

What is *Creative Momentum*?

Creative Momentum is a €2m, 3-year (2015-2018) transnational project to support the creative industries sector. It is funded by the EU's Northern Periphery & Arctic (NPA) Programme.

Why is Creative Momentum happening?

Creative industry entrepreneurs, artists and craftspeople working in the NPA area face challenges, such as limited networking opportunities and low export activity, because of their peripheral location. The creative sector contributes to sustainable regional and rural development and has potential for future growth. *Creative Momentum* will assist creative entrepreneurs to address the challenges and sustain and develop their business.

Who will Creative Momentum support?

Creative Momentum will support individuals and enterprises working in the creative and cultural industries. The activities covered are Advertising & Publishing, Architecture, Arts, Crafts, Design, Digital Media, Fashion & Jewellery, Film & Video, Music & Theatre, Photography, Software & Games and TV & Radio. It covers regions in Ireland, Northern Ireland, Iceland, Sweden and Finland.

What will Creative Momentum do?

Creative Momentum will support artists, craftspeople and creative sector enterprises to:

- develop their creative and business skills and innovate new product/service ideas by providing mentoring, new online knowledge resources and supporting collaborative product, service and organisational innovation;
- connect with other creatives to develop new opportunities locally, regionally and transnationally by supporting shared spaces, events and gatherings; and
- get their products and services to market by supporting them to attend Trade Fairs and showcase their work online and to the tourist market.

Creative Momentum will conduct research on the processes operating in the sector to improve understanding of the sector's needs and make the case for public policy to support the sector.

How can Creative Momentum support be accessed?

Anyone working in the creative sector can participate in:

- **Creative Exchanges** (information and networking events on a range of topics) which will be held across all regions.
- **MyCreativeEdge.eu** where they can showcase their work internationally by creating a free online profile and also accessing new knowledge resources and networks.
- **Creative Trails** featuring any creative businesses open to visitors (Iceland and Northern Ireland only).

Other *Creative Momentum* supports will be available through open calls for applications on www.mycreativeedge.eu (not all supports will be available in all regions). These include:

- **Mentoring in Internationalisation:** How to access export markets.
- **Creative Steps 2.0:** Innovation support for new product/service ideas.
- **Creative Hotspots:** Support to attend established creative industry events in Sweden, Finland, Iceland, Northern Ireland and Ireland.
- **Overseas Trade Fairs:** Support to exhibit at a Trade Fair/Show/Festival anywhere in Europe (50% of cost, support of max. €2,500).
- **Video Pitching:** Support to produce a short 'pitch video' (50% of cost, support of max. €1,500).

***Creative Momentum* supports will become available from late 2015.**

See [MyCreativeEdge](#), [Twitter](#) and [Facebook](#) for updates.



Notes:

Creative Momentum will be operated by six partner organisations:

1. Western Development Commission (WDC), Ireland www.wdc.ie
2. National University of Ireland, Galway (NUIG), Ireland <http://whitakerinstitute.ie/>
3. Cultural Council of North East Iceland, Iceland <http://www.eything.is/>
4. Armagh City, Banbridge & Craigavon Borough Council, Northern Ireland <http://www.armaghbanbridgecraigavon.gov.uk/>
5. Technichus Mid-Sweden Ltd, Sweden <http://technichus.se/>
6. Lapland University of Applied Sciences, Finland <http://www.lapinamk.fi/en>

Creative Momentum covers five regions:

1. West of Ireland (counties Donegal, Sligo, Leitrim, Roscommon, Mayo, Galway and Clare)
2. Northern Ireland (Armagh City, Banbridge & Craigavon Borough Council, Ards & North Down Borough Council, and Newry, Mourne & Down District Council areas)
3. Mid-Sweden (Västernorrland)
4. Northern Finland (Lapland, North Ostrobothnia)
5. Iceland (North East)

Table 1: Creative Momentum Work Packages and Activities

Objective	Professional & Business Development	Network & Business Opportunity Expansion	Market Place Growth	Creative Economy Understanding & Growth
Work Package	<i>Creative Skills, Innovation & Business Development</i>	<i>Physical & Virtual Connections (C2C)</i>	<i>Routes to Domestic & Export Markets</i>	<i>Intelligence & Influence</i>
Activities	Creative Steps 2.0	Network of Shared Creative Spaces	Creative Trails	Creative Sector Index
	Mentoring in Internationalisation	Creative Hotspots	Model for Accessing Overseas Trade Fairs	Economic Impact Assessment
	Online Creative Knowledge Resource	Creative Exchanges	Video Pitching Toolkit & Demos	Supports Assessment
	Business Model Toolkit	Virtual Connections through MyCreativeEdge	Online Marketplace Development	Legacy Planning

Creative Momentum is funded by the new Northern Periphery & Arctic (NPA) Programme 2014-2020. The NPA is a cooperation between nine programme partner countries; Finland, Ireland, Sweden, the United Kingdom (Scotland and Northern Ireland), Faroe Islands, Iceland, Greenland and Norway. The NPA 2014-2020 is part of the European Territorial Cooperation Objective, supported by the European Regional Development Fund (ERDF) and ERDF equivalent funding from non EU partner countries. <http://www.interreg.npa.eu>

Creative Momentum builds on some of the activities previously funded under the *Creative Edge* project (2011-2013) (www.creative-edge.eu)