

The future of the  
Creative Ireland  
Programme

# We Are a Creative Nation



Clár Éire Ildánach  
Creative Ireland  
Programme  
2017-2022



# The Vision



GREVE  
take  
from the garden  
good to enjoy  
good memories  
we are calling  
for the names and  
addresses



# The Partners





## Partners

Creative Ireland is based within...

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Department of Tourism, Culture, Arts, Gaeltacht,  
Sport and Media

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Our key department partners

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Department of Taoiseach

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Department of Children, Equality, Disability,  
Integration and Youth

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Department of Communications, Climate Action and  
Environment

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Department of Enterprise, Trade and Employment

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Department of Education and Skills

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Department of Foreign Affairs

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Department of Further and Higher Education,  
Research, Innovation and Science

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Department of Health

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Department of Housing, Local Government and  
Heritage

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Department of Rural and Community Development

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Global Ireland

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Healthy Ireland

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## Partners in Local Authorities

The skills and expertise of the programme's local authority partners have been key to the successful delivery of 5,350 creative projects in five years. With support from Creative Ireland, they have devised creative programmes that have directly answered the needs of their communities.

## Other partners

The programme also works with national organisations, state agencies and community and voluntary groups who share our values.

These include the Arts Council, the Heritage Council, the HSE, Age Friendly Network, IDA, Tourism Ireland, Screen Ireland, Enterprise Ireland, the Institute of Designers in Ireland, Design and Crafts Council Ireland, Ealaín na Gaeltachta, the Local Government Management Agency, Libraries Ireland, RTÉ, TG4, Fighting Words, and Youth Theatre of Ireland.

Community  
/ NGOs /  
State Agencies

Local  
Authorities

Creative  
Sector

Government  
Departments

Department of the Taoiseach,  
Senior Officials' Group

Creative Ireland Programme  
in the Department of Tourism,  
Culture, Arts, Gaeltacht,  
Sport and Media

Creative Nation

# Our Goals





1

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*Promote Understanding* to define creativity and build an understanding of its value.

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2

*Influence Policy* to engage with decision makers and embed creativity in key policy areas.

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3

*Establish Practice* to enable participation and practice.

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4

*Measure Impact* to provide evidence of the value of creativity.

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Creative Ireland  
2017 – 2022

2017 –

In five years, Creative Ireland has developed a reputation for delivering projects that give people the opportunity to explore creativity and change their lives for the better.

2022



## Creative Youth

### Enabling the creative potential of every child

We celebrate and encourage the creativity of thousands of children through their participation in *Cruinniú na nÓg* – a globally unique celebration of young people's creativity.

We are bringing more creativity to the curriculum, since 2018 over 652 schools have participated in the Creative Schools and Creative Clusters programmes.

We are supporting the creativity of educators, 3211 teachers and artists have benefitted from creative CPD.

We are ensuring that all young people discover their creative potential with the national roll out of programmes such as Fighting Words, Youth Theatre Ireland and creative technology workshops for marginalised young people.

We are bringing the benefits of creativity via targeted interventions to youth service projects in Dublin and Drogheda.

Creative Ireland,  
National Creativity Fund



## Creative Communities

### Enabling creativity in every community

5,350 community initiatives have been delivered by Culture and Creativity Teams in every county in Ireland in partnership with local authorities.

We supported creative and cultural projects to alleviate problems of isolation of older people, and challenges to health and wellbeing during the pandemic by developing and repurposing existing programmes.

Creative Ireland, Fingal



## Cultural Investment

### Investing in our creative and cultural infrastructure

€460 million invested to future-proof Ireland's national cultural institutions.

€65 million invested through Project 2040 on infrastructure to enable creative participation.

Creative Ireland, Samhlú 2020 TG4



## Creative Industries

### **Ireland as a centre of creative excellence**

€200 million Audiovisual Action Plan published in June 2018.

We supported the introduction of a Professional Artists' Jobseeker's Allowance in September 2019.

We are developing *A Roadmap for the Creative Industries*, focusing on design-based, digital content creation industries.



## Global Reputation

### **A creative and cultural nation**

We launched [www.ireland.ie](http://www.ireland.ie) in 2017 in Washington DC to articulate Ireland's values, capabilities and beliefs, based on our culture and creativity.

Irish culture and creativity feature prominently in *Global Ireland*, whose creative projects are supported through Culture Ireland.

A new partnership between Creative Ireland and the Fulbright Programme enables Irish post-graduate students and artists to study in the United States.

2022 – 2027  
The Next Steps

2022

Much has been done, but there is more to do to ensure every person can discover their creative potential. After five years Creative Ireland has been able to refine its focus and identify new areas where we can make an impact. Creative Ireland will build on our strong strategic relationships to ensure evolution of the new programme in the following areas:

2027

# Creative Communities

Local authorities will play an even more important role in developing and supporting infrastructure, place-making, enterprise, culture, community development, tourism and the environment.

Working collaboratively, Creative Communities will continue to harness this potential to deploy creativity as a strategy for wellbeing, social cohesion and economic success.

Creative Ireland, South Dublin, Rua Red



Creative Ireland, Leitrim, Modern Day Mummers







Creative Ireland, Clare, Dial-a-Seanchaí



Creative Ireland, Carlow, Borris Lace

## Creative Youth

We will continue to promote a society in which knowledge and creativity are equal partners in the formation of young people.

We will work with our education partners to put creativity at the heart of the education system: providing in-school initiatives; inspiring and training teachers and developing a creative curriculum.

We will target more opportunities for young people to participate in creative projects outside school, especially those who are facing social or economic disadvantages.

Creative Ireland, Cruinniú na nÓg 2021



Creative Ireland, Limerick, Rathkeale





Creative Ireland, Wicklow

# Creativity, Health and Wellbeing

Working across government Creative Ireland will work towards a greater recognition that health and wellbeing benefit from creative engagement.

We are initiating collaboration between the creative sector, social care and healthcare, to develop positive health and wellbeing by delivering well-informed creative interventions.

Creative Ireland, Age and Opportunity



Creative Ireland,  
St James Hospital MISA



Creative Ireland,  
Irish Hospice  
Foundation

Creative Ireland, Mobile Music Machine



Creative Ireland, Helium

# Creative Climate Action

We are exploring and harnessing the power of creativity to address climate change and inspire cultural change.

Our ground-breaking *Creative Climate Action Fund* delivered in partnership with the Department of Communications, Climate Action and Environment is actively using creativity to support the cultural shift required to meet our climate action targets and deliver impactful public engagement. Real and meaningful public engagement is key to achieving our Sustainable Development Goals.

Creative Ireland Dublin, Rising



Creative Ireland, Creative Climate Action



Creative Ireland, Kilkenny



Creative Ireland, Galway



## Creative Industries

The creative industries are a significant and vital contributor to Ireland's growing digital economy and have the potential to grow our global competitiveness into the future.

We will harness the growth potential of this sector, encompassing design, software and games, the audiovisual sector, architecture, music, commercial communications and the wider arts and cultural heritage, by increasing training and employment across this sector.

*In my view, Creative Ireland is about our fundamental wellbeing as a people. The basic premise is that we are all at our most human when we are being creative – and in particular when we are being creative together.*

Taoiseach Micheál Martin, 2021

Creative Ireland, Waterford



Creative Ireland Cork, Taoiseach with Fighting Words





Creative Ireland Carlow, Doorstep Dance



### Doorstep Dances – Carlow 2021

*It gives me a lift, it will take five years off my life, if I did two weeks I would get ten years back again.*

John Rice, 80

*After a few weeks they have this comfort and stability that they didn't have before.*

Roisin, dance teacher

*There's a part of me that is a bit fatalistic but this dancing with Roisin has unlocked something in me. I am loving every second of it.*

Margaret McKenna, Carlow

Creative Ireland, This is Art



### This is Art

*Now it's not all fancy art but it's still art.*

Noah, 9



### Mobile Music Machine

*Each time you have entertained us we can see the positive effects not only on our residents but on our staff too. The incredible music and performance lifts everyone's spirits and the benefits that this brings carries over into every other aspect of life in the nursing home".*

Denise Byrne, Ashford House Nursing Home

Creative Ireland, Mobile Music Machine

## 2017–2022

When the Creative Ireland Programme was launched it comprised five pillars...



## 2022–2027

Our work provides us with key insights on how better to orientate our focus. With continued support we can nurture, inspire and foster creativity across Ireland.



Creative Youth



Creative Communities



Creativity Health and Wellbeing



Creative Climate Action and Sustainability






Creative Industries



Rialtas na hÉireann  
Government of Ireland

*A Government of Ireland Initiative*  
*Tionscnamh de chuid Rialtas na hÉireann*

Find out how you can get involved  
[creativeireland.gov.ie](http://creativeireland.gov.ie)

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