



**a creative
momentum
project**



**Northern Periphery and
Arctic Programme**
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund



a creative
momentum
project

what is a *creative momentum project*?

Pauline White

a creative momentum project co-ordinator
Western Development Commission

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

what is a creative momentum project?

Transnational project to support the development of the creative industries sector across Europe's Northern Edge

- 3 years | 2015-2018
- Total budget | €2m
- Co-funded by EU Interreg Northern Periphery & Arctic (NPA) Programme www.interreg-npa.eu

who is implementing it?

6 organisations in 5 regions

- Western Development Commission (WDC), Ireland
- National University of Ireland, Galway (NUIG), Ireland
- Cultural Council of North East Iceland, Iceland
- South East Economic Development, Northern Ireland (group of 3 councils led by Armagh City, Banbridge & Craigavon Borough Council)
- Technichus Mid-Sweden Ltd, Sweden
- Lapland University of Applied Sciences, Finland



**a creative
momentum
project**

**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

why is it happening?

Common challenges

- Peripherality
- Low population density
- Low accessibility to market
- Distance from peers
- Low economic diversity
- Out-migration

Common characteristics of their creative sectors

- Majority are micro-enterprises
- Concentration in capital city
- Limited networking & knowledge sharing
- Small local markets
- Limited exporting
- Online potential but limited development

a creative momentum project survey

167 responses (28 Sept – 18 Oct 2015)

- **Size**
 - 60% 1 person
 - 31% 2-5 people
- **Sector**
 - 24% Arts | 21% Design | 17% Crafts | 8% Digital Media | 7% Photography | 7% Film & Video
- **International sales**
 - 68% make some export sales | Much cross-border Ireland-Northern Ireland
 - Of those who didn't export (44) 70% wanted to
- **Networks**
 - 55% members of a network/collective

how will *a creative momentum project* try to find solutions?

- Creating critical mass through increased access to a diversified customer base
- Wider **connectivity** with potential collaborators for joint business & product development ventures
- Overcoming skills barriers through **regional & transnational learning & support**
- Encourage enterprises to be more **outward looking**
- **‘Place-based’** economic development
- Use of **technology** to reduce disadvantage of long distance

where does MyCreativeEdge fit in?

- www.MyCreativeEdge.eu is a showcase for the work of creative & cultural enterprises & freelancers based in Europe's Northern Edge
- Creative enterprises can register to create a free online profile on MyCreativeEdge.eu
- Launched in June 2013 under the Creative Edge project (2011-2013, funded by EU Interreg NPP programme)
- *a creative momentum project* will expand & develop MyCreativeEdge
- Apply for *a creative momentum project* supports online through MyCreativeEdge



MyCreativeEdge.eu



- MyCreativeEdge.eu members
 - 568 published profiles
 - 852 total members
- MyCreativeEdge.eu visitors
 - 90,050 website sessions (June 2013-Oct 2015)
 - 70,057 website users
 - 2,861 sessions in last month



a creative
momentum
project

what will a *creative*
momentum project do?

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

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



a creative
momentum
project

creative skills, innovation & business development

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

mentoring in internationalisation

what?

Mentoring for creative enterprises starting out or wanting to expand international business, including some transnational mentor|mentee relationships

who?

Start-ups/micro-enterprises/sole traders/SMEs in the creative sector

where?

Mid-Sweden, Northern Finland, South East of Northern Ireland & West of Ireland

when?

Second half of 2016 & 2017

how?

Open calls for applications for mentoring through MyCreativeEdge. Notified in member updates, social media.

*Survey says: 43% had not received mentoring | 43% had received mentoring
10% had been mentor & mentored*

creative steps 2.0

what?

Teams of creative students/recent graduates work together to develop new product/service ideas for a creative enterprise in another region

who?

Creative sector students/recent graduates | Creative enterprises

where?

Mid-Sweden, Northern Finland, South East of Northern Ireland & West of Ireland

when?

2016 Northern Finland / 2017 Other regions

how?

Open call for applications through MyCreativeEdge. Notified in member updates, social media.

creative knowledge resource

what?

New information resources, online Q&A, webinars, videos, information resources etc. on MyCreativeEdge. Mix between new resources created by *a creative momentum project* & other sources

who?

All members of MyCreativeEdge

where?

All regions

when?

From now – Launch being videoed

how?

Members Area of MyCreativeEdge

Survey says: Videos & Downloadable documents most useful ways to access information online

business model toolkit

what?

Step by step guidance for creative enterprises on different aspects of developing their business

who?

Start-ups/micro-enterprises/sole traders/SMEs in the creative sector

where?

All regions

when?

2017

how?

May be asked to do an interview | Business Model Toolkit will be available through MyCreativeEdge



a creative
momentum
project

physical & virtual connections

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

creative exchanges

what?

Information & networking events on various topics organised across the regions |
Recorded/live-streamed on MyCreativeEdge to give access to creative exchanges in other regions

who?

Start-ups/micro-enterprises/sole traders/SMEs in the creative sector and/or specific sub-sectors

where?

All regions

when?

Ongoing to 2018

how?

Notified in MyCreativeEdge member updates, social media, other organisations/networks |
Can attend or view online

*Survey says: Showcasing/presenting your work, Marketing & Accessing new markets Top
3 topics for training | Interactive workshop best method*

network of shared creative spaces

what?

Network of shared creative working spaces across the regions to create transnational business opportunities, host creative exchanges & share learning | Database on MyCreativeEdge

who?

Shared creative working spaces – public, private, non-profit, education institution, etc

where?

All regions

when?

Data collection ongoing | Activities from early 2016

how?

If you are in a shared creative working space, contact the partner in your region

Survey says: 10% worked from a shared creative space | 53% worked from home | 42% (of the 76 who were in a network/collective) worked from shared space

creative hotspots

what?

1 established creative industry event (e.g. film festival, design conference)
selected in each of the 5 regions & a no. of creative enterprises from other regions
supported to attend | *a creative momentum project* networking | Events listing on
MyCreativeEdge

who?

Start-ups/micro-enterprises/sole traders/SMEs in the relevant creative sector for
each selected event/hotspot (e.g. film, design)

where?

All regions

when?

Data collection ongoing | Hotspots during 2016 & 2017

how?

Open calls for applications through MyCreativeEdge for each event. Notified in
member updates, social media etc.

online connections

what?

Online networking through MyCreativeEdge | Facility to connect venues/spaces with performers/artists

who?

Members of MyCreativeEdge | Venues, performers

where?

All regions

when?

2016 & 2017

how?

Members Area of MyCreativeEdge, social media



a creative
momentum
project

routes to domestic & export markets

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

MyCreativeEdge showcase

what?

Adding North East Iceland & Mid-Sweden | Improving user experience for site visitors (customers/clients) | New international online digital marketing campaign

who?

All members of MyCreativeEdge

where?

All regions

when?

2016 & 2017

how?

Register & publish profile on MyCreativeEdge | Update current profile

Survey says: 21% who export used personal sales | 14% used own online shop | 11% exhibited at galleries in other countries | 9% used retail

video pitching toolkit & demos

what?

Guidelines for a creative business to make a 'pitch' video | Support (50%, max. €1,500) for a no. of enterprises to make a video to demonstrate toolkit

who?

Start-ups/micro-enterprises/sole traders/SMEs in the creative sector

where?

Guidelines available in all regions | Demo support in Northern Finland, South East of Northern Ireland & West of Ireland

when?

2017

how?

Toolkit available through MyCreativeEdge | Open call for applications for demos through MyCreativeEdge. Notified in member updates, social media etc.

creative trails

what?

New 'creative trails' for tourists & locals to visit creative workshops | Promotion of existing art/craft trails

who?

Creative enterprises with facility to host visitors at their studio/workshop

where?

New Creative Trails in North East Iceland & South East of Northern Ireland
| Promotion of existing Trails in all regions

when?

2016 & 2017

how?

In North East Iceland & South East of Northern Ireland contact the project partner

accessing overseas trade fairs

what?

Method to support access to Overseas Trade Fairs | Support of 50% (max. €2,500) of eligible cost for no. of pilot creative enterprises to attend a Trade Fair in Europe

who?

Creative enterprises with capacity to enter new export markets

where?

Method developed for all regions | Support for enterprises in Northern Finland, South East of Northern Ireland & West of Ireland

when?

NOW – deadline 27 November 2015

how?

Open call for applications open today through MyCreativeEdge Members Area



a creative
momentum
project

intelligence & influence

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

economic impact assessment

what?

Measuring impact & value of the cultural & creative sector for the economy of each of the 5 regions

who?

All enterprises in creative sector

where?

All regions

when?

2016-2017

how?

May be contacted to complete a survey

supports assessment

what?

Assessing support system for creative sector in each region | Evaluating a *creative momentum project* supports

who?

All creative enterprises | All participants in a *creative momentum project* activities

where?

All regions

when?

Ongoing

how?

Give feedback on supports & events implemented by a *creative momentum project*



**a creative
momentum
project**

**CONNECTING CREATIVITY ACROSS
EUROPE'S NORTHERN EDGE**
www.MyCreativeEdge.eu

Pauline White

a creative momentum project co-ordinator

paulinewhite@wdc.ie

MyCreativeEdge.eu



eucreative



eucreative



**Northern Periphery and
Arctic Programme**
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund

**mycreative
edge**

LAPIN AMK
Lapland University of Applied Sciences

**MENNINGARRÁÐ
EYPINGS**



SOUTH EAST
Economic Development

TECHNICHUS
Science Center Härnösand

WDC
WORLDWIDE DEVELOPMENT CENTER