

b.creative

Mission statement

b.creative is a global network for cultural and creative entrepreneurs established to facilitate exchanges and collaborations between its members, to foster their development and growth and to spark societal changes.

United in diversity

b.creative brings together the wide diversity of the culture and creative sectors, experiences, competences and skills. This includes artists, creative professionals such as designers and architects, cultural associations, cultural or creative hubs, entrepreneurs, working in the following domains: Audiovisual and film, Architecture, Music, Performing arts, Publishing, Visual arts, Museums, Libraries, Archives, Heritage, Design, Video Game, Virtual Content...). b.creative welcomes members regardless of their geographical location, level of experience and knowledge, or field of activity. The b.creative members are united by their passion for new and creative ideas, their personal commitment to succeed and their desire to spark change together and make a difference.

A match made in heaven

Matchmaking is a key objective of b.creative. The network serves as a relevant space for its members, not only for exchanging knowledge and ideas, but also to enable product and services testing, development, marketing,

production or distribution. It should help in the identification of potential partners (co-producers, distributors, licensees...) or collaborators. It serves to identify relevant financiers and investors to support the different creative initiatives within the network. b.creative aims to become an important resource for cultural and creative entrepreneurs to internationalise their activities and products, while also enriching their personal experience. It is a space developed and owned by its members.

Influencing societal developments

The b.creative community brings together passion, creativity and a wide array of members' experience, skills and competences which can help address societal challenges. b.creative members are concerned by climate change, the threat to biodiversity, the current sanitary crisis, inequality and injustice, racial and gender discrimination. They wish to contribute actively in changing societal behaviours leading to a sustainable future. They wish to act responsibly.

Culture and creativity to spark change

As a global network, b.creative ultimately aims to raise awareness of the important contribution the cultural and creative sectors bring to society. Using the power of example, b.creative explores the potential of projects and initiatives developed within the community to become case studies and good practices. The community serves therefore as a powerful resource in engaging policy makers in order to make the case for the economic and societal importance of culture and creativity internationally, to offer recommendations on how to harness this potential at national and local levels and ultimately to support the sector in developing from the inside out.

A decentralised endeavour: own your b.creative chapter

b.creative targets the local development of the cultural and creative sectors. In doing so, b.creative proposes opportunities which aim to bring together entrepreneurs and cultural operators from all over the world with local representatives of the creative sectors in order to exchange, share experience and develop solutions. The b.creative events offer the oppor-

tunity not only to translate and apply international initiatives, solutions and policies locally, but also to help scale-up and internationalise local projects. The b.creative network is essentially a decentralised international initiative that offers the opportunity to local, regional or national communities to create and own their b.creative chapter.

Put the fun where the quality is

In a nutshell, b.creative aims to support its members' endeavours and networking. This includes providing advice, organising matchmaking and PR events, highlighting the importance of the b.creative community, publishing reports and policy papers, setting up informative meetings and workshops. b.creative support includes advice on market access, funding, law, lobbying and networking. While developing all these important activities, the b.creative community gives great importance to a relaxed atmosphere conducive to friendship and a collaborative spirit. Our activities are driven by the idea that people should enjoy themselves and engage in a friendly, warm and caring atmosphere. The b.creative community sparks fun, joy and long-lasting friendships.

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b.creative is an international non-profit association (AISBL).

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