



Second CREATE New Funds Call, December 2014

## Background

CREATE has a sum reserved for the funding of new projects. Its purpose is to enable us, firstly, to fund new work to address research gaps in a fast moving field; secondly, facilitate the extension and continuation of successful work, including the facilitation and acceleration of impact; and thirdly, to seize opportunities for interdisciplinary collaborations. Funding may also be sought for small projects with a view to leveraging larger external funding applications although there must be deliverables within the funding period of CREATE.

Applicants are encouraged to adopt a variety of methodological approaches as appropriate. In particular, quantitative and economic work is under-represented in the current research programme and is encouraged.

Just over £150,000 was distributed to three projects and three literature reviews following the last new funds call.

## Eligibility

Representatives of UK higher education organisations that are part of or affiliated with CREATE may apply for CREATE funding. This includes staff from any of the seven consortium member Universities or from any of its associated projects. It also includes any formally associated individual researcher. Project teams need not entirely comprise eligible individuals, but at least one investigator from any project must be able to demonstrate his or her eligibility in line with these criteria.

Questions about eligibility should be directed by email to Andrew McHugh ([andrew.mchugh@glasgow.ac.uk](mailto:andrew.mchugh@glasgow.ac.uk)).

## Sum Available

We plan to release around **£400,000** during the second new funds phase. We expect to fund around five projects up to £50,000, a further five up to £20,000 and up to ten smaller contributions up to £5,000 to support activities such as literature reviews, country reports or innovative engagement. Applications across the full spectrum of funding, small and larger, are encouraged.

Usual RCUK Full Economic Costing (FEC) rules apply: funding will be available for up to 80% FEC and the budget should be presented using the RCUK Joint electronic Submission (JeS) categories (directly allocated, directly incurred, indirect and exceptional costs). All applications should evidence value for money, and applications are likely to be better value for money if they limit existing investigators' time buy-out.

## Important Dates

### Project Duration

Projects **must be completed by the end of CREATE's initial funding period**, which is 31 December 2016.

### Application Timeline

Applications must be submitted by **5pm on 2 February 2015**. We expect to advise applicants of the outcome within five weeks of this deadline.

## Format of Submissions

Applications should be submitted using the form available on CREATE's Intranet platform at <http://www.create.ac.uk/private/new-funds/>. If you have any difficulties using or accessing this system please contact Andrew McHugh ([andrew.mchugh@glasgow.ac.uk](mailto:andrew.mchugh@glasgow.ac.uk)).

## Assessment of Submissions

Proposals for new funding will be ranked on merit, assessed with reference to the following criteria:

- Quality of research proposed;
- Value for money;
- Fit to main aims of existing work programme;
- Impact.

Successful projects are likely to fall within one or more of the following areas of work.

Preference will be given to new work rather than to extensions of existing work packages, except where submissions fit into categories 2-4 below. However, note that deliverables must be completed by the end of funding period.

## Preferred Areas for Submissions

1. Work which addresses **gaps** in the existing work programme, including the following as identified by CREATE's Programme Advisory Council and at the recent All Hands Conference:

- a. **International** perspectives on the creative economy, including cross country comparative analyses and research into developing creative markets and competitors (e.g. BRICS)
  - b. Underexplored issues around **business models** and the creative industries, including:
    - Data-driven business models, such as those based on data mining, screen scraping, aggregation, linking, comparison and search
    - Splitting of revenues (and related tensions) between creators, publishers and digital platforms, eg, on Spotify, YouTube, Amazon etc.
    - Competition law as a regulatory factor in the digital creative economies
    - Consumers as “prosumers” or actors in creative economy business models
    - Open business models, including open access issues, open licensing and user rights to the public domain
    - Non profit-based business models; ethical business models
    - State aid and the creative economy
  - c. Research into the impact of crucial changes in the **digital world on the creative industries**, including such themes as big data, the Internet of Things, wearables, the cloud, smart cities and mobile platforms
  - d. Research into underexplored **legal issues** in copyright and related fields eg
    - The right (or not) to resell digital content
    - Consideration of new creative industries such as 3D printing
    - Copyright, personal data, advertising and AV content laws, etc in marketing and advertising industries, and other forms of promoted content.
2. Work which builds **new practical deliverables on top of existing work in one or more work packages**, by for example leveraging or linking datasets; comparative sectoral analyses (eg books vs games); combining approaches; or developing applications or visualisation.
  3. In particular, we encourage work which creates **new deliverables from the narratives or findings of more than one existing work package** thus helping create a final “story” or value from the CREATE programme as a whole. Funding may be provided for position papers; events or retreats based on institution or method; reports on general themes; or developing taxonomies/typologies.
  4. **Knowledge Exchange** projects, including collaborations between academia, industry and government organisations.
  5. Work which **creates impact for CREATE** by for example delivering CREATE results more effectively to policymakers and industry; creating documented case studies of CREATE work with industry and public sector/civil society partners; facilitating knowledge exchange with the creative industries; visualising data effectively;

providing education and training in copyright to users using CREATE and/or other resources.

## Review Process

Applications for sums up to £20,000 will be reviewed by the New Funds Panel, which comprises the CREATE Directorate (Director Martin Kretschmer and Deputy Directors Lillian Edwards and Philip Schlesinger). For sums in excess of £20,000 the Panel may refer applications to members of CREATE's Programme Advisory Council for their input.

## Proposed Application Timeline

<b>Date/Deadline</b>	<b>Action</b>
12 December 2015	New funds call issued
2 February 2015	New funds submission deadline
Week commencing 16 February 2015	New funds panel convenes and makes initial recommendations, where applicable nominating appropriate PAC reviewers
2 March 2015	Nominated reviewers issue feedback
4 March 2015	MC advised of New Funds Panel's recommendations
9 March 2015	Applicants advised of outcome

## Further Information

Please direct questions to Andrew McHugh ([andrew.mchugh@glasgow.ac.uk](mailto:andrew.mchugh@glasgow.ac.uk)). To ensure a transparent record of communications please do not contact the directors directly regarding a proposed or submitted new funds application.