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Creative Scotland Funding Criteria: 6. International



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THE NATIONAL LOTTERY®

Introduction

In 2021/22 Creative Scotland refreshed its Strategic Framework, establishing a new set of aims and priorities to guide our work. This refresh took into account our remit and the role we are here to deliver. As part of this, we also updated our funding criteria, on which we will base all future funding activity.

These criteria are:

1. Quality and Ambition
2. Engagement
3. Equalities, Diversity and Inclusion (EDI)
4. Environmental Sustainability
5. Fair Work
- 6. International** (optional - only for applications involving international activity)

Each of the criteria listed above has its own guide, that sets out:

- The outcomes we want to see in this area of our work as a result of our funding
- Where this work aligns to national policy agendas
- Key aspects of the sector's work in this area, including current challenges
- Any links to relevant further information.

To access each guide please [visit our website](#).

Please note that applicants to our Funds do not necessarily need to address all the Criteria set out here. Each Fund will have specific questions which will be proportionate to the levels of funding available. We recognise that organisations and individuals work in different ways and will be at different stages in their development. However, Creative Scotland does expect all those we fund to have a clear vision for delivery against the Fund Criteria and to report impact against them.

International

Key outcomes

Our Priority: Developing innovative and sustainable ways of strengthening international collaboration and promoting artistic and cultural exchange

What do we want to achieve?

We want artists, creative practitioners and cultural organisations to have opportunities to deepen their practice through international dialogue, exchange and collaboration - broadening knowledge, insight and innovation.

We want Scotland's culture and creative sector, and local economies to experience the benefits of high-quality international creative connections. We want Scotland's creative businesses to maximise the potential of international markets, and for high-quality work created in Scotland to be widely showcased and enjoyed. We want to promote Scotland as an important global centre for culture and creativity which is diverse, has strong traditional roots and an appetite for experimentation and innovation.

How do we define International?

We see opportunities to **share, learn and connect** with others as being key aspects to international work. We recognise that this requires specific and often **innovative ways of working**, and sometimes opportunities to maintain and develop access to international **markets and audiences**. All of these approaches contribute to and are influenced by **Scotland's place in the world**. Our approach to international work also interacts with our other key priorities: EDI, Fair Work and Environmental Sustainability (as outlined in other documents).

Why is this a priority?

Working internationally increases diversity, encourages creative experimentation and excellence, strengthens communities, boosts tourism, and connects Scotland to the world.

International presentations, distribution and touring are vital in ensuring Scotland's creativity and diverse contemporary cultures are widely understood and appreciated. Similarly, welcoming ideas and seeing the work from other countries can inspire both audiences and artists at home.

Many of Scotland's artists and cultural organisations depend on international markets to sustain their creative practice and businesses.

Challenges and context

The impact of the UK leaving the EU, the worldwide climate emergency, COVID restrictions and the cost-of-living crisis have each had their own effects on the creative sector's ability to undertake international work. The sector needs support to adapt to these changes, to try out different approaches, share learnings, and build and maintain relationships, in order to both make the most of emerging opportunities, as well as retaining our existing distinct profile and connections in the world.

National policy agendas

Our roles and responsibilities

Creative Scotland's founding purpose describes our functions as a public body: to realise 'the value and benefits (in particular, the national and international value and benefits) of the arts and culture'. The Scottish Government's Cultural Strategy for Scotland, published in February 2020, includes an aim to 'Foster international collaboration and build on Scotland's reputation for cultural excellence', and as a guiding principle states that 'We celebrate the diversity and excellence of cultures in Scotland and open exchange with the wider world'.

Key work in this area

Sharing, learning, connecting

We want to support artists, creative practitioners and cultural organisations to take advantage of new international opportunities which deepen their practice through dialogue, sharing and collaboration. We are especially keen to see the development of innovative, long-term international relationships. Digital innovation has had a radical impact on the potential international reach of Scotland's culture and creative sector, yet the unique value of in-person meetings and activity can be impossible to replicate for some forms of activity. Whether in-person, digital or hybrid, we want to see funding applications which make clear the reasoning behind their chosen format for activity.

We are looking to see the development of meaningful, long-term relationships based on mutual respect and cross-cultural understanding. We expect applicants to be sensitive to inequalities and cultural differences when developing their work. We want to see applicants build partnerships and decision-making processes within their international exchanges, based on good preparatory work that recognises and removes barriers. We accept that collaborators may be working in countries with different systems, but that culture and creativity can create space for dialogue and amplify marginalised voices.

Ways of working

Digital and hybrid working can remove barriers to participation and facilitate international connection. However, it can also inadvertently reinforce or create new barriers to participation. We expect those working in this way to address these challenges where possible. We recognise that re-thinking established approaches to work requires research and investment, as well as sharing good practice more widely and learning from experimentation.

We recognise the impact of projects that seek to increase access to in-person international events that build connections between those with specialist knowledge, networks and skills. We expect good preparatory work in advance of applications involving international travel. This includes evidencing an understanding of the administrative processes of movement of goods and people; political sensitivities; cultural nuances; the safety, wellbeing and dignity of individuals; and how the impact on the climate change can be mitigated.

Creative Scotland expects Industry Standard rates of pay to be applied to all funded activities. When work is developed with individuals and organisations outside Scotland, we recognise that there may be differing pay rates, financial systems and work conditions. We recognise that these differences can cause inequity amongst those working together on projects and activities and we expect applications to include work agreements which are conscious of these potential issues.

Climate change is one of the most significant challenges that faces us, and we aim to inspire the sector to take risks, share outcomes and develop sustainable practices by fostering new approaches. Whether international is the core focus of a project or programme, or a way of adding value to other areas of work, we expect applicants to carefully consider the balance between international and environmental impacts throughout the planning and delivery stages of projects. This may sometimes require rethinking the way we work internationally. Ways in which climate impact can be mitigated could include digital approaches and tools (though remembering that digital has an environmental impact); making different choices around international travel; maximising the benefit of in-person international activity.

Markets and audiences

We want to see high-quality work created in Scotland being widely promoted and enjoyed - for Scotland's creative organisations and practitioners to achieve their potential within international markets, increasing sustainability through touring and building relationships with international collaborators.

We support international work that contributes to the development of sustainable business practices. Forging new connections abroad can lead to new markets, audiences, partners, suppliers and models that increase an organisation's resilience and capacity to perform sustainably. Accessing markets, trade fairs and showcases allows creative practitioners and artists to build global markets for their work, also helping businesses rethink how they operate domestically.

We aim to ensure that communities throughout Scotland have access to the benefits of experiencing high-quality international work and experiences including those which deepen our understanding of, and respect for, different cultures.

Scotland's Place in the World

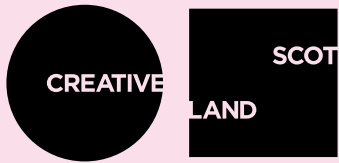
We aim to support cultural and creative activities that enable Scotland to play a role on the international stage and enhances the international reputation of Scotland's culture and creativity.

Drawing from a recognition of our strong traditional roots alongside appetite for experimentation, this includes promoting the wider appreciation of Gaelic and Scots language and the traditions that contribute to our distinctive and diverse contemporary culture.

Further information and supporting resources

Below are links to policies, guidance and research which may be helpful. Please note that it is not necessary to read these in order to apply but may help you understand the wider context in which your work fits:

- [Creative Scotland Annual Plan](#)
- [Scottish Government Culture Strategy for Scotland](#)
- [Scottish Government National Performance Framework](#)
- [Scottish Government International Framework](#)
- [Anholt-Ipsos Nation Brands Index](#)



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