



a creative
momentum
project

a creative momentum project
the story so far

Pauline White
a creative momentum project co-ordinator
Western Development Commission


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Northern Periphery and
Arctic Programme
2014-2020



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North East Iceland
Eyþing

Northern Finland
Lapin AMK


Mid-Sweden
Technichus

West of Ireland
Western Development Commission
NUI Galway

Northern Ireland
South East Economic
Development



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225 completed online survey

- **66%** worked alone
- **42%** said they were a member of a network or collective
- **48%** currently working from home; **13%** working in a shared creative space
- **58%** had sold some of their products or services outside of their own country



a creative momentum project approach

Gather intelligence to increase understanding & support for creative & cultural sector

Bring creative products & services to domestic & international markets

Growing
Creative &
Cultural Economy

Connect creative enterprises regionally & transnationally for new business opportunities


Innovate new creative products/services through collaboration & increase creative & business skills






8 'pairs' in 1st call

- Food Safe System (N-I) – Julia Dunin Photography(IR)
- Strangford Lough Gallery (N-I) – Allan Cavanagh Artist (IR)
- David Henderson Design (N-I) – Visual Norden (FI)
- Smart Online Marketing (N-I) – Forest Camp Entertainment (FI)
- Sarah Majury art (N-I) – Michael Hawthorne Design (IR)
- The Culture Standard (N-I) – Fiona Concannon Artist (IR)
- Kimaria (N-I) – Galway Pens (IR)
- Babyjane Productions (IR) – EverWhat Production (FI)







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2nd call open: deadline 30/11





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creative exchanges

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Identify Your Expertise

Finland







Cultural Soup – Crowd Funding

Iceland







Why are you not selling online? Northern Ireland



The art of getting paid! Sweden





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Showcase your Creative Work Effectively, Ireland



My Work Day

I divide my time now between Visual online projects that encompass both Design and Photography





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creative hotspots

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8 enterprises supported for urkult: 1st Creative Hotspot



10 enterprises supported for Digital DNA: 2nd Creative Hotspot





1 applications for Vaka Folk Festival: 3rd Creative Hotspot



Call open for Arctic Design Week: 4th Creative Hotspot



ARCTIC DESIGN CAPITAL

ROVANIEMI
ARCTIC
DESIGN
CAPITAL

The Arctic climate offers enormous possibilities, but also poses some intriguing challenges for design from the viewpoint of housing, construction, infrastructure, travel, wellbeing and tourism. With the temperature well below zero, the landscape covered with pure white snow, day light hours minimal, and night skies lit with Aurora Borealis in the winter, or quite the opposite, with 24h sunlight in the summertime, Rovaniemi is precisely the right platform for arctic design.

The arctic design perspective combines the demands of arctic conditions, top research and training in the field, expertise of creative industries and northern culture. The city of Rovaniemi, the enterprises in the region as well as the Arctic Centre and Faculty of Art and Design of the University of Lapland are experts on the field and consulted to develop through arctic design. Rovaniemi is recognized as one of the design centers in the National Design Program and arctic design is included in the National Arctic Strategy.





Call early 2017 Galway Film Fleadh: 5th Creative Hotspot



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Want to build your own programme? See our [Clashfinder](#).

All	Galway is Film	Human Rights	Special Events	Culinary	Focus on Finland	Music Films	Out on Film
Feature Documentary	World Cinema	New Irish Cinema	Shorts	On the Box	Panels	Women in Film	





Creative Control
(Opening Film)
Fleadh Picks, Special Events, Tuesday
July 5th, World Cinema



Holding the Man
Out on Film, Tuesday July 5th, World
Cinema



Student Showcase
Shorts, Wednesday July 6th



**Maya Angelou: And Still I
Rise**
Feature Documentary, Wednesday
July 6th, Women in Film





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video pitching toolkit

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video pitching toolkit underway

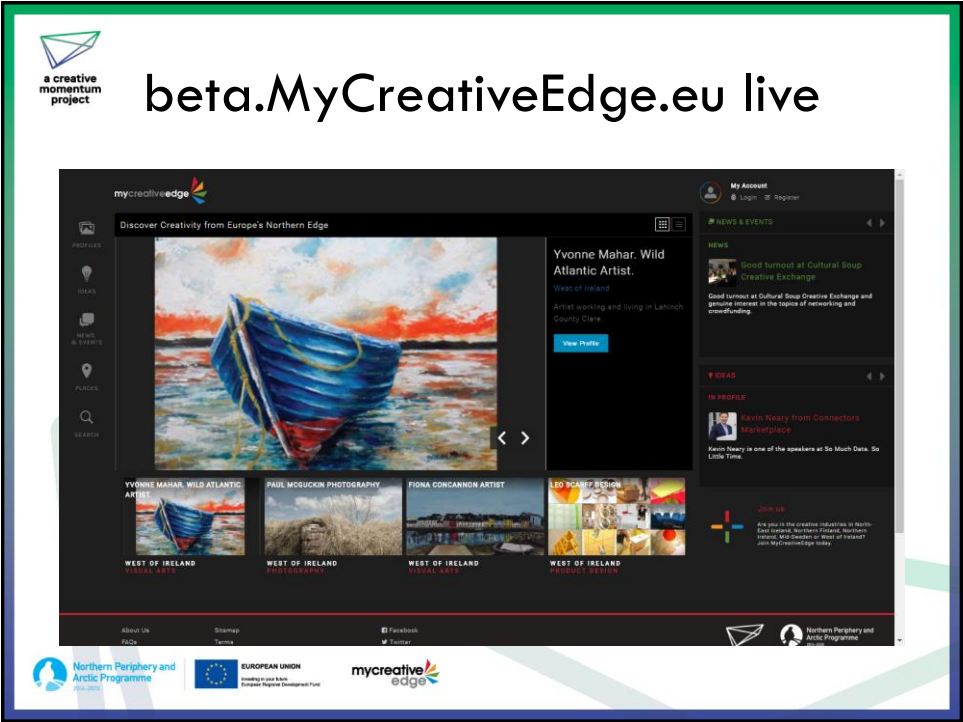


video pitching toolkit & demos

- video pitching event: Finland, 8 Dec
 - Live streamed
 - how to develop an effective 'pitch' video
- call early 2017: support for new pitch video
 - 50% to max. €1,500
 - 3-4 West of Ireland enterprises

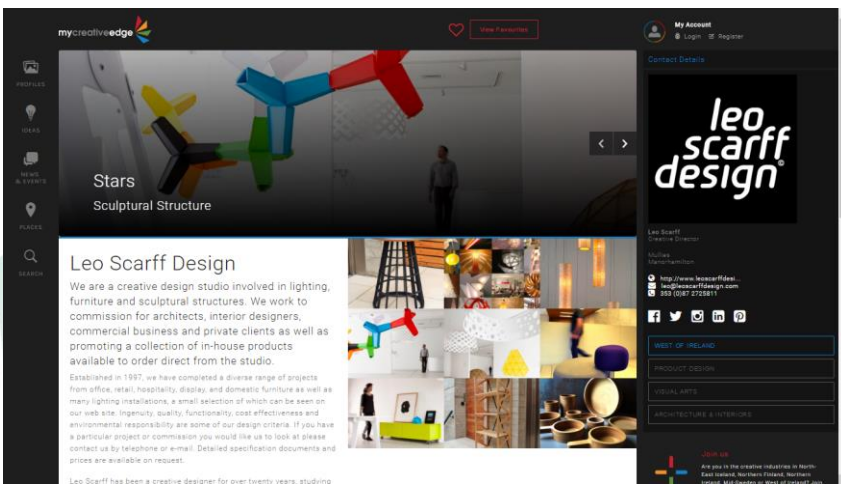
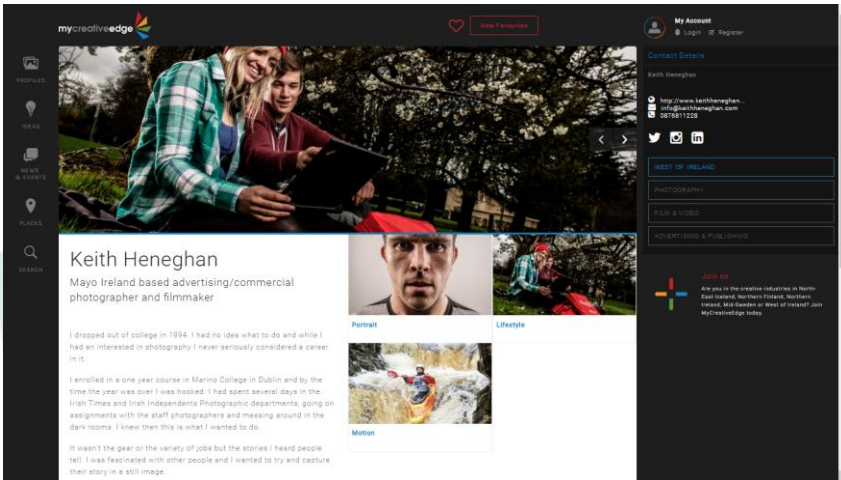








11 West of Ireland Profiles published



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Mharhi Baird
Flute, Tenor Banjo and Voice

Mharhi's passion lies with traditional music & song from various diasporas, particularly that of Scotland, Ireland and more recently, Brittany. Thus far, her music has taken her across Europe and the USA to perform and teach at a number of festivals, summer schools and institutions including Celtic Connections, Pias Celtic Festival (Derry), Vaka Folk Festival (Ireland), Iceland Academy of the Arts, Edinburgh TradFest and Common Ground on the Hill (USA).

Mharhi grew up in the heart of rural Ayrshire, an area rich in dialect and poetry which heavily influences her singing & recitations. From here she went on to study flute under renowned piper Iain MacDonald at Lewis Castle College, Benbecula Campus & later graduated from the Royal Conservatoire of Scotland & the Irish World Academy of Music & Dance.

As peripatetic music teacher in schools, workshop leader for

Through her passion for music, culture and history Mharhi has th...

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A Clear Day - Galway

Fiona Concannon Artist

Fiona Concannon, BA Hons, MFA, is an artist from Spiddal, Co. Galway. She is currently working on a series of Original Watercolour Paintings and Limited Edition Giclee Prints, which capture the beauty of her surroundings in the West of Ireland. Fiona conveys a warm and familiar sense of place in her paintings. It is Fiona's fondness for the people of the West of Ireland, their customs, language and their habitations that she conveys in her work.

In addition to her landscapes and abstract works, Fiona has been commissioned to paint in Ireland and internationally to do unique pieces for a range of clients. Referring to her portraits, her commissioners have praised her ability to convey the personality of the subject; this demonstrates Fiona's investment to ensure a personal connection that can be seen in the finished work.

While painting and producing work is Fiona's first love, she also teaches art in and around the Galway area, often facilitating art classes for marginalised groups. It's important to Fiona that art is accessible in

Wildlife

Galway Scenes

Skins

fiona CONCANNON

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fionaconcannonart@gmail.com
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PHOTOGRAPHY


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Understanding the sector: intelligence and influence


Building a strong evidence base

1. Facts and figures

Economic Impact Assessment

Creative Sector Index





Co-funded by the EU Interreg Northern Periphery and Arctic Programme, a creative momentum project is a three-year, transnational project supporting the development of the creative industries sector in regions across Europe's Northern Edge. The project is being implemented in five regions – Mid-Sweden, Northern Finland, South East of Northern Ireland, West of Ireland and North East Iceland.



Part of a creative momentum project involves assessing the economic impact of the creative sector in the project regions. This will help us to know how creative industries contribute to the economy, as well as the value of public funding and investment in creative industries. It will also provide evidence to make the case for future supports.

To get a picture of economic impact, we are surveying businesses and organisations in the creative and cultural sector. We aim to measure impact more comprehensively, and the survey is designed to collect information on the economic, but also the wider social impact of the sector.

Please answer the questions providing as much detail as you can.

Individual responses will be confidential and used for research purposes only.

The survey should take 15 to 20 minutes to complete. The progress bar at the top of the screen shows your stage of completion.



Understanding the sector: intelligence and influence

Building a strong evidence base:

Korona Dans

2. Understanding the experience of creative entrepreneurship and policy responses

- Supports Assessment
- Business Model Toolkit
 - Interviews ongoing

made in medelpad

Tinkit
webbstudio

Lottie

dnk media productions

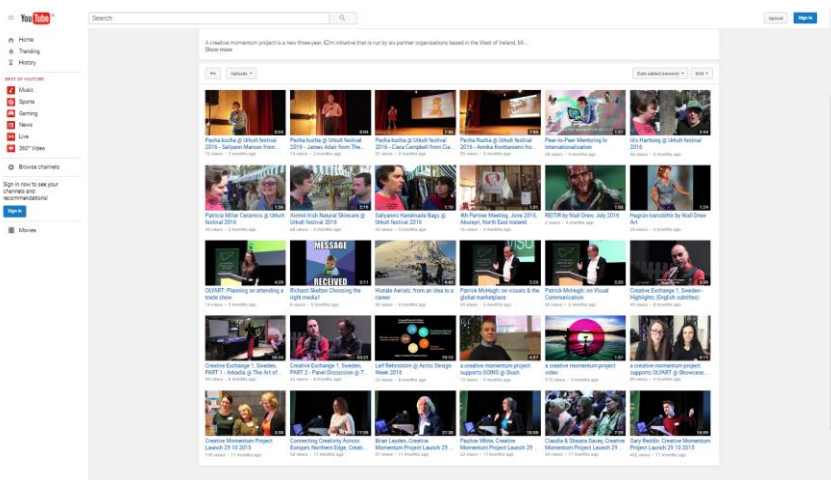


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VORHUS
living
by Skulptör



30 new video resources





social media

2,071 Facebook Likes

989 Twitter Followers

1,818 views of videos on YouTube channel






5 IAGs










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Oí Gallímh



SOUTH EAST
Economic Development



TECHNICHUS
Science Center Hørsholm



WDC
Winnipeg Development Corporation