



**a creative
momentum
project**

a creative momentum project

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**CONNECTING CREATIVITY ACROSS
EUROPE'S NORTHERN EDGE**

www.MyCreativeEdge.eu



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund

a creative momentum project

Transnational project to increase international business for creative sector entrepreneurs (Arts, Crafts, Design, Media & Technology) & facilitate connections & collaboration within the creative sector across Europe's Northern Edge.

- 3 years | 2015-2018 | €2m
- 6 organisations | 5 regions | Ireland, N. Ireland, Sweden, Finland & Iceland
- Co-funded by EU Interreg Northern Periphery & Arctic (NPA) Programme
www.interreg-npa.eu
- Survey of 225 creative entrepreneurs in 5 regions
 - **66%** worked alone
 - **42%** were a member of a network or collective
 - **48%** currently working from home; **13%** working in a shared creative space
 - **58%** had sold some of their products or services outside of their own country



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North East Iceland

Eyþing



Northern Finland

Lapin AMK

Mid-Sweden

Technichus

West of Ireland

Western Development Commission
NUI Galway

Northern Ireland

South East Economic
Development



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a creative momentum project activities

Gather intelligence to increase understanding & support for creative & cultural sector

- Economic Impact Assessment
- Creative Sector Index
- Supports Assessment

Bring creative products & services to domestic & international markets

- Creative Trails
- Video Pitching Toolkit
- Trade Fair support

**Growing
Creative &
Cultural Economy**

Connect creative enterprises regionally & transnationally for new business opportunities

- Network of Creative Spaces
- Creative Exchange events
- International Creative Hotspots

Innovate new creative products/services through collaboration & increase creative & business skills

- Creative Steps 2.0
- Creative2Creative Matching
- Business Model Toolkit

MyCreativeEdge.eu

Showcase . Discover . Connect

- www.MyCreativeEdge.eu online platform for creatives to create free Profile to showcase their work
 - Places: Profiles of Shared Creative Spaces & Creative Trails
 - News & Events inc project opportunities
 - Ideas: In Profile, Deep in Thought blog, Knowledge Centre
 - International digital marketing campaign
- Re-developed site launched 1 March 2017
 - Mobile responsive, improved SEO, more interactive, options for Profile layout, workspaces
 - 136 Profiles to date

