

UK-China Research-Industry Creative Partnerships

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II. Introduction

The Arts and Humanities Research Council (AHRC) has been successful in securing £5m, plus co-funding from Chinese partners, for a major new international programme seeking to develop research-industry partnerships between the UK and China in the creative industries. The programme is funded through the UKRI (UK Research and Innovation) Fund for International Collaboration (FIC), which aims to enhance the UK's excellence in research and innovation through global and strategic engagement, forging new bilateral and multilateral research and innovation programmes with global partners.

Starting in 2018, the programme is being delivered over 4 years in partnership with Innovate UK (IUK); the Engineering and Physical Sciences Research Council (EPSRC); the Shanghai Theatre Academy (STA); the Shanghai Economy and Information Technology Commission (SEITC); and the Science and Technology Commission of Shanghai Municipality (STCSM). The overarching aim of the programme is to enable a rapid scaling-up of engagements between the UK and China - with a specific focus on Shanghai as China's cultural and creative industries powerhouse - in order to facilitate new collaborations in the creative industries that deliver sustained economic, cultural and intellectual benefits in both countries.

Within this framework, AHRC is pleased to announce the second and largest stage in a suite of funding activity: a call for *UK-China Research-Industry Creative Partnerships*. Building on the first stage, which focused on networking activity, the call will establish between 5 and 8 Creative Partnerships bringing together HEIs and/or Independent Research Organisations, creative industries businesses and other key partner organisations to deliver new activity around an area of thematic focus that will drive growth and world-leading standards of research and innovation in both countries through the pooling of expertise, knowledge and resources. The Partnerships should be balanced in the division of roles, responsibilities and activities between the two countries and comprise an appropriate mix of academic expertise and creative industry representation from the UK and China.

Funding up to a maximum of £500k is available per project on the UK side on a full economic cost (fEC) basis with AHRC meeting 80% of the fEC; costs must be clearly justified within the proposal and value for money will be a key assessment criterion. Applicants will be required to demonstrate equivalent resource investment to support the Chinese component of projects (see section VI below). Projects should be a maximum of 36 months in duration and should start by 1st February 2020.

Applications to this call must be made by a PI who is contracted to a UK University or Independent Research Organisation (IRO) and is eligible to receive AHRC funding (see p.34 of [Research Funding Guide](#)).

The closing date for this call is 24 October 2019 at 4pm.

III. Context

The creative industries are of growing importance to the prosperity of the UK and China. Enhanced collaboration between the two countries offers significant potential to achieve new standards in innovation and to stimulate growth through the creation of products, services and experiences facilitated by access to new markets, expertise and partnerships.

A. The UK

The creative industries are one of the most dynamic and fast-growing sectors of the UK economy. 2017 data shows a UK creative economy of £268bn, with the creative industries increasing GVA by 53.1% between 2010 and 2017. The number of jobs in this sector in 2017 stands at over 2 million, rising 2.5% from 2016 – the fastest rate of growth in the UK economy. The creative industries also account for 6.1% of the total number of jobs in the UK¹.

B. China

Fast economic development and the explosive growth of the middle class has resulted in a booming demand for creative and cultural products and services in China. In 2017, the added value of China's cultural industries sectors reached RMB 3472.2 billion (approximately £406.4 billion), contributing to 4.2% of China's GDP with an on-going target of 5%. In April 2017, the Chinese Ministry of Culture issued the country's creative industry development plan during the 13th Five-Year Plan (2016-2020). This established that the cultural and creative industries will become a pillar industry of the national economy by 2020 and identified design, fashion, crafts, film and television production, advertising, heritage, publishing and distribution, performing arts, cultural exhibitions and tourism, gaming and animation as the major subsectors. In 2018, the former Ministry of Culture and China National Tourism Administration were merged. The new Ministry of Culture and Tourism is keen to drive the integration of the cultural and tourism industries, which has created new opportunities for the creative economy.

The Shanghai region is China's creative and cultural industries powerhouse. In 2016, the added value of the cultural and creative industries reached RMB 331 billion (approximately £37 billion), accounting for about 12% of the local GDP. In December 2017, the Shanghai municipal government issued a new document stating that the cultural and creative industries will account for circa 15% of the city's GDP by 2022 and 18% by 2030; it aims to develop the city into a cultural and creative centre with international influence by 2035.

¹ According to latest Department of Culture, Media and Sport economic estimates:

DCMS Sectors Economic Estimates 2017: Employment:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/726136/DCMS_Sectors_Economic_Estimates_2017_Employment_FINAL.pdf

DCMS Sectors Economic Estimates 2017 (provisional): Gross Value Added:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/759707/DCMS_Sectors_Economic_Estimates_2017_provisional_GVA.pdf

C. AHRC activity

Creativity and the creative economy has been highlighted as a research and innovation priority for AHRC in its recently published [Delivery Plan](#). This initiative reflects a broader commitment to developing programmes that transform the ways in which research delivers innovation, insight and value to the creative industries. It joins a portfolio of AHRC-led initiatives in the area, most notably the [Creative Industries Clusters Programme \(CICP\)](#), an £80m programme funded through the Industrial Strategy Challenge Fund supporting nine Research Clusters and an Independent Policy and Evidence Centre in order to accelerate growth in the UK's creative sector. Alongside CICP, IUK and AHRC are working together to deliver the [Audience of the Future programme](#), also funded through ISCF, which aims to bring creative businesses, researchers and technology experts together to create striking new immersive experiences and adopt, exploit and develop immersive technologies in order to create new products and services.

This new FIC activity also builds on related collaborations with China, namely the Newton-funded 'Development through the Creative Economy in China' programme and the Living Research programme delivered in partnership with the British Council.

IV. Fund for International Collaboration

This context, coupled with a long-standing relationship with partners in Shanghai, provided the foundation for AHRC's successful bid to the UKRI Fund for International Collaboration (FIC) through which funding of £5m, plus matched resource from Chinese partners, has been secured to support collaborative activity from 2018-22. The FIC is a new UKRI fund which aims to enhance the UK's excellence in research and innovation through global engagement, forging new bilateral and multilateral research and innovation programmes with global partners. A total of [16 programmes](#), two of which are led by AHRC, have been supported through the first wave of FIC funding.

This programme was initiated in November 2018 through the UK-China Creative Industries workshop organised by the AHRC and Shanghai Theatre Academy, which convened approximately 90 academics and industry representatives from both countries in order to explore areas for collaboration, identify thematic priorities and build new partnerships. Based on discussions at the workshop and additional research, a scoping report prepared by BOP Consulting was produced to provide further context on the growing status of the creative economies in the UK and China, outline opportunities and barriers to collaboration in key sectors and make recommendations for next steps. It is advised that applicants refer to this report, which can be found [here](#).

Following the workshop, AHRC issued a call for Partnership Development Grants, which were designed to provide a platform for new research-industry partnerships between the UK and China with a view to larger, longer-term collaboration. A total of [14 projects were funded](#); these commenced in February 2019 and will run for 6 months. The funding will enable partners to scope new ideas for research and development activity, identify industry challenges and opportunities, interrogate key themes and shape priorities.

Please note that attendance at the workshop and / or funding through the Partnership Development call is not a condition of application to this call.

V. Scope

A. Aims and Objectives

The overarching aim of this call is to create new Research-Industry Creative Partnerships, bringing together researchers and creative industries organisations from the UK and China in order to develop a firm basis for longer-term collaboration, creating the conditions for growth and innovation and catalysing a broad range of economic, cultural and intellectual benefits in both countries. More specifically the call aims to:

- Create 5-8 multidisciplinary UK-China Creative Partnerships that catalyse and enable R&D activity, addressing identified challenges and opportunities and exploring dynamics particular to UK-China collaboration within the chosen theme;
- Establish a platform for long-term collaboration and create the conditions for ongoing, heightened partnership between China and the UK in the creative industries;
- Develop a deeper, mutual understanding of the dynamics impacting upon scope for collaboration between the UK and China in the creative industries such as different policy and regulatory landscapes, language and cultural differences, different audience and consumer trends and patterns of supply and demand, and to develop collaborative activities that map and address such challenges;
- Achieve world-leading standards in creative innovation by pooling academic and industry expertise from both countries in order facilitate new R&D activities, capability, knowledge exchange and modes of working;
- Build long-term strategic partnerships between HEIs, creative industries businesses (micros, SMEs and large corporations) and other relevant stakeholders in both countries for mutual benefit and to create the pre-conditions for future creative industry clusters;
- Drive growth, exports and FDI (Foreign Direct Investment) by providing creative industries businesses with greater access to international markets and creating the conditions, experience and expertise for further expansion;
- Supply researchers and practitioners with an understanding of the skills and expertise required by the creative industries sector and greater experience of working in international partnerships, including an enhanced understanding of the factors that enable these collaborations to work effectively and where barriers exist;
- Catalyse the development of, and create pathways towards, new content, products, services and experiences that are frequently the key driver for digital technology innovation in the creative industries.

B. Themes and Disciplines

The UK-China Research-Industry Creative Partnerships should be framed around R&D activity in one of the following areas:

- Creative Design: particularly in relation to the creation of new products and services at the intersection of design and big data;
- Theatre and the performing arts: particularly in relation to mixed reality experiences;
- Fashion and textiles;
- Story-telling and animation;
- The use of interactive and immersive technologies in museums and cultural institutions;
- Gaming.

These themes have been informed by the content of the November workshop, the Partnership Development Awards and subsequent discussions with Shanghai partners on areas of mutual interest. It is recognised that activity might extend across multiple themes and/or engage with other themes not listed. This is permissible within the scope of the call, however applicants are required to identify the **one thematic area around which their proposal is principally framed**.

Reflecting the collaboration on this programme between AHRC, IUK and EPSRC, interdisciplinary activity is strongly encouraged, both within the arts and humanities and, more widely, through the integration of the social sciences and STEM disciplines. Proposals should, however, be mainly grounded within AHRC's [remit](#); **those that are not will be deemed ineligible**. Applicants should consider how their proposal makes the best use of available expertise in the UK and China, together with the added value of new or existing collaborations.

C. Partnerships Model

The UK-China Research-Industry Creative Partnerships should be consortia of relevant HEI and industry stakeholders coming together to deliver focused activities within one of the six thematic areas outlined above. This should be framed within the specific context of the added value and impact afforded by UK-China collaboration in the field. Partnerships are expected to:

- Represent a balanced UK-China partnership and comprise academic and industry representatives from both countries on a broadly equal basis;
- Be highly collaborative between research and industry² and demonstrate how industry representatives will be involved in the management, design, delivery and governance of the programme of activity;
- Establish a clear vision and strategy for the Partnership shared by all consortium partners;
- Be based around a high quality, multidisciplinary programme that incorporates R&D activities and initiatives that build the foundations for future collaboration between the UK and China in the creative industries;
- Identify a range of anticipated outputs tailored to the thematic focus, such as the development of prototypes, new business models and market analysis, as well as new capabilities, toolkits and insights that provide a basis and learning for future collaborations;

² Partnerships can also include cultural institutions as collaborating partners, for instance museums, galleries, libraries, etc.; please note however that unless an exceptional case can be made, all projects must include a partnership with one or more creative industry business alongside any other partners.

- Demonstrate how the Partnership will deliver economic, social and cultural impact within the theme(s) identified and articulate how that impact will be measured and evaluated;
- Demonstrate how the Partnership will provide a basis for long-term collaboration and achieve best practice in the field through, for example, innovative approaches to knowledge exchange, training and development;
- Demonstrate how the Partnership will manage the complexities of working across nations and sectors (e.g. different policy, legal and regulatory systems, cultural differences etc.) and between different HEIs, disciplines and creative businesses.

The rationale for the selection of the particular theme(s), challenges and activities on which the Partnership will focus should be clearly articulated in the application. Given the complexities of working between research and industry in the UK and China, applicants should be clear about the achievability of the intended programme, whilst indicating clearly what outputs and impacts will result from the period of funding.

The AHRC recognises that through the process of implementing the Partnerships, the initial activities identified at the point of application may need refinement, particularly during the first year of the award when exploratory or experimental work is conducted. The Creative Partnerships will be expected to design a programme that is able to adapt and respond to changes brought about by the learning developed through the early stages of the collaboration, as well as the availability of different sources of co-funding (see section VI below).

VI. Contribution of Chinese Partners

As described in section V.C. the Creative Partnerships should be balanced, reflecting a broadly equal level of responsibility and activity across partners from the UK and China. It is therefore expected that UK applicants are able to demonstrate a level of resource commitment from Chinese partners that constitutes **broad equivalence with the funding requested from the AHRC to support the UK component**. It is expected that this commitment will take into account differences in the research funding systems in the UK and China, including the salary costs for researchers which are not normally included in grant funding applications in China and can be included as part of the Chinese contribution towards these projects. Given the scale and ambition of these awards however, applicants must also be able to demonstrate the leveraging of additional resource from Chinese partners that is to be allocated specifically for the purpose of supporting this programme. It is therefore expected that matched funding will be secured through other appropriate channels in China, such as applications to competitive funding competitions and/or via other channels as identified below.

In terms of funding bodies and calls focused on the creative industries, no single equivalent organisation to AHRC exists in China for funding research and innovation activities. There are, however, a range of governmental and other organisations which fund these activities in Shanghai through different mechanisms and therefore are the most obvious sources of co-funding for the Creative Partnerships. The AHRC has developed collaborations with a number of these bodies in

order to ensure that their schemes and calls provide routes for Chinese partners involved in Creative Partnership applications to apply for funding. These, plus a number of other potential sources of funding from Chinese partners, are set out below. **Please also refer to the FAQs document for this call as this contains more information on co-funding and will be updated as information about calls or partners is released.**

There are broadly four options through which applicants can meet the matched funding requirement:

a) University or Research Institute Funding:

The allocation of funding and resources from Chinese University programmes, specifically for the purpose of participation in this programme.

b) Government Funding

Receipt of funding through Chinese government sources, a number of which provide funding specially for R&D activity in the creative industries. Applications will need to be made to these by Chinese partners on Creative Partnership applications. These include, but are not limited to:

i) Science and Technology Commission of Shanghai Municipality Fund for International Collaboration: funding is available for a range of R&D activities, with a specific focus on technology and innovation, for example within the fields of big data, VR/AR and digital media. Applications must be industry-led but can involve researchers. Funding of up to 1 million RMB is available for projects of 3 years' duration. Funding is contingent on having an overseas partner in place in receipt of funding within their country.

ii) Shanghai Cultural Development Fund: this fund is managed by the Publicity Department of the Shanghai Municipality, focusing on the performing arts, screen industry and animation.

iii) Shanghai Cultural and Creative Fund: this fund is managed by the Shanghai Cultural and Creative Industry Office, with an emphasis on commercialisation.

c) Private Sources

Private funding is eligible as match where this takes the form of resource supporting industry engagement as a partner within a specific project (not where it is provided as general funding to support the Chinese side of a project across the full range of activities). This may be derived from various sources, including industry funding and venture capital. Where private funding is sought, applicants will be required to demonstrate that appropriate due diligence measures are in place, directing any queries in this respect to AHRC and / or UKRI China as appropriate.

d) A combination of options a-c, and / or an alternative approach

It is likely that applicants will need to look for support from a variety of sources and therefore have a mixed model of matched funding. It is important that, whatever the sources of funding, mechanisms are put in place to capture and report the amount of matched funding from each source in a robust way.

In all cases, applicants must clearly articulate how they intend to leverage matched funding from Chinese sources over the course of the grant; this will be a key assessment criterion. It is recognised that in a number of cases, timetables for funding calls in China will not align with those of the AHRC. For example, where an application is made to one of the organisations identified above, the outcome of that process, or indeed the exact content of the call, might not be known at the point of submitting the application to the AHRC. Where this is the case, applicants must demonstrate why that proposed funding route is likely to be successful given the focus of their application, and how they will approach leveraging alternative matched funding in China should their application be unsuccessful. Similarly, where UK and Chinese funding timetables and award periods do not align, applicants should explain how this will impact upon the mechanics of delivery over the lifetime of the project, for example in terms of the division of management responsibilities, the overall timetable and the balance of activities between the two countries.

Across all matched funding routes, applicants will be expected to demonstrate that appropriate due diligence processes have been followed in order to provide assurance to AHRC that funding from Chinese sources will be forthcoming on the basis articulated within the proposal and allocated in accordance with UKRI requirements on due process. Where identified Chinese funding sources are outside of those named above, applicants should contact AHRC to discuss further requirements.

Please note that due to the situation of the key partners with whom AHRC has worked in the development of this collaboration and the strength of the Shanghai region as the driver of growth in the creative industries in China, **the Chinese component of projects should be principally focused on the Shanghai region**. Additional engagement beyond the Shanghai region is acceptable where this can be justified and adds value to the Partnership.

Applicants will be required to submit Letters of Support detailing the contributions to be made by Chinese partners named on the application. Updates will be required on this basis through formal reporting across the lifetime of the award.

VII. Management and Structure of Partnerships

The Creative Partnerships should be supported by management structures that embody a commitment to achieving equal partnerships between the UK and China and research and industry.

Funding in the UK will be allocated to an HEI or IRO eligible to receive AHRC funding and should be led by a suitably qualified PI who will have overall responsibility for the project. It is expected that there will also be a lead HEI and PI in China. As above, industry representatives in both

countries should be integral to the management and governance of the Partnerships. The realisation of this requirement should be clearly articulated within the proposal; applicants might consider, for example, the identification of an industry lead / Director in each country to operate alongside the academic PIs and Co-Is.

In order to provide assurance on the division and management of responsibilities between the two countries and across partners, it is expected that collaboration agreements will be put in place prior to the commencement of any award. Collaboration agreements should address issues such as how the Partnership will approach and manage intellectual property, exploitation and commercialisation of new products, services and experiences relating to the outputs of any activity directly resulting from the Partnership. The AHRC will work with successful bidders between confirmation of award and commencement of funding to provide support and guidance on collaboration agreements.

Co-investigators should be identified where their skills and expertise are required to support the R&D activity. It is permissible for a Co-I to be named on another application, but only where it can be demonstrated that sufficient time is available to dedicate to the Partnerships should more than one be successful. It is possible to be named as Principal Investigator **on one application only**.

Both PIs and Co-Is in the UK must be based at UK University or IRO that is eligible to receive AHRC funding and meets the eligibility requirements set-out in the [AHRC Research Funding Guide](#). UK Industry representatives (outside of cultural institutions assigned IRO status) cannot be named as a PI or Co-I; as above, applicants should establish how these partners will be embedded in the management structure.

There is no maximum number of HEIs or industry partners on each application; however, applications must set out a clear plan in terms of the contribution of each component HEI and industry partner.

Applicants should take account of the complexity of managing large, international, cross-sector collaborations of this nature and consider, for example, how requirements such as administration, communications, commercialisation and evaluation might be built into the management structure. Similarly, they should account for logistical challenges arising from, for example, different cultures, languages and regulatory systems in the UK and China. Applicants should therefore carefully consider the integration of additional resource such as programme managers to help manage or coordinate the Partnership (see section VIII).

As above, it is expected that the Chinese component of projects will be principally focused on the Shanghai region.

VIII. Funding and Eligible Costs

A. Available Funding

On the UK side, funding of up to a maximum of £500k is available per project on a full economic cost (fEC) basis with AHRC meeting 80% of the fEC. It is also expected that applicants will be able to leverage additional resource – either cash or in-kind – from UK partners (particularly industry partners) in order to demonstrate their commitment to the project. This contribution should be clearly articulated within the proposal and accompanying Letters of Support.

As outlined above, it is expected that Chinese partners will contribute additional resource that constitutes broad equivalence. Applicants will need to consider the administrative resource that will be required to report and provide assurance to AHRC on the commitment and receipt of co-funding from Chinese partners.

Projects should be for a duration of up to 36 months. Funding profiles will be confirmed at the point of award.

B. Eligible Activity

It is anticipated that, across the awards made, funding will support a broad range of activities, which are tailored appropriately to the chosen theme(s) and objectives. Each Partnership will be focused upon the specific challenge(s) / opportunity identified within the chosen thematic area, including broader activities that aid the development of the Partnership and enhance understanding about the wider challenges and opportunities of working collaboratively between the UK and China in the creative industries. Eligible activity and costs could include, but are not limited to:

- Management costs: including PI and Co-I roles and project management / administration; this should take account of the logistical complexities outlined in section VII and can include project management support both in the UK and/or Shanghai as appropriate. Where project management costs in Shanghai are included, applicants are encouraged to consider how this might be built into Chinese partner contributions where possible;
- Activity supporting the consolidation of the Partnership, particularly during the first year, for example through workshops, networking and scoping activity, including travel and subsistence, and the development of knowledge transfer programmes;
- Activities supporting evidence-gathering, analysis, dissemination and legacy planning;
- Creative research and development that prototypes, explores and develops specific experiences, products platforms or services with audiences and users;
- Innovative training and development opportunities, for example, enabling creative industry professionals and / or academics from the UK to build experience of new markets and practices by undertaking fellowships / secondments / staff exchanges in China and vice versa, as well as Continuing Professional Development opportunities and skills programmes, incubators, labs and residency programmes;

- Co-developed policy briefings and toolkits aimed at addressing some of the barriers to collaboration (e.g. relevant skills and talent shortages; differences in taste between western and Chinese audiences; censorship and political sensitivity; different laws e.g. on cybersecurity, IP and copyright; language and cultural obstacles; data access and protection mechanisms; increasing restrictions on capital outflow from China; different policies and regulations; language barriers; time differences etc.), identifying best practice and establishing a long-term platform for collaboration between the UK and China;
- Exploration of and support for access to finance and routes to market for the commercialisation of specific products and services;
- Creation of international, multidisciplinary research capabilities and capacity that can respond to creative industry needs and challenges, for example through the exploration of new business models and IP strategies within the context of specific new products, services or experiences;
- Funding for PhD students (in the UK those funded through existing Research Council doctoral studentship schemes only) to undertake short-term placements or training opportunities in order to enhance the skills pipeline and develop the next generation of researchers supporting the creative industries (note: studentship funding is not an eligible cost but may be funded from other sources);
- Small amounts of costs for equipment, limited infrastructure and data assets where these are essential to the activities proposed.

The AHRC does not expect to fund purely theoretical research, critical studies or historical analysis, except where a strong case can be made that it is a central component of the innovation required to deliver the activities outlined by the Partnership.

Applicants are expected to take a flexible approach to the design of their programme so that the Partnerships can be responsive to new challenges and opportunities as they arise over the lifetime of the award. This can include a small ‘commissioning fund’ (no more than 10% of the overall value of the award on the UK side) where this is commensurate with the overall aims of the project and can be justified and shown to offer potential for unlocking additional matched funding. This is not to be considered contingency funding, but rather allows for a level of flexibility required in a complex, multi-partner and cross-sector programme of this nature.

It is not anticipated that AHRC funding will be allocated to support substantive costs incurred by Chinese partners, except where an exceptional case can be made; such costs should be covered via the commitments of Chinese organisations as outlined above. This includes International Co-Investigator costs for Chinese participants, which should not be included unless an exceptional case can be made.

C. Funding for Creative Industry Partners

Given the collaborative nature of the awards, it is expected that the Partnerships will provide flexible means of funding for the innovative activities of creative industry partners. As such,

applicants on the UK side may build in support for the participation of micro-businesses and SMEs up to a maximum of 30% of the total cost of the award (paid at 100% fEC in exception costs).

Such costs must be entirely related to supporting and delivering the activities that are identified as contributing to the challenge on which the Partnership is focused. Funding should not support the core business or overhead costs of an industry partner.

As outlined in section VIII. A, the AHRC expects to see funding awarded to creative industries partners balanced against an appropriate contribution from that partner (financial or otherwise) to demonstrate their commitment to the project. These contributions should be reflected in the Letters of Support and will be a key part of the assessment process.

IX. Application Process and Format

Applications should be submitted through the Je-S system by **4pm** at the latest on **24 October 2019**, and will need to go through the appropriate institution submission process. You should submit your proposal using the Research Councils' Joint electronic Submission (Je-S) System (<https://je-s.rcuk.ac.uk/>).

To prepare a proposal form in Je-S:

- log-in to your account and choose 'Documents' from the menu;
- then select 'New Document';
- 'AHRC' as the Council;
- 'Standard Proposal' as the Document Type;
- 'Development Grants' as the Scheme;
- 'AHRC UK-China Research-Industry Creative Partnerships 24 Oct 2019' as the Call/Type/Mode; and
- 'Create Document'.

Je-S will then create a proposal form, displaying the relevant section headings. Using the 'Help' link at the top of each section will provide guidance relevant to that section of the form.

Note that selecting 'Submit document' on your proposal form in Je-S initially submits the proposal to your host organisation's administration, not to AHRC. ***Please remember to allow sufficient time for your organisation's submission process between submitting your proposal to them and the Call closing date.***

Applications should address the aims of the Call as outlined above.

The following are a list of attachments that are permitted for this Call. Please see below for further guidance on submitting these attachments:

Attachment	Requirement and page limits (sides of A4)
Case for Support	Compulsory (8 sides of A4)
Curriculum Vitae	Compulsory for the PIs, each Co-I and any named researchers. (no more than 2 sides A4 each)
Publication Lists	Compulsory (these should cover major publications/outputs in the last five years and should be no more than one side of A4)
Justification of Resources	Compulsory (2 sides of A4)
Pathways to Impact	Compulsory (2 sides of A4)
Project Partner Letter of Support	Compulsory (2 sides of A4 per partner)
Data Management Plan	Compulsory (2 sides of A4)
Timetable	Compulsory (1 side of A4)
Visual Evidence	Optional (Applications may include no more than two sides of A4 non-textual, visual evidence in support of the proposal, to illustrate the proposed aims and objectives and/or research methods)
International Co-Investigator Head of Dept. Statement	International Co-Investigator Head of Department Statements should be submitted if a Chinese or third-country International Co-Investigator has been named on the proposal.

Case for Support attachment (8 sides of A4)

This is the body of your research proposal. You must outline clearly the rationale for the activities, approach and context in which they will operate by answering the following questions:

- What is the central theme of the proposed activity?
- Why is it important that this theme be explored?
- How will the proposed activities generate genuine collaboration between the UK and China in the creative industries with the potential to deliver international best practice in research and innovation?

Please use the following headings to structure your Case for Support:

Rationale and research - industry context

You should describe clearly the rationale, approach and research-industry context of the activities. Why are the proposed activities necessary to address this theme at this time? To what extent do the proposed activities generate fruitful and novel interaction? You will need to provide a clear explanation of how your activities cross boundaries and how this adds value to the proposed activities. What is the research and industry context in which the activities will operate and how will it advance knowledge and understanding in the fields concerned? To which audiences will the activities and its outcomes be of interest and value?

Aims and objectives

You should describe the aims and objectives of the activities. What specific targets or outcomes will you have achieved by the end of the project?

Timetable of activities

You should give a clear timetable of activities, including events such as workshops, symposia, conferences.

Key partners or participants

You should identify the specific partner organisations or participants, both in the UK and China, who will be central to the success of the project, along with their expertise and availability. You should also demonstrate how the project will leverage additional resource – either cash or in-kind – from UK partners.

Contribution of Chinese partners

You should detail the contribution of Chinese partners, articulating how this constitutes broad equivalence with the funding requested from the AHRC to support the UK component. This should include information on successful and/or proposed applications to Chinese funding sources. Where the outcome of funding applications in China are unknown, you should explain why you think that the proposed funding route is likely to be successful given the focus of the application, and how you will approach leveraging alternative matched funding in China should the application

be unsuccessful. Where UK and Chinese funding timetables and award periods do not align, you should also explain how this will impact upon the mechanics of delivery over the lifetime of the project, for example in terms of the division of management responsibilities, the overall timetable and the balance of activities between the two countries.

Management and co-ordination

How will the activities be managed? How will the complexities of working between the UK and China be accounted for, for example through administrative support in both countries? How will communications be managed and input between partners coordinated? How will industry partners be embedded in the management structure? How will the management structure account for logistical challenges arising from, for example, different cultures, languages and regulatory systems in the UK and China? Will there be an advisory group or steering committee? If so, who are the proposed members and does the membership reflect the constituencies the proposal intends to reach? What will be the roles of the principal investigator, the coinvestigator, and other participants?

Dissemination

Please provide examples of the kinds of outputs you propose to produce during the award and their proposed focus. Please explain further how the research and activities will benefit other researchers, creative industries businesses and other relevant organisations and feed into future research and development activities between the UK and China in the creative industries.

Justification of Resources attachment (2 sides of A4)

This statement should be used to justify the resources required to undertake the project. Please note that AHRC funding should not be allocated to support substantive costs incurred by Chinese partners, except where an exceptional case can be made.

You should:

- Explain why the indicated resources are needed, taking account of the nature and complexity of the research proposed. Note that it is not sufficient merely to list what is required.
- Have regard for the breakdown of resources into the summary fund headings Directly Incurred, Directly Allocated and (where appropriate) Exceptions.
- Have regard for the breakdown of resources in the summary fund headings.
- In some cases, such as investigator time, use of internal facilities and shared staff costs, the basis of the costing need not be justified, but the need for the resources does need justification.
- Try to be explicit about the need for the level of investigator time sought.
- Provide clear justification where costs are sought for the involvement of micro-businesses and SMEs.
- Do not justify estates and indirect costs.
- Include a clear and detailed justification for both why items expected to be found in a department, or within creative industries partner (if sought) are required for the project

and why they cannot be provided from the RO's / businesses' own resources (including funding from indirect costs).

Curriculum Vitae (max. 2 sides of A4 each)

A summary curriculum vitae should be attached as separate documents for each Principal Investigator and Co-Investigator or named postdoctoral researchers. CVs should include basic information about education, employment history, and academic responsibilities.

Publication List (max. 1 side of A4 each)

Summary lists of publications/research outputs should be attached as separate documents for each Principal Investigator and Co-Investigator. These should cover major publications/outputs in the last five years. Brief articles, conference papers, etc. need not be included. You should asterisk those of particular relevance to your current research proposal.

Pathways to Impact (max. 2 sides of A4)

The Pathways to Impact attachment is your opportunity to describe in more detail how the potential impacts of the research beyond academia, as outlined in the Impact Summary section of the Je-S form, will be realised. In particular, you should highlight how collaborative activities will lead to impact in both the UK and China through innovation in the creative industries and provide a basis for further growth and collaboration beyond the funding period. When completing the attachment, you should consider (and address if appropriate) methods for communications and engagement, collaboration and exploitation.

Project Partner Letters of Support (max. 2 sides of A4)

You should include letters of support from all organisations entered on the Je-S form as 'Project Partners'. A Project Partner is an organisation which contributes in cash or in kind to the project but which is not requesting any money.

International Co-Investigator Head of Department Statement (max. 2 sides of A4)

If your proposal includes an international co-investigator, their institution must submit a Head of Department Statement. This statement must include the following information:

- What the international co-investigator is bringing to the project and why they are best placed to conduct the research;
- How they will deliver the project's objectives;
- How their institution will support them during the lifetime of the project;
- Assurances that their contract will be in place for the duration of the project.

Data Management Plan (max 2 sides of A4)

The Data Management Plan should outline the project's approach to managing data. Applicants should address the below points:

- Briefly introduce the types of data the research will create. Why did you decide to use these data types?
- How will different approaches to IP, copyright etc. in the UK and China be accounted for?
- Give details on the proposed methodologies that will be used to create the data. Advise how the project team selected will be suitable for the data/digital aspects of the work,

including details of how the institution’s data support teams may need to support the project

- How will the data be stored in the short term?
- What backup will you have in the in-project period to ensure no data is lost?
- How the data will be stored in the long term
- Where have you decided to store it, why is this appropriate?
- How long will it be stored for and why?
- Costs of storage – why are these appropriate? Costs related to long term storage will be permitted providing these are fully justified and relate to the project. Full justification must be provided in Justification of Resources (JoR)
- How the data will be shared and the value it will have to others
- How the data will enhance the area and how it could be used in the future?
- Releasing the data – advise when you will be releasing and justify if not releasing in line with AHRC guidelines of a minimum of three years. If the data will have value to different audiences, how these groups will be informed?
- Will the data need to be updated? Include future plans for updating if this is the case.

More information about the requirements of the attachments and submission process can be found in the [Research Funding Guide](#)

X. Assessment Process and Criteria

UK Call Timetable

Activity	Date
Deadline for submissions	24 October 2019
Peer Review	November 2019
Panel meeting date	Tbc (December 2019)
Funding decisions to be issued	January 2020
Start date of awards	1 February 2020

Following the deadline for submission, all proposals will be checked for eligibility by AHRC. Eligible proposals will be peer reviewed. Depending on the level of demand, a sift process may be introduced and those that meet the quality threshold will then be graded and ranked by a joint assessment panel, comprising members of AHRC’s Peer Review College, other academic and industry experts, and representatives from Chinese partners. **Applicants should note that the AHRC is planning to host a further FIC China Programme workshop focused on progress with the programme so far and to allow for networking opportunities. This will be held in Shanghai from 2-4 December 2019. Details of this workshop will be issued in due course but applicants may wish to hold the date if they wish to attend.**

The following criteria will be used to assess proposals:

Quality and vision

- overall fit with the call specification: the vision established by the proposed Partnership, its achievability and potential to realise the aims of the programme;

- the potential for the proposed activity to have impact in the creative industries in the UK and China and deliver a broad range of economic, cultural and academic impacts in both countries;
- the quality, ambition and innovative nature of the proposal through the proposed R&D and other activities presented;
- the extent to which the research questions, issues or problems that will be addressed are clearly defined;
- the appropriateness of the research context; the extent to which other current research conducted in this area has been considered, and the range of audiences that might be targeted;
- the appropriateness, effectiveness and feasibility of the proposed research methods and/or approach;
- the extent to which the programme will use research rooted in the arts and humanities as the means to generate new, innovative engagements across disciplines, both within the arts and humanities, and beyond.

People and partnerships

- the quality and depth of the Partnership between the UK and China and the strength of the rationale for addressing the identified challenges and opportunities within this context;
- the strength and appropriateness of the research-industry partnerships, including the balance of HEIs, creative industry partners and other stakeholders;
- the quality and breadth of active involvement by creative businesses and plans for engaging businesses of varying sizes – from micro to large enterprises – over the lifetime of the award, as appropriate;
- the quality and appropriateness of the HEI partnerships and the credibility of their research portfolio's strengths relevant to the Partnership's needs and focus;
- the strategy to ensure the sustainability of the Partnership beyond the award period and to contribute to long-term collaboration between the UK and China in the creative industries.

Management of the project

- the credibility and leadership qualities of the PIs, the balance of expertise provided by the Co-Is and the level of skills and commercial experience across the industry partners;
- the extent to which management is balanced between the UK and China and the effectiveness with which industry partners are embedded within management and governance structures;
- a clear and coherent plan for managing cross-institutional and international collaborations, and HEI-industry collaborative research;
- whether the lines of responsibility and accountability are clearly articulated;
- whether a realistic timetable, incorporating milestones, is presented which will achieve the project's aims and objectives within the proposed timescale.

Value for money

- the extent to which the likely outcome of the programme will represent value for money;
- the scale, nature and viability of the Chinese matched contribution;
- the depth of resource commitment of industry partners to the project;
- the potential for the activity to leverage additional funding from a range of sources over the lifetime of the project;
- whether the resources requested are reasonable and justifiable in the context of the proposed activity.

Outputs, dissemination and impact

- the appropriateness and effectiveness of the proposed dissemination methods;
- the extent to which outcomes are intended to be documented or recorded in a way to enable dissemination of those outcomes to the widest possible audience both in the UK and China;
- whether the plans to achieve impact are appropriate and justified;
- whether sufficient thought has been given to who the beneficiaries of the research might be and appropriate ways to engage with them beyond the project;
- the extent to which the Partnership demonstrates the potential for new markets, partnerships, technologies and methodologies for the UK and China.

Whilst the primary consideration will be the quality of the applications, in making recommendations to the AHRC for funding, the panel will also be asked to consider the balance of the overall portfolio of projects in terms of themes and scope of the call.

XI. Scheme Requirements and Post Award Reporting

Award holders in the UK will be required to submit outputs, outcomes and impacts that arise from AHRC's funding through the Researchfish system. More details on Researchfish are available on the UKRI website here:

<https://www.ukri.org/funding/information-for-award-holders/research-outcomes/>

It is also anticipated that the AHRC and Chinese partners will apply additional reporting requirements over the course of the award and there will be an expectation to participate in an evaluation of both this programme and the wider FIC initiative. Applicants should consider the resourcing required for reporting and evaluation when applying.

Applicants may be asked to share findings and case studies directly with AHRC to help design future opportunities in this programme and contribute to communications activities.

Contact Information

For queries about this call such as eligible activities and costs or remit of the call, please contact AHRC at fic@ahrc.ukri.org or telephone: 01793 416060 (available Monday to Friday 08:30-16:30). Given the variety of Chinese partners and funding sources, the UKRI China office will also be available to answer queries specifically relating to specific Chinese partner schemes or other potential funding sources. To organise this please contact AHRC as above in the first instance.

For queries on using Je-S such as creating and submitting the application form or Je-S account creation, please contact the Je-S Helpdesk on 01793 444164 or jeshelp@je-s.ukri.org (available Monday to Friday 08:30 – 17:00).