

Creative Ireland Programme

—

Creative Communities Economic Action Fund Information Session

31st January 2023



Rialtas Áitiúil Éireann
Local Government Ireland



Clár Éire Ildánach
*Creative Ireland
Programme*



Objective - What is the Creative Ireland fund for?

- It aims to support Local Authorities, Local Enterprise Offices and Economic Development Officers in the development of the creative economy at local level through targeted support for design and digital creative industry sectors, namely:
 - **Design sectors** including industrial design, product design, visual communications, graphic design, Ui/Ux (User-interface/User-experience) and interaction design, service design and strategic design;
 - **Digital creative sectors** including software design and games sectors; and
 - **Content creation sectors** including advertising and brand agencies, visual and audiovisual content for commercial social media, multimedia content for mobile applications ('apps'), and content for newer and emerging platforms such as AR/VR/XR (Augmented Reality / Virtual Reality / Mixed Reality).

Practical questions answered

Who can submit the application?

- Must be submitted by a representative of a Local Authority on submit.com available online <https://creativeireland.submit.com/show/9>
- **Closing date for receipt of applications is 6pm, Tuesday 28th February**

How many applications can a local authority submit

- One application per local authority – not a series of small projects amounting to €50k

Can a number of local authorities collaborate

Yes, Local authorities may choose to collaborate with other local authorities and/or external partners. Collaborations with regional agencies such as the Western Development Commission and Údarás na Gaeltachta are welcome as are link ups with representative bodies e.g. IDI, ICAD, Imirt, Eirmersive, IAPI, DCCoI etc

What is the minimum grant - €50k

What is the maximum grant - 90k

Eligible Areas and Priorities

- Projects proposed under this fund must target design, creative and content creation sectors (identified target sectors set out in the briefing note).
- Projects proposed must be focused on activities that seek to support resilient domestic employment and export growth.

Ineligible activities include

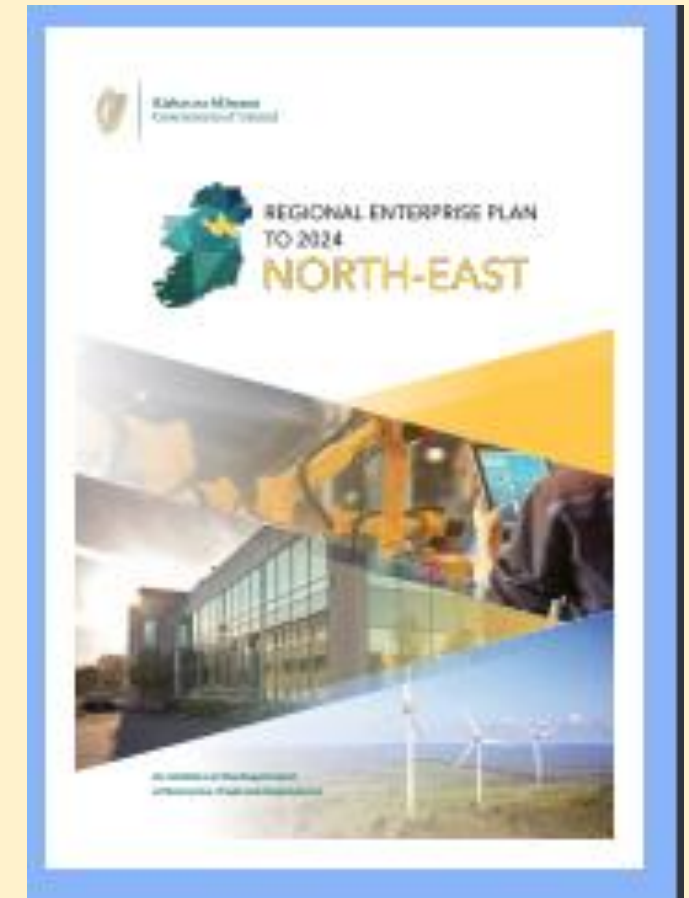
- Costs not directly related to the project
- Retrospective costs i.e. expenditure which has taken place prior to the project approval date
- Feasibility studies
- Capital projects

Local, regional & national development plans and strategies

“Build on capabilities for design-led thinking, design innovation”



“Target emerging growth sectors incl. AR/VR and product design”



Creative Communities Economic Action Fund No.1

An interim review of Creative Communities in 2020 noted that **additional targeting of investment in relation to economic development is required.**

The first fund sought to support local authorities in leading development of the creative economy at local/regional level through initiatives and models which **harness and demonstrate the value of culture and creativity in local economic development through:**



Data and
Insights

Ecosystems and
Integration

Strengthening
Investment

Creative Communities Economic Action Fund projects in 2022

Eight projects secured funding of between €63k and €75k

- **Cork County Council – Munster Animation Forum**
- **Donegal County Council – Creative Coast**
- **Dún Laoghaire-Rathdown Council – Towards a Creative Dún Laoghaire**
- **Galway City Council – Wild Galway Immersive Games Initiative.**
- **Leitrim County Council – Spark - Art & Business collaboration**
- **Meath County Council – Kells - Harnessing Culture, Connecting the Dots**
- **Sligo County Council – The Impact of Design in Business and Industry**
- **Waterford City and County Council – Creative ecosystem development in the South-East**

Creative Ireland Programme



Clár Éire Ildánach
Creative Ireland
Programme



Galway City Council

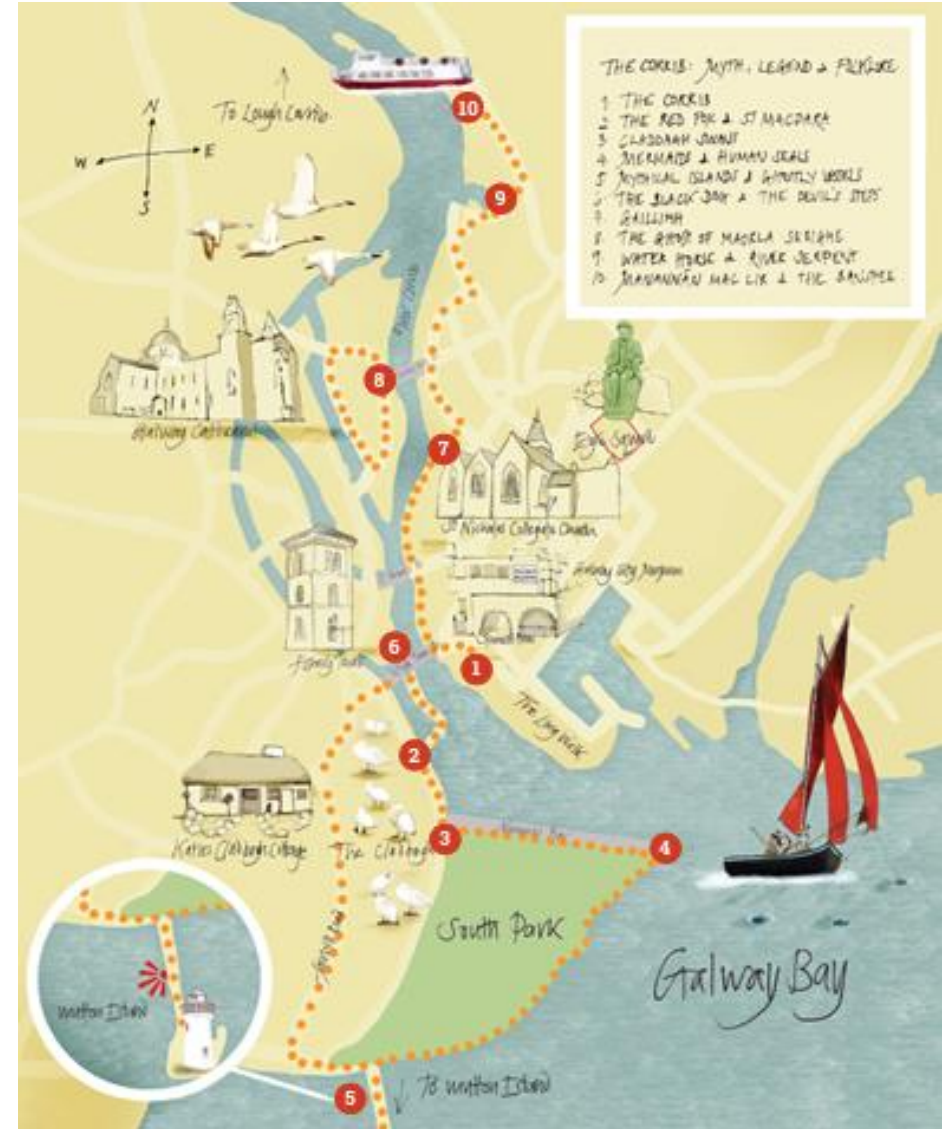
Wild Galway Immersive Games Initiative



Galway City Council
Ardán (Galway Film Centre)
Galway City Museum

Wild Galway Games Initiative (WGGI)

- Bringing together the games and tourism sectors, WGGI sought to work with the local gaming ecosystem to create an immersive gaming experience for children and preteens where the city and its myths and legends act as an arena to deepen the visitor experience in the City.
- Ardán, working with Galway City Council, Galway Museum and experts on Galway history and folklore brought game developers together to explore the subject matter.
- Following two days at the Galway Games Jam, two teams formed to pursue the WGGI theme and supported these teams through a series of workshops.
- The project culminated in an event which brought participants together with wider local and national stakeholders.



Workshop Process:

Wild Galway Topic

- Galway City cultural heritage

Game Development

- Publishing
- Game design

Immersive

- Integrating city datasets
- Sound design

New venture creation

- Early-stage start-up resources
- Talking to founders

Human-centred Design

- Journey-mapping
- Needs-finding

2 **The Red Fox & St MacDara**
An Madra Rua agus Naomh Mac Dara
Stop: Ballyknow Quay (opposite the Claddagh Church)



The old Claddagh fishing village encircled the Claddagh Church. The fishermen were well known for their superstitious beliefs and did not like to mention by name any four-legged animal while at sea for fear that it would affect their luck. In particular, the sight or mere mention of a fox was enough to prevent the usually fearless fishermen from venturing out to sea. Ironically, the patron saint of Connacht fishermen is Sionnach MacDara. As *sionnach* is the Irish word for a fox, he was known as St MacDara instead of St Sionnach.

Bhíodh seansráidbhaile iascaireachta an Chladdaigh timpeall ar Eaglais an Chladdaigh. Bhí cáil fhorleathan ar na hiascairí mar gheall ar na creidimh phiseogacha a bhí acu agus níor mhaith leo aon ainmhi celtre chos a lua de réir a n-ainm fad a bhí siad ar muir ar eagla go mbeadh mí-ádh orthu dá bharr. Ba leor sionnach a fheiceáil nó fiú a lua chun na hiascairí, ar gnách nach raibh eagla ar bith orthu, a spreagadh gan duí ar muir, is iorónta gurb é Sionnach Mac Dara éiríamh iascairí Chonnacht. Tugadh Naomh Mac Dara air, seachas Naomh Sionnach, ar an gcóis seo.

Outputs & Outcomes

For Participating Teams:

- Teams developed playable game demos that encapsulated both the creative intent of the teams and their technical ability.
- Each team produced a game pitch document, including a working build and/or detailed design document.
 - The teams expressed interest development of their game concepts beyond the activity period. Ardán continues to actively supporting the teams.

For the Games Community:

- The WGGI 2022 pilot has informed Ardán on how to engage proactively with the burgeoning game development community in the Galway region.
- The project enabled Ardán to strengthen the ecosystem for the games industry in Galway, including educators and HEIs, enterprise agencies along with game developers and other technical experts such as sound design, data visualisation etc
- Ardán proposes to refine this framework for engagement so that the scope and ambition of future initiatives can be expanded and replicable for other regions.



Sligo County Council

Atlantic TIDE – Transforming Ireland's Design Economy

Team / Partners

- LEO Sligo
- Institute of Designers in Ireland (IDI)
- Western Development Commission
- Connected Hubs and four anchor hubs (An Chroí Sligo, FutureCast Leitrim Innovate Limerick, Ludgate Cork) Regional Enterprise Offices (MidWest/NorthWest/West)
- CREW CLG
- Future Mobility Campus Shannon

Atlantic TIDE 2022

This project sought to:

- Activate recommendations by the *Design Practice in Ireland* report 2021 which identified a need for engagement and communications initiatives to demonstrate the value of the design industry to business and wider stakeholders.
- Identify how actors in the industry might collaborate to address the identified challenges for the design industry in the region.
- Provide a regional, long term model for engagement, communication and networking within the design industry segments and cross industry sectors.



Process

A three strand programme process engaging the design industry, enterprise enablers and four other industry verticals was undertaken over a six month period in 2022.

- **Strand 1:** “Internal” industry engagement + Communications with Design Industry (June-Nov)
- **Strand 2:** Internal engagement + Communications with enterprise enabler representatives (June – Nov)
- **Strand 3:** External engagement + Communications with selected industry verticals (November)

The process included

- Desk and action research.
- Appointment of a Design Industry Project Lead to design and implement a pilot engagement programme
- Harnessing the connected hubs network to accelerate engagement, and provide a future platform that has regional and national reach



Outputs & Outcomes

- Working relationships between stakeholder were built during the project, to address design and cross industry development and growth.
- A s-m-l term “strategic business activation” plan is to be researched, devised and activated by the partners from 2023 onwards.
- There is collective agreement that the current project partners will continue to work together to capitalise on opportunities and address challenges identified to achieve sustainable development and to build on the strengths as identified in the Atlantic TIDE 2022.



Things to consider

- Read the Briefing Document.
- Cross collaboration within and across the local authority and/or with relevant local partners around a regional initiative is welcome.
- Eligible projects should address one or more of the following priorities
 - Strengthening Creative Regions
 - Innovation
 - Low Carbon and Circular Economy
- What can deliver meaningful change in the local creative economy?
- Questions not answered today will be answered and posted on Submit.com under FAQ

Closing Date for Applications

28th February 6pm

Creative Ireland Programme



Clár Éire Ildánach
Creative Ireland
Programme

