



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 up in the context of b.creative, a global event for artists, cultural and creative entrepreneurs, networks, policy makers, investors and researchers, 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 trans-national 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 changes and environmental protection
- mental and physical well-being
- new food and sustainable agriculture
- transports and people's 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
- Visual and Performing Arts

## 4. Application guidelines

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

The concept must be written in English and it must not exceed 10 pages; no appendixes are allowed. The document must be sent by 28 April 2017 to [info@keanet.eu](mailto:info@keanet.eu) and it should include:

- 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 and needs

- The resume of each team member and a short description of the relationship between the applicants

The video must not be longer than 2:30 minutes and not exceed 500 Mb. It must be sent to [info@keanet.eu](mailto:info@keanet.eu) via [We Transfer](#) website by **28 April 2017**. You can also post the video on the “**Ideation Labs**” section of the [Creative Track platform](#) in order to boost its visibility within the Creative Tracks community (non-obligatory).

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 Potentials

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

## 6. Selection procedure

The competition will be launched, and application will be open, on the 3 November 2016 during b.creative in Namur (Belgium).

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

### **6.1. Pre-Selection**

Creative Tracks partners will review the applications and shortlist 10 projects by 20 May 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 of July 2017. The team will be invited to present the project at the b.creative event in Shenzhen (December 2017).

## **7. The prize**

The winning project and team will be awarded:

- professional advice and mentoring
- period of incubation
- 2 return tickets and accommodation for the winning project team to the b.creative event in Shenzhen (December 2017)
- media and marketing exposure through the Creative Tracks project or Creative Europe (the EC programme)

## **TIMELINE**

03/11/2016: Launch of the competition

28/04/2017: Deadline - Closing of the application process

29/04/2016 – 20/05/2017: Creative Tracks pre-selection

30/06/2017: International Panel winner selection

01/07/2017: Announcement of the winning project

December 2017: Presentation of the winning project at the b.creative conference in Shenzhen

**For updated information on the Challenge please visit**

**[www.bcreativetracks.com/challenge/](http://www.bcreativetracks.com/challenge/)**