



Case Study Template

Please fill in the form below. Do not exceed the length of 3 pages.

Project Details		
Project Name:	Creative Edge	
Acronym:		
Preparatory Project Name (if applicable):		
Start Date:	01.06.2011	
End Date:	30.09.2013	
Priority and Objective (tick one priority and one objective):	<input checked="" type="checkbox"/>	Priority 1: Promoting innovation and competitiveness in remote and peripheral areas
	<input checked="" type="checkbox"/>	i. Innovation, networks and competitiveness
	<input type="checkbox"/>	ii. Accessibility
	<input type="checkbox"/>	Priority 2: Sustainable development of natural and community resources
	<input type="checkbox"/>	i. Environment as an asset in the periphery
	<input type="checkbox"/>	ii. Urban-rural development and promotion of heritage
Total Budget:	€1,1354,651.47	
Total NPP Funding:	€680,790.89	
Project website:	www.creative-edge.eu	
Lead Partner		
Title of Institution in English:	National University of Ireland, Galway	
Address/P.O. Box:	University Road	
Postcode:		
Town:	Galway	
Country:	Ireland	
Contact Person		
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Partnership	Title of Institution in English	Country
Partner 2	Film i Västerbotten	Sweden
Partner 3	SEED, Craigavon Borough Council	Northern Ireland
Partner 4	Kemi-Tornio University of Applied Sciences	Finland
Partner 5	Western Development Commission	Ireland
Project Description		
Synopsis:	The main objective of the Creative Edge project is designed to be an increase in the active participation of local creative organisations and businesses in global markets and equally in 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”. It is also apparent that there are large disparities within the NPP region in the extent to which nations are engaged in the creative economy.
Aim and Objectives:	<p>The Creative Edge project intends to create a practical programme to work on the challenges identified in focus groups and consultation 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.</p> <p>The primary aims of the project are:</p> <ul style="list-style-type: none"> - 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 requirement 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.
Expected Outcomes (please mention products/services):	<p>The project will deliver a Creative Export platform, this is an infrastructure to support creative industries in the NPP regions to access international markets. The second service provided by the project is the encouragement of talent matching between creatives and creative industries.</p> <p>This will enable and empower the currently latent creative abilities of the partner regions to connect and grow in a measurable way, thus sustaining and creating employment opportunities, export opportunities (international markets), improved regional social capital while also enhancing creative human capital</p>
Outcomes Achieved:	
Information & Communication	
Project Message:	Tapping into the Creative potential of the NPP region
Project Publications (brochures, presentations, etc.):	<ul style="list-style-type: none"> ▪ The growth of the Creative Economy in the West of Ireland (Presentation) ▪ AsI see it “The Creative Edge Project” (Publication in ‘Research Matters’, Published by NUI, Galway)
These documents can be submitted both electronically and in paper. They should also be uploaded to the website.	
Date Submitted:	Re-submitted 19.02.2013

Please note that you are also expected to complete and update your online project profile on www.northernperiphery.eu, once it becomes available.

Kind regards,

Northern Periphery Programme Secretariat