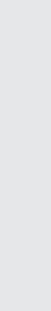
4CNW is a new business innovation support programme which is co-financed by the European Creative Industries Alliance and is an initiative of European Commission's Directorate-General for Enterprise and Industry. The initiative will focus on harnessing creativity in the North West periphery of Europe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



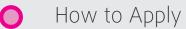


4CNW -

Harnessing Creativity for Economic Growth



4CNW - A New Business Innovation Support Programme



Application is easy – visit

www.creativestatenorthwest.com

where you can get informed about >

- the application process
- the application criteria
- kev dates
- vour local broker
- and read our extensive FAO's



Jan 7th Call Opens

Ian 22nd Discovery Session, Derry, NI

Discovery Session, Belfast, NI lan 23rd

Discovery Session, Edinburgh, Scotland Jan 24th

Discovery Session, NW Ireland Jan 30th

Feb 18th Call Closes

Apr Vouchers Awarded

Apr 29th - Match Making Takes Place

May 1st

May 13th - Project Engagement

Aug 31st





www.creativestatenorthwest.com











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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