

### A final note of commencement!

At the core of the Creative Edge project is a belief in a better future for Europe's peripheral regions. Views from the edge have inspired great insights and it is our belief that the Cultural depth of Europe's periphery is a precious resource. This, combined with a recognition of the growing importance of the creative economy, makes this project a very timely one.

We are grateful to the Northern Periphery Programme for their faith in this project, without whom it would not be possible.

To our Creatives, your participation is the lifeblood of this project, we ask you to come on board and help guide this exciting venture.

Go n' éirigh libh,  
The team at NUI Galway



**A unique geography**  
The project brings together a number of regions that share unique geography. Our contention is that this shared spatiality has been an active factor in the promotion and sustainability of Cultural depth in each of our partner regions.



'A view from the edge gives the best perspective'

[www.creative-edge.eu](http://www.creative-edge.eu)

### Introducing the Creative Edge Project: Enabling the Creative Industries

The 'Creative Edge' project brings together universities, development agencies and industry bodies from Ireland, Northern Ireland, Finland and Sweden to identify the current breadth and future scope of the creative economy in peripheral regions. The project seeks to put in place a number of measures that will promote creative industries in peripheral regions. This €1.1 million project is funded by the Northern Periphery Programme (NPP) under Interreg 4C.

The Creative Edge project is a timely one. The project itself has grown out of direct consultations with the creative industries across the NPP region. Of particular policy relevance were the constraints faced by new and established creative industries in the NPP region. Consultation with the sector across a variety of disciplines from craft to App development showed that most people working in the creative sector found themselves confined by their inability to access international markets and their inability to share information and learn from contemporaries here and abroad.

Are you a creative business or individual?  
Join us on this exciting journey by sending your details to us. Or watch out for our Facebook page which will be available shortly.

### Contents

- Page 1 Introducing the Creative Edge Project
- Page 2 Project overview and primary objectives
- Page 3 Meet the Partners: NUI Galway leads a consortium from four member states
- Page 4 Meet the Partners
- Page 5 Creative Edge inspiration
- Page 6 Context and Contact



Creative People	Creative Production	Creative Places
<p>An Employment Bank:</p> <p>A meeting point for employers and employees in an economy where skills requirements vary at increasing rates.</p> <p>This bank will provide an opportunity for potential employees and employers to meet in both real and virtual capacities.</p>	<p>An Export Platform:</p> <p>Enabling creative industries in peripheral areas to overcome their spatial disadvantage by accessing distant markets in a real and virtual way.</p> <p>The platform will take a variety of guises to help creatives in Northern Europe access markets that offer greater opportunity.</p>	<p>Spaces to be Creative:</p> <p>One direct consequence of the recent global economic downturn is an increased rate of vacancy in cities and towns across Europe.</p> <p>Spaces to be creative aims to match emerging creative talent with spaces to let them create and showcase their work.</p>

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NUI Galway  
Edition



## Creative Edge: Releasing the Creative Potential of Europe's Periphery

Sharing a common geography on Europe's northern periphery, the project partners (see page 3) have come together to support and exploit the potential for the creative economy in predominantly rural regions. The Creative Edge project has at its core four main objectives:

- The mapping of the creative sector in peripheral European regions: an extensive exercise that will contribute to the growing academic literature on the impact of creativity on economic well-being.
- The creation of an Export platform providing creative industries from peripheral areas with the opportunity to access international markets via real and virtual presences.
- An Employment bank for potential employees and employers in an economy where skills requirements vary at an increased rate. This bank will provide virtual and real meeting places for information and knowledge sharing.
- Creative places: one of the most obvious impacts of the current economic downturn is the rate of vacancy of high-street outlets. This part of the project seeks to match emerging creative talent with available space to create and showcase their work.

The project is due to be launched in Galway, Ireland in November.



### Identifying the need

The project intends to create a practical programme to work on the challenges identified in focus groups in the peripheral regions as being of key concern to creatives i.e. accessing new markets, job opportunities, scalability, collaboration, information exchange, business development skills and affordable creative spaces. This will empower the currently latent creative abilities of the partner regions to sustain and create employment opportunities and export opportunities, and to enhance creative human capital.

## Meet the Partners: National University of Ireland, Galway

NUI Galway is a leading international, research-intensive university ranked among the top 250 universities in the world. We have internationally recognised expertise in Biomedical Science and Engineering, Web Science, Human Rights, Marine Science, Energy and Environmental Science, Applied Social Sciences and Public Policy, and the Humanities, in particular literature, theatre and Irish Studies. Home to 17,000 students, the university has a unique offering as one of the largest educational institutions on Europe's Northern Periphery.

The **Whitaker Institute for Innovation and Societal Change @ NUI Galway** is where the Creative Edge project resides. The Institute is the largest national multi-disciplinary research hub focused on building an internationally-recognised programme of research-led impacts, as well as activity contributing to public policy debates and contemporary societal issues facing Ireland and Europe. The Institute fosters a culture of research excellence by bringing together scholastic strengths from the College of Business, Public Policy and Law and the College of Arts, Social Science and Celtic Studies at NUI Galway, and also facilitates, supports and enhances existing and emerging collaborative research interactions nationally and internationally.

<http://www.nuigalway.ie/whitakerinstitute/>

## Meet the Partners: The Western Development Commission

The Western Development Commission (WDC) is a statutory body that was set up to promote both social and economic development in the Western Region of Ireland by:

- Developing strategic regional development projects in sectors with growth potential, particularly for rural areas, including renewable energy, creative industries, tourism and organic agri-food.
- Undertaking high quality social and economic analysis to inform government policy and try to



- ensure it is directed at improving the social and economic situation in the region.
- Promoting the benefits of living, working and setting up business in the Western Region and connecting with the region's large overseas diaspora.
- Operating the Western Investment Fund (WIF)
- to provide loans and equity to business and local communities in the West.

[www.wdc.ie](http://www.wdc.ie)



## Meet the Partners: Film i Västerbotten

Film i Västerbotten is a regional resource centre for film and video. Our mission is to support and broaden film culture in the County of Västerbotten, Sweden.

Our vision is to work for a thriving, modern audiovisual industry in the county and the region. It will maintain high artistic standards and an international reputation and will operate in line with both the current and the future market. We aim to achieve this through developing skills in the long term and maintaining a creative climate in parallel with a basic programme that, with its

(continued)

focus on film culture, constitutes a natural bridge between different initiatives in the industry.

We also support film culture in general by arranging events, seminars, further education and much more besides. In particular we aim to ensure that children's and young people's needs are met. Film i Västerbotten also works to improve the position of the motion picture in Västerbotten's cultural and business life and thus increase its significance in the development of the region.

[www.filmivasterbotten.com](http://www.filmivasterbotten.com)



## Meet the Partners: South East Economic Development

SEED (South Eastern Economic Development) is a grouping of local authorities in the eastern part of Northern Ireland, specifically Armagh, Banbridge, Craigavon and Newry & Mourne Councils.

We were part of the original team that generated the Creative Edge concept and are a full partner responsible for delivering the 'Creative Spaces' work package. It is an integral part of our strategy to encourage growth and development of the sector across our region. Other complimentary projects we will bring forward in the coming months include the Creative Economy Exporting Programme and the D3 Digital Programme.

Craigavon Borough Council, Northern Ireland takes the lead role in the Creative Edge project for the South East Economic Development (SEED) Group of Councils Armagh, Banbridge, Craigavon and Newry and Mourne.

[www.seedpse.com](http://www.seedpse.com)



**SOUTH EAST**  
Economic Development

## Meet the Partners: Kemi-Tornio University of Applied Sciences

Kemi and Tornio are situated in the Finnish Lapland, by the Swedish border. The Kemi-Tornio region offers a wide range of services. The people of Kemi and Tornio derive their livelihood from the paper and wood industries, steel industries, high-tech enterprises and engineering works.

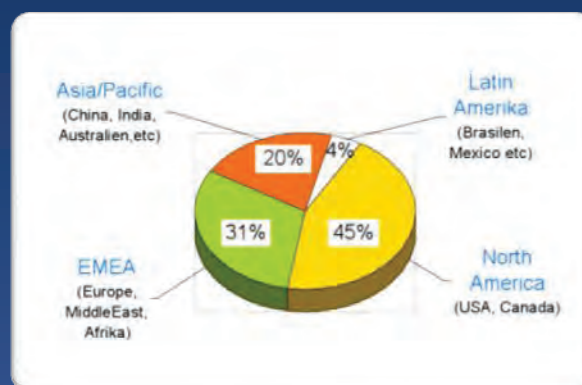
Kemi-Tornio University of Applied Sciences (UAS) considers its most important task to be the training of entrepreneurially spirited, highly skilled people, who understand the conditions and possibilities of the North. The UAS provides education for the young and adults leading to Bachelor's and Master's degrees in the fields of business and administration, culture, technology, health care and social services and natural sciences. We have a variety of 17 degree programmes, 5 of which conduct teaching and studying through the language of English.

From the student's point of view, the strengths of the Kemi-Tornio UAS are modern technology and know-how in eLearning, co-operation with the business and working life both in Finland and abroad as well as internationalisation.

[www.ktuas.fi](http://www.ktuas.fi)



PwC estimates the 2006 global entertainment and media market at about US \$ 1,400 billions



Source: PricewaterhouseCoopers, Global Entertainment and Media Market by Region 2006

## Creative Economy Potential

The main objective of the Creative Edge project is to increase the active participation of local creative organisations and businesses in global markets and to increase their ability to attract and utilise local emerging creative talent in these markets. This is important as the creative economy is increasingly seen to be a major area of growth in the coming decades for rural peripheral regions. Studies continue to show how the creative sector is a leading indicator of global growth e.g. "In economic terms, the cultural and creative sector is globally one of the fastest growing. Estimates value the sector at 7% of the world's GDP and forecast 10% growth per year" (UNCTAD, 2010).