



TALENTS WITHOUT FRONTIERS

b.creative

Challenge

Co-funded by
the European Union



The b.creative challenge is an international competition designed to reward young artists, cultural and creative entrepreneurs working to address a social, cultural or environmental issue.

The competition is set in the context of b.creative, a global event for artists, cultural and creative entrepreneurs, networks, policy makers, investors and researches, focusing on the transversal nature of the creative sector and its capacity to foster innovation.

1. Scope of the challenge

The b.creative challenge aims to:

- Support young artists, cultural and creative entrepreneurs
- Encourage international and transnational collaborations
- Promote interdisciplinary collaboration to address social issues
- Show the importance of arts and creative entrepreneurship in innovation

2. Eligible themes

The competition seeks to reward projects that employ creative and artistic skills to enable social, economic and environmental innovation. Here are some issues that could be addressed in projects proposals (the list is not exhaustive):

- climate change and environmental protection
- mental and physical well-being
- sustainable agriculture
- transports and mobility
- social cohesion
- access to education and digital literacy
- fight against poverty

3. Eligibility criteria

The competition is open to:

- young creative entrepreneurs
- young cultural entrepreneurs
- young artists, authors and performers

By 'entrepreneurs' we understand professionals working in organisations, or running their own creative company/enterprise, both for profit and non-profit.

By 'young' we understand professionals under 40 years old.

b.creative is addressed to entrepreneurs working in the following sectors:

- Visual Arts
- Advertising
- Architecture
- Crafts
- Design
- Fashion
- Film and Video
- Gastronomy
- Music
- Publishing
- Radio and Television
- Computer Games
- Performing Arts

4. Application guidelines

To participate in the competition, you must submit a **written proposal** and a **short video** describing your idea.

The proposal must be written in English and must not exceed 10 pages; no appendixes are allowed. The document must be sent by **28 February 2017** to info@keanet.eu and should include:

- A description of the idea
- The rationale behind the proposal

- Cross-sectorial aspects
- Target audiences (short analysis)
- Key activities
- Key resources and partners
- A financial plan
- The resume of each team member and a short description of the relationship between the applicants

The video must not be longer than 2 minutes and not exceed 100 Mb. It must be uploaded by **28 February 2017** on the “**Ideation Labs**” section of the Creative Tracks platform: <http://www.creativetracks.org/ideation-labs>

The applicants must own the rights of the idea with which they are entering the competition.

Any project which does not fulfill the above-mentioned criteria will be rejected at the stage of formal evaluation.

5. Evaluation criteria

The projects will be evaluated according to multiple criteria linked to the aims of the competition as listed above; yet, particular attention will be given to the following:

5.1. Quality and Structure of the Team

The project will consider the track record of the team members as well as the strengths of the relationship between them.

5.2. Cross-Collaborative potential

By cross-collaborative potential we understand the implementation of knowledge from multiple skills in the creation of original products, services or processes. In this specific context it refers to the combination of the arts and creative skills with other competences in the fields of science, technology, manufacturing etc.

5.3. Transnational cooperation

Transnational cooperation is a core feature of the b.creative challenge since the challenge aims to support the transfer of know-how and learning through cross-cultural links and international partnerships. The international requirements can be achieved in different ways (non-cumulative):

- The geographical scope covered by the idea and its international relevance.
- The transnational character of the partnership (nationality)

6. Evaluation criteria

The competition will be launched and applications will be opened on 3 November 2016 during b.creative, in Namur Belgium.

Applicants have to submit their project by 28 February 2017 according to the eligibility criteria.

6.1. Pre-selection

Creative Tracks partners will review the applications and shortlist 10 projects by 20 March 2017.

6.2. Selection of the winner

The 10 shortlisted projects will be submitted to an international jury of experts in arts and cultural and creative entrepreneurship. The winning applicant will be announced by 1 May 2017; The team will be invited to present its project at the final conference of Creative Tracks in Asia (Q4, 2017).

7. The prize

The winning project and team will be awarded:

- professional advice and mentoring
- 2 return tickets and accommodation to the final Creative Tracks conference in Asia (Q4, 2017)

- media and marketing exposure through the Creative Tracks communication material (digital platform, newsletters and social networks), or Creative Europe (the EU's programme for the cultural and creative sectors 2014-2020)
- one-year incubation (including accommodation, support for visa application and mentoring)

TIMELINE

02/11/2016: Launch of the Competition

28/02/2017: Deadline - Closing of the Application

28/02/ - 20/03/2017: Creative Tracks pre-selection

30/04/2017: International Panel winner selection

01/05/2017: Announcement of the winning project

Q4, 2017: Presentation of the winning project at the Creative Tracks final conference