

**UK-Turkey Creative Industries
Research Networking Awards Call Guidance**

Contents

1. Introduction.....	1
2. Context	2
4. Scope	4
5. Eligibility	5
6. Guidance on Costs and Project Timescales	6
7. Application and Assessment Process	6
8. Assessment Process and Criteria.....	11
9. Scheme Requirements and Post Award Reporting	12
10. Contact Information	12

1. Introduction

The Arts and Humanities Research Council (AHRC) is pleased to announce a call for Research Networking awards focusing on how the creative industries can have a transformative impact on prosperity, social cohesion and sustainable growth in Turkey. The overarching aim of this call is to build networks and partnerships between the UK and Turkey - with a specific focus on the Istanbul region - in order to facilitate new collaborations in the creative industries that will deliver sustained economic, social, cultural and intellectual benefits. The Research Networking awards are intended to provide a platform for the initiation / enhancement of research and creative industry networks and partnerships between the UK and Turkey with a view to longer-term collaboration. The awards will support networks that will identify challenges and opportunities, interrogate key themes and priorities.

Funding of up to £45,000 (fEC) per award is available from the [Newton-Katip Çelebi Fund](#) for balanced UK-Turkey teams to support the development of networks and partnerships. 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 the AHRC's [Research Funding Guide](#)). However, all projects will be required to include a mix of academic researchers and creative industry partners from both the UK and the Istanbul region.

2. Context

The creative industries continued to grow globally in stark contrast to other sectors during the recent economic downturn, which has highlighted the important contribution that the creative economy can make to the international economic and development agenda. Constituting the key ingredients of job creation, innovation and trade as well as contributing to social inclusion, cultural diversity and sustainable environment, the creative economy sectors can make a substantial contribution to growth and prosperity as well as welfare.

In Turkey, ambition to increase the value added of goods and services produced in the country, the rise of ICT, low-cost digital technology, the use of internet, and the diffusion of arts and culture- related activities through urban and rural areas have increased the potential of the creative industries as a source of growth and a way of diversifying the economy and building resilience to future economic crisis. Also, the policies implemented in the last 15 years have triggered the development of creative industries and have drawn an increasing attention from academia, business world and NGOs. These efforts and attention from the related actors placed Turkey in Top 20 Exporters in creative goods in 2015 and also lifted Turkey's global ranking in creative goods export from 16th in 2003 to 12th in 2015 according to UNCTAD statistics. On the other hand, the UK's Creative Economy, which embraces the creative industries and the cultural sector and ranks 6th in 2015 in creative goods export globally according to the same statistics, is a dynamic and vital part of the UK's economy. It accounts for more than 5% of UK Gross Value Added (higher than Financial Services, Advanced Manufacturing and Construction), nearly 10% of the economy, and is estimated to be growing at a higher rate than any other sector. The sector ranges from major corporations to small and micro enterprises. It is increasingly clear, however that the arts and humanities are a vital element of the Creative Economy, bringing further creativity, insight and knowledge to a sector as rich and varied as it is successful and innovative.

The call follows the 'Development through the Creative Industries in Turkey' workshop organised jointly by the AHRC and the Istanbul Development Agency (IDA) in October 2019. This event convened approximately 60 academic experts and key stakeholders from the UK and Istanbul region, provided a platform for initial partnership building and explored the opportunities and challenges of enhanced collaboration. Discussions were framed around 4 broad themes considered to offer particular potential for further collaboration:

1. Ecosystem

Creative industries and cultural sectors have various actors representing public, academic, business, civil society sectors or professions, which, as whole, constitute the

backbone of a vast ecosystem. In fact, depending on the definition, the umbrella term “cultural and creative industries” may encompass a wide range of classical and modern sectors, which share some commonalities as well as having many unique features. That signifies also a variety of actor types, services, infrastructures and links.

Compared to innovation and entrepreneurship ecosystems, despite its economic potential, the ecosystem of creative industries appears less structured, under subsidized and under supported by governments. Ecosystem actors need to be empowered with improved access to finance and government grants, technical support and skilled human resources.

Networking and collaboration are also key factors which enable mutual learning and innovation, improving awareness on contemporary trends and opportunities. Therefore, both quality and quantity of links between actors should be increased through effective networking structures, creative/design hubs.

2. Demand for design and creative goods and services

Demand is a key factor to realise the potential of design and other creative sectors in fostering prosperity. Yet, both general public awareness and the awareness of those using design service as an input for production of services and goods remain relatively low. That highlights the need for exploring means to stimulate demand, to provide better links between customer needs and supply. There is also a need to better articulate the wider value and benefits of the creative sector to quality of life and improving health and wellbeing. In addition to improving local demand, creative industries should be encouraged towards and be enabled to benefit from opportunities presented by other markets and tourism specifically.

Cities with their economic, social and cultural dynamism, cosmopolitan fabric and strong connectivity play key roles in fostering design and other creative sectors. In return, creative industries and particularly design have strong prospects to lead the post-industrial transformation of cities and to improve their external and internal images. In that sense, the UK and Turkey can collaborate on exploring how to reinforce this symbiotic relation and put forward working models.

3. Design and Value Added

Design is a very strategic creative sector due to its cross-sectoral links and the huge potential it offers for increasing value. Within a broader perspective, design culture implies a more extensive use and therefore has even a larger potential to foster economic and social change and to improve quality of life by allowing policies, products, services, processes and infrastructures to better match human needs and to meet societal and environmental concerns.

Recent technological developments especially in the ICT sector and strong digital transformation trends once more underline the significance of design along with creative content. While boosting productivity and cost minimization Industry 4.0 opens vast frontiers for the use of design through expansive data about production and consumer needs and by intensifying user experience. More collaborative work is needed to reveal

the potential of design and to examine successful cases within this new context.

4. Data and Knowledge

Though research on creative industries and cultural sectors demonstrate their significance in terms of economic development and social life, further research is needed to identify common dynamics, peculiarities, interconnections and challenges facing their development. Above all, policy makers need operational data and working knowledge to develop better policies and tools to address the needs of these sectors and to help them achieve their economic and social potential.

The UK, which is a pioneer both in research and policy implementation in these fields, can transfer this knowledge to Turkey's existing capacity through research collaborations, especially focusing on research design, data collection, establishing standard definitions and creating new models in accordance with the distinctive features of these sectors in Turkey. Turkey, in that sense, may offer vast opportunities to test and deepen the UK's knowledge.

This call offers the opportunity to develop collaborative UK-Turkey (Istanbul region) networks, which will interrogate these themes further as well as consider cross cutting areas such as the importance of collaboration; investment in the Creative Industries; the structures necessary for a prosperous creative economy; and definitions of the creative and design industries. It is being run by the AHRC with additional support from the Istanbul Development Agency.

3. Aims of the Call

This call aims to support collaborative networks between UK and Turkish (with a particular focus on the Istanbul region) academics, creative businesses, creative intermediaries and other creative and cultural organisations. By facilitating collaborative networking activities, it is intended that the awards will lay the groundwork for future, more extensive, research and creative industry partnerships.

Specific objectives that underpin this call are:

- To establish and enhance networks and partnerships between UK and Turkish researchers, creative businesses as well as other creative and cultural organisations;
- To promote the sharing of best practice and knowledge exchange between UK and Turkish researchers, creative businesses and cultural organisations;
- To support forums for the discussion and exchange of ideas on a specific theme;
- To identify and interrogate key themes, industry challenges, research questions and opportunities for collaboration across a range of creative industry sectors;
- To provide a basis for long-term collaboration between UK and Turkish researchers, creative businesses and cultural organisations that will drive innovation and growth.

4. Scope

These grants are intended to provide flexible support for a programme of activity addressing

the broad objective of establishing UK-Turkey collaborations in the creative industries. The expectation is the networks will provide a platform for long-term collaboration. Interdisciplinary activity is encouraged, however, proposals that are not identified as having a clear grounding in AHRC's remit will be deemed ineligible. Applicants should consider how their proposal makes the best use of available expertise in the UK and the Istanbul region, together with the added value of new or existing collaborations.

Applicants are encouraged to develop innovative and creative programmes of activity. Examples of activities which might be involved include (but are not limited to):

- Seminars, workshops and conferences
- Public engagement activities
- Scoping activities
- Research-industry exchanges
- Other collaborative activities

5. Eligibility

Applications are invited from [eligible](#) UK Higher Education Institutions (HEIs) or Independent Research Organisations (IROs), working in partnership with relevant stakeholders including cultural organisations and creative businesses in both the UK and Istanbul region. The principal investigator must be eligible to receive AHRC funding; co-investigators, research assistants and administrative support are permitted for this call. International co-investigators from Turkey are permitted – the salary costs and time contributions of researchers and partners based in Turkey are normally expected to form a significant part of their commitment to the project (see section 6). Other International co-investigators are not permitted.

All projects must:

- Be collaborative between the UK and Turkey (Istanbul region)
- Include representation from research and creative industries (this can be creative businesses and/or other creative and cultural organisations)
- For the Turkish component, have a principal focus on collaboration with the Istanbul region (additional engagement beyond Istanbul is acceptable though must be justified)
- Be able to demonstrate and quantify a commitment from partners in Turkey (see section 6)
- Demonstrate value for money and an appropriate use of resources – for example, it is expected that projects will consider cost effective meeting, travel and accommodation options (see assessment criteria)
- Meet the aims of the [Newton-Katip Celebi Fund](#) and be ODA compliant (see section 7)

The lead applicant should identify the organisation(s) that they intend to work with both in the UK and Turkey and demonstrate a clear strategy for how the partnership will develop and why that partnership could lead to future significant research and development activities in the creative industries. It is expected that additional or different partnerships may be formed

throughout the course of the project that are not anticipated at the point of application.

The themes outlined above in section 2 have been highlighted as areas that are considered to offer particular scope for collaboration. They are however indicative and not exhaustive - applications addressing issues across, beyond or outside of these themes are welcome where they satisfy the aims of the call.

6. Guidance on Costs and Project Timescales

Funding of up to £45,000 per project is available on a full economic cost (fEC) basis with AHRC meeting 80% of the fEC. Awards should have a duration of up to 9 months and should have a start date of 1st May 2020. Costs may cover networking activity including the organisation of seminars/conferences/networking events; and other costs that are essential for the delivery of the project and are eligible according to standard AHRC guidance. Salary costs for the UK Principal Investigator and any UK Co-Investigators or research assistants can be included for the time spent overseeing and providing intellectual input to the activities, the cost of setting up and coordinating the activities (for example the salary costs of a coordinator/administrator) along with associated Indirect and Estates costs. Time spent by the Principal Investigator on the coordination of the activities is not expected to form the majority of the cost of the proposal. The salary costs and time contributions of researchers and partners based in Turkey are normally expected to form a significant part of their commitment to the project (see below).

Value for money will be a key assessment criterion. Applicants should consider this when costing accommodation and venue hire and are expected to request economy travel only. In order to evidence a balanced commitment to the project, applicants are required to demonstrate and quantify an appropriate level of support from Turkish partners, via cash and / or other contributions. This may take the form of direct funding for the Turkish component of the project and / or other contributions such as access to facilities, travel and staff time. The AHRC does not intend to stipulate a minimum contribution from Turkish partners, but it is expected that it should constitute a meaningful commitment broadly commensurate with the balance of the project, the distribution of responsibilities, and the relative capacity of the organisations involved.

A letter of support from each confirmed partner organisation detailing the level of support specific to this proposal must be included as an attachment to the application. Where the details of a commitment from the Turkish partner(s) are not yet clear, the application should set out as far as possible the likely scale and nature of the collaboration with a view to confirming this if an award is made.

7. Application and Assessment Process

Applications should be submitted through the Joint Electronic System (Je-S) by 4pm (UK time) on 27th February 2020 at the latest.

All Investigators named on the Je-S application form, whether based in the UK or overseas, must have a Je-S account. Where a named investigator does not already have a Je-S account, one can be easily set up, but please note that the process can take a number of days. It is therefore strongly recommended that the process is started well before the

application deadline. Je-S accounts can be created on the Je-S site. During account set-up an account type of 'An Applicant on a Standard/Outline Proposal' must be selected. If you require assistance with the process, please contact the Je-S Helpdesk at JeSHelp@je-s.ukri.org or +44 (0)1793 44 4164.

Je-S submission

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;
- 'Research Networking' as the Scheme;
- 'UK-Turkey Creative Industries Networking Grants 27 February 2020' 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. Please 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.

Timetable

Call launch – 23rd December 2019
 Closing Date: 27th February 2020
 Assessment Panel Meeting: Early April 2020
 Projects Start: 1st May 2020

Applications should address the aims of the Call as listed in this document. The following are a list of attachments that are permitted for this Call. Please see below for further guidance on completing these attachments:

Attachment	Requirement and page limits (sides of A4)
Case for Support	Compulsory – 6 sides of A4
Curriculum Vitae	Compulsory – 2 sides of A4 per CV
List of Publications	Compulsory – 1 side of A4
Justification of Resources	Compulsory – 1 side of A4
Project Partner Letter of Support	Must be included where partners are listed on an application as making a financial or other contribution.
Pathways to Impact	Compulsory – 2 sides of A4
ODA Compliance Statement	Compulsory – 1 side of A4

Gender Equality Statement	Compulsory – 1 side of A4
Visual Evidence	Optional – 2 sides of A4

Case for Support attachment (6 sides of A4)

This is the body of your application. 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 activities? What are the questions, opportunities and challenges that the activities will address?
- Why is it important that this theme be explored?
- What is new and novel about the network?
- How will the proposed activities and partnerships address the questions, opportunities and challenges identified?
- How will the proposed activities lead to long-term collaboration, including substantive new joint collaborations?

Please use the following headings to structure your Case for Support, ensuring that the questions above are answered:

Rationale and research context

You should describe clearly the rationale, approach and research 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 build research and development exchanges in the creative industries and how this adds value to your proposed activities. What is the research context in which the activities will operate and how will it advance knowledge and understanding in the fields concerned? To which audiences/disciplines will the activities and its outcomes be of interest?

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 for events such as workshops, symposia, conferences, meetings of the advisory group.

Key partners and participants

You should indicate key partners and participants who would be central to the success of the project, along with their expertise.

Management and co-ordination

How will the activities be managed? 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 co-investigator, and other participants?

Dissemination

Information under this heading should build on the details given in the Academic Beneficiaries and Impact Summary sections of the Je-S form. Please provide examples of the kind of outputs you propose to produce during the award and their proposed focus. Please explain further how the award will benefit other researchers in the field and – where relevant – in other disciplines, as well as non-academic beneficiaries. How do you propose to maximize the value of the proposed research outputs? You should cross reference here to the separate attachment ‘Pathways to Impact’.

Justification of Resources attachment (1 side of A4)

This statement should be used to justify the resources required to undertake the project. In this document you should also present a clear breakdown of all costs. Additionally this statement should also include a summary of contributions from Turkish partners.

Curriculum Vitae (max. 2 sides of A4 each)

A summary curriculum vitae should be included for each Principal Investigator and Co-Investigator. CVs should include basic information about education, employment history, and academic and / or industry responsibilities.

List of Publications (max. 1 side of A4 each)

Summary lists of publications/research outputs should be attached as separate documents for each of the Principal Investigators and any Co-Investigators or named research assistants. 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.

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

You should include letters of support from any organisations (both in the UK and Turkey) listed on your application as ‘Project Partners’ who are contributing cash or other contributions.

Pathways to Impact (max. 2 sides of A4)

The Pathways to Impact attachment is your opportunity to describe in more detail how potential wider impacts of the research beyond academia, as outlined in the Impact Summary, will be explored. Taking into account what is reasonable and appropriate

given the nature of the research you propose to conduct, you are asked to describe how the proposed research will be managed to engage any users and beneficiaries that have been identified, or to identify potential users and beneficiaries as the research progresses, and to increase the likelihood of achieving wider impact.

In presenting your plans, you should tailor and target your impact activities to ensure that they are relevant to the specific user and beneficiary groups likely to be interested in your research. Innovative and creative approaches are strongly encouraged.

When completing the attachment, you should consider (and address if appropriate) activities for communications and engagement, collaboration and exploitation. You should also detail who will be undertaking any activities proposed and include any resource implications in the financial summary and in the separate Justification of Resources attachment.

Official Development Assistance (ODA) Compliance Statement (max. 1 side of A4)

As this call is being supported as part of the Newton Fund, projects must demonstrate how they are ODA compliant. To comply with ODA requirements, proposals must make clear how their primary purpose is to promote the economic development and welfare of Turkey. Applicants must clearly demonstrate how they meet ODA requirements in the mandatory ODA Compliance Statement. All statements should include and fully answer the following questions:

1. How are the activities in your proposal directly and primarily relevant to the development challenges of Turkey?
2. How do you expect that the outcomes of your proposed activities will promote the economic development and welfare of Turkey?

Further guidance can be found at: <http://www.newtonfund.ac.uk/about/what-is-oda/>

Initial ODA compliance assessment will take place within the AHRC, though final decisions may include input from the assessment panel as well as external sources of ODA expertise.

Gender Equality Statement (max. 1 side of A4)

All proposals must include a Gender Equality Statement. This statement must outline how applicants have taken meaningful yet proportionate consideration as to how the project will contribute to reducing gender inequalities, as required under the International Development (Gender Equality) Act. This should be no longer than one page, and should be attached as a 'non-UK Component' through Je-S. It is expected that some projects will have less impact on gender and gender relations and professional judgement of the applicants should be exercised to ensure appropriate consideration of the context and intended aims of the project.

Applicants are required to address the below criteria, with an understanding that, depending on the nature of their research and innovation, not all questions will be applicable.

Criteria to address while considering gender impact:

- Have measures been put in place to ensure equal and meaningful opportunities for people of different genders to be involved with the project? This includes the development of the project, the participants of the research and innovation and the beneficiaries of the research and innovation.
- The expected impact of the project (benefits and losses) on people of different genders, both throughout the project and beyond.
- The impact on the relations between people of different genders and people of the same gender. For example, changing roles and responsibilities in households, society, economy, politics, power etc.
- How will any risks and unintended negative consequences on gender equality be avoided or mitigated against, and monitored?
- Are there any relevant outcomes and outputs being measured, with data disaggregated by age and gender (where disclosed)?

Further information can be found on the UKRI Gender Equality and International Development Research and Innovation web page: <https://www.ukri.org/research/global-challenges-research-fund/gender-equality-and-international-development-research-and-innovation/>

Applicants for ODA funding administered by AHRC (including this call) are encouraged, where appropriate, to extend the statement to cover intersecting and wider issues relating to equalities, diversity, identities and inclusion, and the UK Sustainable Development “no-one left behind” agenda as well as to discuss any context-specific factors which need to be taken into account in addressing issues of gender and (in)equalities. Applicants addressing these intersecting and wider issues of inequalities may extend the statement to up to two pages where required.

Visual Evidence (max.2 sides of A4)

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. It is not permitted to include this material to supplement or replace the CV or publications list or to illustrate previous work.

8. Assessment Process and Criteria

Following the deadline for submission, all proposals will be checked for eligibility by AHRC. Eligible proposals will be reviewed by an assessment panel comprising member of the AHRC’s Peer Review College and external as well as international experts.

The following criteria will be used to assess proposals:

- The extent to which the proposal meets the specific aims of the call and addresses the areas identified in this document;
- The quality and appropriateness of the proposed activities;

- The quality and suitability of the proposed partnerships in addressing the opportunities and challenges identified;
- The extent to which there are effective plans for managements of the activities and the monitoring of progress, including whether a realistic timetable and reasonable costs are presented.
- The extent to which the potential outcomes justify the costs;
- The appropriateness and effectiveness of the proposed dissemination methods, including the proposed outputs, outcomes and impact;
- Whether the activities meet the requirements of the Newton Fund in relation to ODA compliance;
- The potential to lead to substantive new joint research and innovation collaborations

9. Scheme Requirements and Post Award Reporting

Award holders will be required to submit outputs, outcomes and impacts that arise from AHRC's funding through the Researchfish system. Information can be added to Researchfish at any point once the award has started but award holders will also be required to 'submit' this information to AHRC at one 'Submission Period' each year. Award holders will receive an email with log-in details shortly after their award has started. More details on Researchfish are available on the UKRI website here:

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

Additional reporting may also be required as part of the Newton Fund programme.

10. Contact Information

For queries about this call such as eligible activities and costs or remit of the call please contact AHRC at enquiries@ahrc.ukri.org or telephone: 01793 416060 (available Monday to Friday 08:30-16:30).