

4CNW is a new business innovation support programme which is co-financed by the European Creative Industries Alliance and is an initiative of European Commission's Directorate-General for Enterprise and Industry. The initiative will focus on harnessing creativity in the North West periphery of Europe and developing the natural creative assets of the region to foster innovation and lead to economic growth.

4CNW - Creative . Challenge . Celtic . Crescent . North West



4CNW - Harnessing Creativity for Economic Growth



How to Apply

Application is easy – visit

www.creativestatenorthwest.com

where you can get informed about >

- the application process
- the application criteria
- key dates
- your local broker
- and read our extensive FAQ's



Key Dates

- Jan 7th Call Opens
- Jan 22nd Discovery Session, Derry, NI
- Jan 23rd Discovery Session, Belfast, NI
- Jan 24th Discovery Session, Edinburgh, Scotland
- Jan 30th Discovery Session, NW Ireland
- Feb 18th Call Closes
- Apr Vouchers Awarded
- Apr 29th - Match Making Takes Place
- May 1st Project Engagement
- May 13th - Project Engagement
- Aug 31st



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ALLIANCE**

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This initiative is financed under the Competitiveness and Innovation Framework Programme (CIP) which aims to encourage the competitiveness of European enterprises



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4CNW - A New Business Innovation Support Programme

How Does it Work? The **4CNW** talent fund sponsors collaborations between creatives and broader industry (**in 4 target sectors of Agri-Food, Tourism, Technology and Life Sciences**), pairing appropriate creative skills with relevant business needs. The programme will also offer ongoing business support, and will develop an interactive creative directory and mobile app to help Creatives find each other, and to help them to be found by the broader business environment.

Creativity leads to ideas, ideas lead to innovation and innovation leads to growth.

Industry What's in it for Me?

This project offers you the opportunity to create competitive advantage at a reduced cost. We want to improve your bottom line by helping you with ideas - as ideas are key to unlocking potential and driving growth.

Participation in the programme can help you to;

- Accelerate innovation for your business by enabling projects that would not otherwise happen, or bringing forward projects that might have happened much later
- Access creative thinking to develop new processes, services and or products to a higher standard
- Acquire new skills transferred from your creative partners; i.e. how to exploit the potential of new media to drive sales and target new market

Creatives What's in it for Me?

For Creatives the project will deliver:

- A new source of revenue
- A new perspective on your skill base through collaboration with other businesses
- Opportunities to develop new partnerships and clusters

And will also give you the opportunity to:

- Meet and network with fellow creatives in your region
- Influence EC policy in the area of Creative Industries by being part of a major European pilot to develop the creative industries

Who We Are

At The Creative State North West **our mission is to increase the competitiveness of the North West periphery of Europe** by strengthening its capacity for innovation through the linking of Creative Industries with Business, Creative Industries with each other, and Creative Industries with appropriate public bodies in Northern Ireland, Scotland and the North West of Ireland.

In 2013 we are focusing on the **4CNW** programme, which is being delivered for The Creative State by local brokers in each of the three regions. In **Scotland** it is being delivered by **Cultural Enterprise Office** (CEO), in **Northern Ireland** by **NORIBIC** and in **Ireland** by the core **Creative State North West** team. Visit the website to learn more about **your local broker**.

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