general. Most participants who received support wished for more interaction amongst themselves (workshops, peer-learning, etc.)

*Attending a conference, trade fair or festival was a great way to develop collaborations with:*



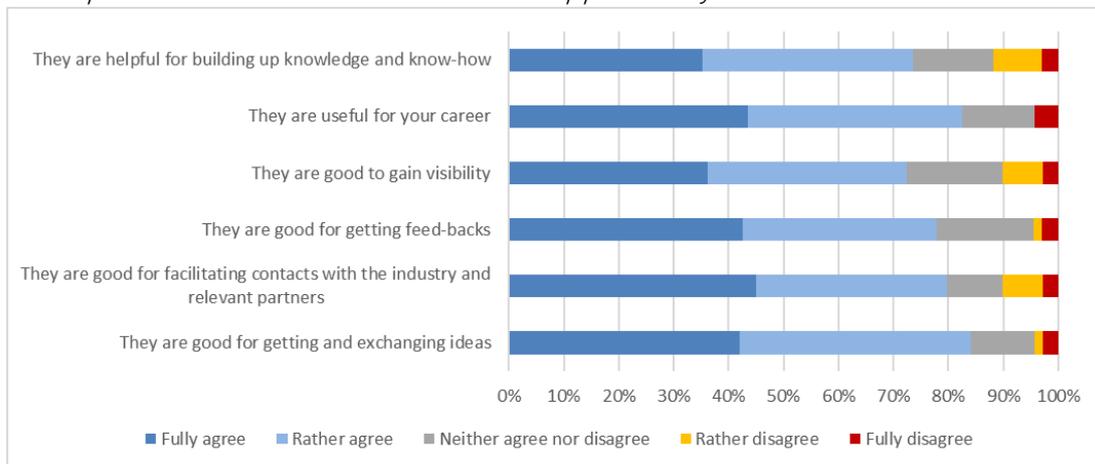
*Pro Helvetia did a proper job in:*



**Impacts of delegations to conferences, trade fairs or festivals**

Members of delegations perceived their impacts rather differently depending on whether they were from interactive media or design, particularly regarding matchmaking. However, they all agreed on the fact that they could never have access to such events without Pro Helvetia.

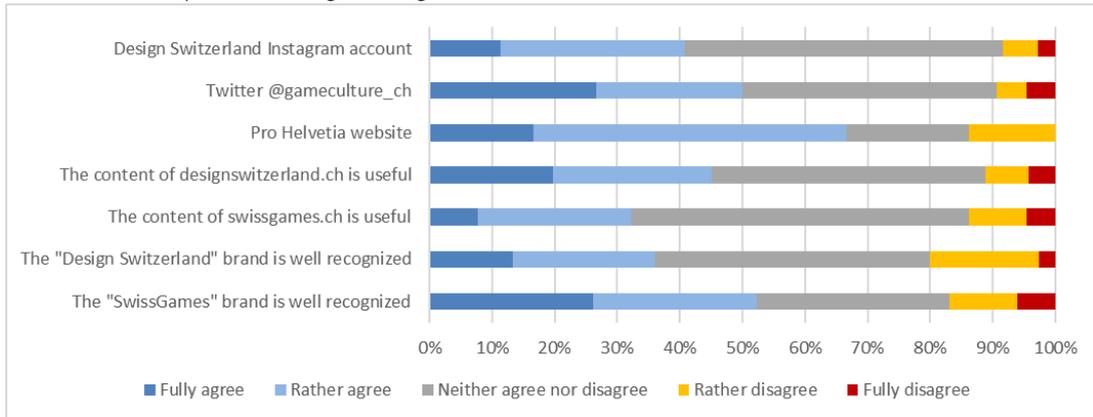
*Your opinions on events and activities supported by Pro Helvetia in Switzerland:*



**Pro Helvetia events in Switzerland**

Participants did not really know Pro Helvetia’s positioning regarding events in Switzerland. However, many of them would like to have interdisciplinary workshops on targeted topics (commercialization, distribution platforms, licensing, etc.)

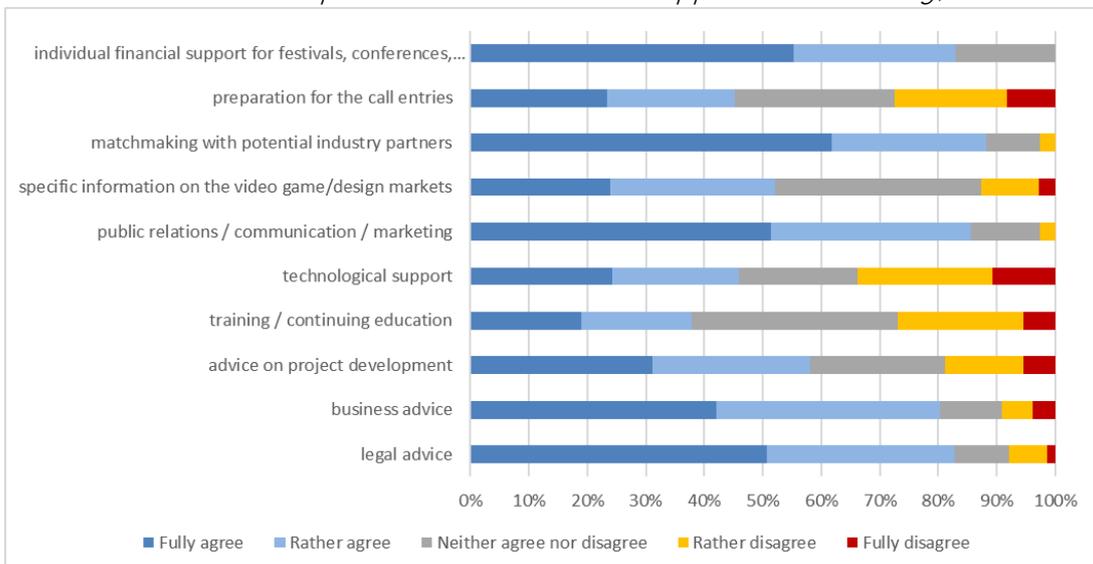
## Your opinions regarding Pro Helvetia's communication channels:



### Pro Helvetia communications channels

The Twitter handle @gameculture\_ch is well-known and used for interactive media, whereas Pro Helvetia's Instagram is still « under the radar ». Pro Helvetia's website and newsletters provide useful institutional content, but the targeted audiences of swissgames.ch or designswitzerland.ch were not clear to participants, who would like these websites to be used to share knowledge amongst themselves (shared directories, databases, etc.)

## Pro Helvetia should provide other forms of support than funding, such as:



### Other services provided by Pro Helvetia

Participants all have various specific needs for advice and support (legal, business, public relations, etc.) with contrasted views on the level of involvement of Pro Helvetia. One idea was a system of credits to be used for professional consulting. Other specific ideas for design were discussed, such as having « consumer-facing » or « industry briefing » workshops.