



**a creative
momentum
project
closing conference**

**12 April 2018
Electric Galway, Ireland**

**CONNECTING CREATIVITY ACROSS
EUROPE'S NORTHERN EDGE**

www.MyCreativeEdge.eu

a creative momentum project outputs

Physical & Virtual Connections

MyCreativeEdge.eu
240 published profiles

5 CREATIVE HOTSPOTS
59 creative professionals

35 CREATIVE EXCHANGES

Creative Skills, Innovation & Business Development

CREATIVE STEPS 2.0
4 regional versions

CREATIVE2CREATIVE MATCHING
a peer-to-peer mentoring programme

Routes to Domestic & International Markets

1 TRADE FAIR SUPPORT MODEL
24 creative enterprises

1 VIDEO PITCHING TOOLKIT

4 CREATIVE TRAILS

Intelligence

5 ECONOMIC IMPACT ASSESSMENTS

1 CREATIVE INDUSTRIES SECTOR INDEX

1 SUPPORTS ASSESSMENT

Programme

- | | |
|-------|---|
| 11.30 | Registration and brunch buffet |
| 12.00 | Welcome by Leo Scarff, chair |
| 12.05 | 'a creative momentum project' outputs /
Pauline White, Western Development Commission |
| 12.20 | Showcasing the Video Pitching Toolkit |
| 12.30 | Creative Business Model Toolkit /
Dr Aisling Murtagh, NUI Galway |
| 12.45 | Q&A, coffee + sweet bites |
| 13.00 | Panel discussion: 'Creativity & peripherality in the
West of Ireland - how does the picture look?'
Dr Patrick Collins, NUI Galway;
Ruth Graham, Ruth Graham Illustrations;
Éamonn O'Sullivan, Hewn Spoons;
Sarah Dillon, Development Manager, The WRAP Fund;
Sallyann Marron, Sallyann's Bags;
Manus Burke, Howling Hamster Games;
Siobhán Mulcahy, County Clare Arts Officer |
| 13.45 | Q&A |
| 13.55 | Wrap up |

Creative Steps 2.0

Creative Steps 2.0 is an innovation process – a step-by-step methodology supporting creative enterprises in the development of a new product, service or idea. The Creative Steps 2.0 process begins by matching two creative enterprises from different countries. These enterprises are led through a process to define a joint innovation task and are then assigned a multidisciplinary team of students, who work on this task during a structured workshop process guided by experts.

Creative Steps 2.0 has been implemented four times in the course of 'a creative momentum project': in Finnish Lapland by Lapland University of Applied Science; in Mid-Sweden by Technichus in collaboration with Mid-Sweden University; in the West of Ireland by National University of Ireland, Galway; and in Northern Ireland by Armagh City, Banbridge and Craigavon Borough Council in collaboration with the Southern Regional College and South East Regional College.

The resulting Model is a response to the challenges posed by an increasingly globalised world, contemporary working life and business nature, which requires a creative and innovative mindset as well as the ability to work across distances, using modern technologies. It is also a response to the need to develop education and training methods encouraging entrepreneurship among young people.

Caption: Anitra Arkko-Saukkonen and Anzelika Krastina from Lapland University of Applied Sciences have developed and supported the implementation of Creative Steps 2.0

Creative2Creative Matching

Creative2Creative Matching paired creative professionals from Arts, Crafts, Design or Media & Technology from Northern Finland, West of Ireland, Mid-Sweden and the South East of Northern Ireland. Each 'match' worked together online over a 6-month period to share their experiences of working in the sector in different countries.

At the outset, each matched pair set a number of key objectives to be achieved together during the programme, including learning about emerging opportunities in their partner's country. The connection helps each to expand their international network and explore opportunities for joint international projects. 'Matches' worked independently or with the support of a facilitator.

Creative Exchanges

Thirty-five Creative Exchanges – information and networking events – have been organised over the past three years. At the outset 'a creative momentum project' surveyed creative professionals in the partner regions to identify key areas of interest in terms of skills and business development. The survey results inspired the themes and format of the various Creative Exchanges.

Amongst the themes addressed were the 'Internet of Things', crowdfunding, creative tourism, selling online, branding and storytelling, the management of creative enterprises, digital marketing, use of video and data analytics. Some were live-streamed with others recorded and made available online (YouTube).

Gerry Brannigan of Blackfield Surf Camp and Coding Academy spoke at 'Tap into the Tourism Potential of your Region' at The Spool Factory in Boyle, Co. Roscommon

Finnish filmmaker Joonas Pirttikangas networks at 'Screen Industries on the Periphery: Policy and Practice', a Creative Exchange organised during the Galway Film Fleadh 2017

One of the Creative Exchanges in North East Iceland was a 'cultural soup' focusing on crowdfunding



Creative Hotspots

Forty-nine creative entrepreneurs were supported to participate in five different Creative Hotspots (established Creative & Cultural Industry events) to network, establish international collaborations and learn from other creatives. Creative entrepreneurs also had the chance to exhibit their products, pitch their projects or perform at specialised events. The five 'Creative Hotspots' were:

- Urkult Folk Festival, Mid-Sweden, Summer 2016
- Digital DNA @ The Planetarium, Northern Ireland, Autumn 2016
- Arctic Design Week, Northern Finland, Winter 2017
- Vaka Folk Arts Festival, North East Iceland, Spring 2017
- Galway Film Fleadh, West of Ireland, Summer 2017

Network of Shared Creative Spaces

Shared Creative Spaces provide physical space and opportunities for creative people, creative enterprises and talent to network, exhibit and conduct their various activities.

'a creative momentum project' identified Shared Creative Spaces in all partner regions and MyCreativeEdge.eu provided a platform for them to showcase their facilities, promote ongoing opportunities, and connect with creative professionals and potential tenants.

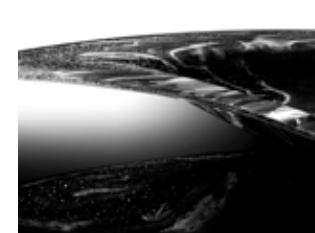
Under 'a creative momentum project' members of the transnational Network of Shared Creative Spaces shared good practice and learning, identified common challenges and discussed possible paths for growth. In addition, Spaces have been used as locations for delivering other project activities and events.



Images from top:
Daniel Nordlund, Swedish filmmaker at the
Galway Film Fleadh

Anna Sæunn Ólafsdóttir, Iceland, at the Digital
DNA@ The Planetarium

Visit to the Amma Centre after attending the
Digital DNA



Images from top:
Ruth McEwan-Lyon, NI Silver, Co. Down Trail

Keith Sheppard Glass Artistry, Co. Armagh
Trail



Images from top:
Maria Connolly Ceramics, Co. Donegal, at
Earth & Fire International

EverWhatProductions, Finland, in Cannes

Creative Trails

The Creative Trails activity firstly identified existing Trails (e.g. crafts, sculpture, design) within the partner regions which were profiled on MyCreativeEdge.eu.

In Northern Ireland and North East Iceland, the project set about creating two new Trails in each of these regions using current technologies on an accessible platform – a mobile app! The idea was to do something that was not being done already in these areas, to connect the creative industries with a previously unconnected market – tourists and visitors to the area. Two free mobile apps (for Android and iOS) have been created, and both host two Creative Trails:

Northern Ireland Creative Trails app: Co. Armagh Trail & Co. Down Trail
North East Iceland Creative Trails app: Design and Craft Trail & Museum Trail

Trade Fair Support

Through open competitive calls in Northern Ireland, Northern Finland and the West of Ireland, 'a creative momentum project' selected twenty-four creative enterprises to receive financial support to exhibit at international trade events in Europe. The support was 50% of the eligible costs of exhibiting at the Trade Fair, to a ceiling amount of €2,500. Successful businesses had to demonstrate they had both the capacity and capability to benefit from attending the event.

Cannes Film Festival, Il Salone del Mobile di Milano, Scoop London, Lisbon Web Summit, DesignDay in Maastricht, Showcase Ireland and Spielwarenmesse in Nuremberg were among the many Trade events attended.



SHOWCASE · DISCOVER · CONNECT



MyCreativeEdge.eu

MyCreativeEdge.eu was launched in 2013 under the Creative Edge project as a platform to showcase creativity from Europe's Northern Edge. Under 'a creative momentum project' it underwent a total revamp to match recent trends in technology and become a more flexible platform. The new MyCreativeEdge.eu was launched on 1 March 2017.

Creatives can publish a MyCreativeEdge.eu Profile to showcase their work, be noticed and connect with each other. It is also a hub for anybody looking for inspiration and insights into the creative sectors of five different regions in Finland, Iceland, Ireland, Northern Ireland and Sweden.

From mid-2017 a digital marketing campaign using Facebook and Google Display ads has promoted MyCreativeEdge.eu to potential customers and clients of MyCreativeEdge members.

- 240 Profiles published on MyCreativeEdge.eu so far
- 90,000 sessions on MyCreativeEdge.eu since start of 'a creative momentum project'
- 69,000 users have visited MyCreativeEdge.eu during that time
- 35% of sessions have come from outside the 5 project partner countries

Intelligence

'a creative momentum project' has developed a strong case for the importance of supporting the development of the creative sector in the partner region's economies. This research has been undertaken by NUI Galway in collaboration with all project partners.

Economic & Social Impact Assessments: based on a survey in the five partner regions during 2017, comprehensive 'Economic & Social Impact Assessments' of the creative sector in each of the regions has been produced. These help to illustrate the broad and critical role of the creative sector in each region and to inform local, regional and national policymakers.

Creative Sector Index: this mapping exercise developed a number of indices measuring the level of development of the creative sector across a range of domains.

Supports Assessment: assessments of the support system for the creative and cultural industries in each of the five partner regions, including an investigation of policy developments and case studies of innovative support mechanisms employed, especially targeting creatives based in remote and sparsely populated areas.

Image:

Mother Says Design photographed by Suzy McCanny Photography

Video Pitching Toolkit

The Video Pitching Toolkit (VPT) guides all types of creative enterprises – Arts, Crafts, Design and Media & Technology – on how to develop a cost-effective 1-2 minute 'pitch' video for their business, products, services or ideas. The VPT is aimed at those who may just be starting out or have already some experience in video-making, but would like to do it better.

Outsourcing video production can be expensive. But creative enterprises can save time and money when they can contribute to the overall video concept, the script and visual style. Being aware of each production stage helps you get value for money. The VPT contains the following resources:

- The art of selling an idea – How to script a 'pitch' video
- Stages of video production – The world of video production
- Making an impact in 1 minute
- Case study: Urbanid 3D

Image above:
McKernan Woollen Mills, Photoshoot for
MyCreativeEdge.eu
by Julia Dunin Photography



Business Model Toolkit

The Creative Business Model Toolkit provides information resources and tools for creative entrepreneurs to better understand how to develop and refine their business model. It explores what a business model is and its importance to creative businesses. It draws on real world examples of creative businesses to illustrate issues.

The Toolkit includes worksheets that focus on particular themes and tasks, a framework to analyse your business model, as well as pointing you towards further resources. There are glossaries to de-mystify the vast array of terms used to describe revenue streams. The Toolkit aims to help creative entrepreneurs build a business that is more sustainable and competitive.

The Video Pitching Toolkit and Business Model Toolkit are both available for free on the Knowledge Centre of MyCreativeEdge.eu (<https://mycreativeedge.eu/ideas/knowledge-centre/>)

Image below:
Visual NewsDesk, Photoshoot for
MyCreativeEdge.eu
by Paul McGuckin Photography



Panel discussion

Creativity & peripherality in the West of Ireland - how does the picture look?

MANUS BURKE

OWNER OF HOWLING HAMSTER GAMES AND ORGANISER OF THE GALWAY GAMES GATHERING

DR PATRICK COLLINS

ECONOMIC GEOGRAPHER AND 'A CREATIVE MOMENTUM PROJECT' PRINCIPAL INVESTIGATOR

SARAH DILLON

DEVELOPMENT MANAGER OF THE WESTERN REGION AUDIOVISUAL PRODUCER'S (WRAP) FUND

RUTH GRAHAM

GRAPHIC DESIGNER AT AYE DO AND ILLUSTRATOR AT RUTH GRAHAM ILLUSTRATION & VISUAL NEWSDESK

SALLYANN MARRON

OWNER OF SALLYANN'S HANDMADE BAGS

SIOBHÁN MULCAHY

COUNTY CLARE ARTS OFFICER

ÉAMONN O'SULLIVAN

OWNER OF HEWN SPOONS



a creative momentum project

a creative momentum project

Six organisations from five regions have come together to support the development of the creative sector across Europe's Northern Edge through a creative momentum project, a 3-year (2015-2018), €2m transnational project co-funded by the EU's Northern Periphery & Arctic (NPA) Programme. It is led by the Western Development Commission.

The project has supported start-ups, micro-enterprises, SMEs, self-employed, social enterprises and recent graduates working, or wanting to work, in the creative industries sector which includes Design, Crafts, Arts, and Media & Technology.

CONNECTING CREATIVITY ACROSS EUROPE'S NORTHERN EDGE

www.MyCreativeEdge.eu



Northern Periphery and
Arctic Programme
2014-2020



EUROPEAN UNION
Investing in your future
European Regional Development Fund



Western Development Commission
Commitment to innovation in Ireland

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