



## *Email Bulletin No. 7*

Welcome to issue 7 of the Creative Edge email bulletin updating on the activities of the Creative Edge project. The Creative Edge email bulletin is brought to you by the Creative Edge team and compiled by the Whitaker Institute, National University of Ireland, Galway.

### *About Creative Edge*

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 under Interreg 4B. For more information on the project see: [www.creative-edge.eu](http://www.creative-edge.eu)

### *News and events*

#### *Creative Hub workshops for potential tenants and landlords in Northern Ireland*

Creative Hubs allow creative businesses to share space, combine skills, pool ideas and resources. South East Economic Development (SEED) is developing Creative Hubs in Northern Ireland and held three workshops to engage with potential tenants and landlords. A workshop was held in Armagh on August 20<sup>th</sup>, in Banbridge on August 21<sup>st</sup> and in Newry on August 22<sup>nd</sup>. More details [here](#)

#### *Yet another reason to be on MyCreativeEdge - members can apply for a 'talent voucher'*

Creative business members of [MyCreativeEdge](#) who are based in the West of Ireland, Vasterbotten (Sweden) or Northern Finland can apply to the Creative Edge Talent Voucher Scheme for a talent voucher (max. €2,000). The voucher can be used to contract a 'creative talent' featured in the 'Employ a Creative' section of the website to carry out a specific assignment. Applications must set out the purpose of the assignment and the likely benefits for the creative business and the 'creative talent'. The **deadline** for applications is **September 20<sup>th</sup> 2013**, with all assignments to be completed before the end of November 2013. To apply, members of MyCreativeEdge must log-in, visit the 'talent vouchers' page and complete the short online application form. You must be a MyCreativeEdge member from the three participating regions to apply for the talent voucher scheme. If you're not a member yet, you can apply to create a MyCreativeEdge member profile [here](#)

#### *MyCreativeEdge attends a number of fairs and events*

If you want to catch up in person with the people behind MyCreativeEdge you'll find MyCreative Edge at a number of events. For example in the west of Ireland MyCreativeEdge will attend the Galway Mayo Institute of Technology [Spirit of Entrepreneurship](#) event in Castlebar on September 16<sup>th</sup> and the [US-Ireland Law and Business Symposium](#) on from September 25<sup>th</sup> to 27<sup>th</sup> in Westport. In northern Finland, MyCreativeEdge will be attending the [Kemi-Tornio University of Applied Sciences](#) Cultural Marathon that is currently being organised. In Northern

Ireland, MyCreativeEdge attended the Down Business Centre [Business BBQ and Information evening](#) on August 29<sup>th</sup> in Downpatrick.

## *Project activities*

### *Creative Edge Mentorship Programme – Film i Västerbotten, Sweden and Kemi-Tornio University of Applied Sciences, Finland*

The Creative Edge Mentorship Programme aimed to strengthen creative talent's employability, by bringing creative individuals in the early stages of their career development together with experienced individuals from creative industries in their region. The programme is part of work package 4 of the Creative Edge project. Both Film i Västerbotten and Kemi-Tornio University of Applied Sciences connected creative talents and mentors through the programme. It launched in January 2013 and ran until June 2013.

A format for how the Mentorship Programme would function and operate was developed. It was designed around three central roles: the overall coordinator, the mentee and the mentor. Mentees were the promising talents aiming to work in one of the creative industries. Mentees could be of any age. They could be a student at university or someone in the early stages of a creative industry career. Creative Edge did however look for mentees who were motivated, and had clear goals in mind about what they wished to gain from participation in the programme, such as learning a specific new skill. Mentors were people established in their industry, and could offer the mentee valuable insights and guidance. Coordinators set up and ran the programme, keeping in contact with both mentors and mentees as it developed.

Applications from mentees were invited in November 2012. When applying to the programme, mentees were asked to name a set of challenges and goals that their mentorship programme would focus on. This also helped the coordinator to find suitable mentors for mentees. Creative Edge aimed to be innovative in pairing mentees and mentors, looking at linking people across fields where sharing skills was relevant. For example an individual developing a career as a screenwriter might learn valuable skills from a producer mentor. A graphic designer could learn from a mentor in advertising. Applications were evaluated, mentees paired with mentors and the programme launched in January 2013.

Mentors were asked to commit a minimum of three hours each month to the programme. Most of this time was spent with the mentee, but some time also was committed to staying in contact with the programme coordinator, and updating them on progress. Mentors were also provided with guidelines informing them about the programme, their role and the programme's time-schedule. Mentors and mentees were advised to meet at least once a month for two hours, with goals set at each meeting, which were aimed to be achieved by the next meeting. The coordinator was also ideally informed of these goals.

One of the pairings made by Film i Västerbotten was mentee Nils Pleje from Umeå, who holds experience in both film making and graphic design, and mentor Sofie Edvardsson, an illustrator

working in animation in Umeå. Even before Nils heard of the Creative Edge Mentorship Programme, Nils wanted to have Sofie as a mentor. From January to June, they met regularly and Nils says the programme has been of great help: "I've learned a lot from Sofie, so I really believe mentoring is a good concept". Since his participation in the programme, Nils has decided to start his own company: "I've learned a lot about how to run your own business, and I'm currently starting up my own company. Without Sofie's guidance I wouldn't have done it".

One key learning outcome from the Creative Edge Mentorship Programme was that there is no one size fits all approach to the operation and management of such programmes. Some mentees may prefer a more set structure, while others a more flexible approach. For example mentee Nils Pleje comments on how he would have preferred a more defined plan for meetings "Perhaps it'd be best if there were set times though, sometimes I didn't know when the next meeting would be". An awareness of the need for a flexible and adaptable approach is especially important for the programme coordinator, and adaptation of their level of engagement with mentors and mentees to facilitate reaching the goals set as part of the programme. The coordinator may need to take a more hands on approach to coordination if clear goals are not being set, and progression towards them not made, by the mentor and mentee. Being a successful mentor also depends on the two individuals involved, the mentors teaching style and the mentees learning style.

Overall, the Creative Edge Mentorship Programme was a very valuable initiative, with lessons learned by all involved.

### **[Creative Edge in the News](#)**

#### ***West of Ireland creative sector to generate 340 million***

MyCreativeEdge featured in the west of Ireland newspaper, the Connacht Tribune on July 11<sup>th</sup>. View [here](#)

#### ***Website showcase for creative jobseekers***

MyCreativeEdge featured in the west of Ireland newspaper, the Clare Champion on July 26<sup>th</sup>. View [here](#)

#### ***MyCreativeEdge featured in Galway Arts Festival ezine***

This year's Galway Arts Festival ran from July 19<sup>th</sup> to 21<sup>st</sup>. MyCreativeEdge featured in the festival ezine. View [here](#)

#### ***MyCreativeEdge featured on Film Ireland's website***

Film Ireland is a publication that covers practical and academic aspects of Irish filmmaking. MyCreativeEdge is featured on its website. View [here](#)

## [Other related news](#)

### ***Creative Catalysts – Irish Times article series examines creativity in Ireland***

A recent series of articles examined Ireland’s booming creativity, including profiling of those considered the most creative people in the country and insights from people who have instigated creative projects. Read the articles [here](#)

### ***Finding funding - innovative approaches involving dreams, schemes and hustles***

One such article in the Irish Times series highlighted the many routes to accessing arts funding, within and beyond traditional sources. Indeed, the same argument applies to accessing funding in the broader creative and cultural industries. Read the article [here](#)

### ***For more information on the Creative Edge project, or to express your interest contact:***

*Angela Sice, Development Officer, The Whitaker Institute, National University of Ireland, Galway, Ireland. Tel: +353-91-492817 Email: [angela.sice@nuigalway.ie](mailto:angela.sice@nuigalway.ie)*

*or*

*Aisling Murtagh, Research Assistant, Creative Edge, The Whitaker Institute, National University of Ireland, Galway, Ireland. Tel: +353-91-494327 Email: [aisling.murtagh@nuigalway.ie](mailto:aisling.murtagh@nuigalway.ie)*

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

