

YCE

The British Council's **Young Creative Entrepreneur** (YCE) programme celebrates, supports and connects the most exciting entrepreneurs who are innovating the creative and cultural industries around the world.

We find the best global talent...

We look for the people shaping our creative future - testing new models and ideas and having a positive economic, cultural and social impact in their local and global communities. We identify emerging leaders in creative businesses, who are able to make international connections and to use these to benefit others. The focus on entrepreneurship and innovation is a unique part of the award.

...give them the opportunity of a lifetime...

The prize for winning the award is a trip to the UK for a unique programme of meetings with UK industry experts, international peer networking, practical business skills workshops and attendance at key UK industry events. The trip provides the winners an amazing insight and access into the UK creative industries and wide range of contacts.

The Young Creative Entrepreneur Programme has been running since 2004. The programme acts as a springboard to form lasting collaborations which develop participants' businesses while having clear social and cultural benefits.

Success stories from YCE have ranged from the first publication of Roald Dahl in Arabic, the founding of the Slovak Fashion Council, the successful start-up of a UK model social enterprise youth magazine in South Africa, a UK-Indian co-production of the first large scale independent music festival in India, and the initiation of numerous other joint ventures and cultural collaborations.

...and access to a network of invaluable connections

The Young Creative Entrepreneur award provides a fantastic opportunity to make cultural and business contacts and to network with a diverse group of international entrepreneurs. Since 2004, we have had nearly 400 participants from 51 countries across the world come to the UK, and these are just part of

an active international network of over 3,000 members (participants, applicants and wider contacts).

The network meet frequently at BC and partner run networking events, workshops and seminars and at international industry events, to share market information, new ideas and business opportunities.

Young Creative Entrepreneur- Fashion/ Design Award –2014

We're looking for people running great fashion and design businesses, who know that the ability to manage production and get product to market is just as important as fantastic design skills. We are looking for people who are using interesting materials, resources and business models to develop amazing products or to get other people's products to the marketplace; people who are engaging with cultural and social issues and people who understand the power of collaboration. This is not an opportunity for designers – we are looking for people who are running fashion and design led business.

Country winners will participate in a shared tour of the UK's fashion and design sector. The programme allows the winners to gain unique access to and insights into the UK industry, as well as providing a fantastic opportunity to make a wide range of business contacts that will act as a springboard for future business/collaborations between the UK and internationally. The tour will run from 10 – 17 September 2014 (tbc) while London plays host to London Fashion week and London Design week.

The programme will include:

- Curated group meetings to give an overview of what's happening in the UK media industry
- Peer networking with the international participants and UK young multimedia entrepreneurs
- Access to and masterclasses with UK industry figures
- Time for individual business meetings
- Opportunities to network and make business contacts

Sector Definition:

YCE Design and Fashion participants can be drawn from any of the following areas:

- Architecture, interiors and environment
- Product design manufacture: furniture, industrial products and craft
- Design promotion: exhibitions, events, festivals and retail
- Consultants providing specialist services in any of the areas outlined
- Fashion, textile, accessories or perfume design and production
- Fashion promotion: shows, exhibitions, festivals, events
- Fashion retail: buying, merchandising
- Fashion product research, sourcing, supply chain management

- Fashion marketing, PR, branding, journalism
- Fashion publishing, communications, websites
- Consultants providing specialist services in any of the areas outlined

Eligibility criteria:

Applicants must:

- Own or be the driving force behind a young business in the fashion OR design sector with at least 2 years' experience and no more than 7 years in business.
- Be entrepreneurial and have shown their ability in the promotion of that creative sector in their country, in either a commercial context, public context, or both
- Through their character, drive and abilities, demonstrate their potential to be a future leader of the sector in their country and a future partner for the UK
- Have English language skills to IELTS 6 - '*competent user*' or above
 - N/B the entire UK tour will be conducted in English so a high competency in the language is essential

NB – while there is no upper age limit for the awards, this is an award for emerging entrepreneurs who are running young businesses.

The award selection will be made by the British Council and in consultation with sector experts.

What is required from the winner?

- Be available to take part in an industry tour in the UK from 10 – 17 September 2014 tbc
- Send all agreed marketing information (biog, photo etc.) during application process so that the British Council can promote the winner and in the UK when the winner is announced
- Actively participate in all arranged meetings and events during the programme, in particular:
- Give a presentation (5 min) about their work
- Be willing to participate in any events/receptions/panel discussions, as appropriate, alongside other UK/international industry speakers (topics would be dependent on programming by partner events and the experience/relevance of YCE participants)
- Be open minded and actively looking for future collaboration and business with UK companies, organisations and individuals that they meet
- Record their trip to the UK for use by British Council in country/UK e.g. blog, film, participate in media interviews before, during and after the trip, participate in evaluation etc

- Take part in events when they return to share their UK experience with a wider YCE network at home
- Be part of the BC's international YCE network, which has around 3,000 members, and be keen to contribute ideas and feedback, participate in events, and develop projects

What is included?

- Return economy flights (if you wish to stay on after the tour has ended it may be possible for us – given enough notice – to issue tickets with a later return date. Please note, however, that the awards programme only provides support during the period of the tour, so any additional accommodation or other expenses would be payable by you directly and we are unable to assist in making other bookings outside of the tour programme.)
- Visa - we will cover the cost of the visa if required, please note however that you must provide the requisite supporting information to allow the visa to be issued.
- Accommodation for duration of tour
- Subsistence at our standard British Council UK rates
- All transport within UK during tour
- Full tour itinerary organised and looked after by British Council staff throughout

What is not included?

- Passport – you must have a valid passport, with an expiry date of at least 6 months after the tour
- If this is not the case you will have to bear the cost of a new passport.
- Insurance – you must ensure that you have comprehensive health and travel insurance for the duration of the tour. We will ask you to provide evidence of this at least one month before departure.
- Fee – no fee will be given to participants during the tour, so you must ensure that your salary/income is sufficient to manage your UK expenses during your absence.

Programme Timeline:

Deadline for applications **by May 2014**

Interviews with shortlisted candidates **June 2014**

Winner to be announced **July 2014**

The award selection will be made by the British Council and in consultation with sector experts after a short interview process.

What is required from British Council Offices?

- Publicise the opportunity via fashion and design sector networks
- Invite applicants to take part by filling in the online application form – link to be sent separately. You will be given access to the online system to sift through applications
- Invite relevant experts from the sector to take part in a judging panel in March. The judging panel should be 3 or 4 people – one from British Council with the others being fashion and design experts (this can include former YCEs where appropriate)
- After the closing date, shortlist 4 – 6 candidates from the online applications. Offices will lead on choosing the shortlist but please advise Caroline Meaby before confirming shortlist so Arts advisors in London can feedback on choices.
- Invite shortlisted candidates to an interview with the judging panel. Interviews will comprise of each candidate giving a 5 – 10 minute presentation about their business and 15 minutes follow up questions.
- After the interviews have taken place, advise Caroline and Rebecca Shoemith in London of the winner. The London team will then take over all logical arrangements.
- The £2200 fee for the trip to be paid into CE WBS. Countries to pay for visa and return flights for the winners

Definition of a Creative Entrepreneur

We define creative entrepreneurs as follows:

- Somebody working in the creative sector who is able to demonstrate business success in the classic terms of business growth (profit, market share, employees) and/or in terms of his or her reputation (creativity, quality and aesthetic) amongst their peers.
- Somebody working in the creative sector who has developed a successful (in terms of impact and reach) social or not-for-profit enterprise in this sector.
- Somebody working in the creative sector who has shown leadership in the industry by championing its development in their country.
- Somebody working in the creative sector who has developed initiatives (exhibitions, trade fairs, festivals etc) that develop and grow the market for this sector in their country

Qualities of a Creative Entrepreneur

Entrepreneurial ability

- Risk taking: Can assess, enjoy and face risks. Has the skills/initiative to successfully drive ideas forward
- Passion for their creative sector: Creative entrepreneurs are the mediators that bring creative products to the market and require an ability to talent spot, respect, understand and manage creativity
- Corporate skills: Business acumen, commercial awareness, managerial ability, vision and strategy
- Interpersonal skills: Ability to sell an idea, negotiate and network

Innovation/ development of new business models

- Finds new, innovative ways to take creative work to audiences and communities – new models of production, distribution, value – highlighting the wider social, economic and cultural benefits in doing so
- Original ideas and the flexibility and self-confidence to take these to market

Leadership ability/potential to change their sector

- Leadership ability: Have the vision to combine their creative and entrepreneurial skills to be a leader in their national creative community. Ability to share the lessons of their YCE experience with others.
- Agent of change: ability to make a difference – not merely by being successful in business terms but also intervening in the domestic market to impact positively on its infrastructure.

Market awareness and understanding

- Market awareness: Knowledge of the local market situation and their role in it
- Ability to spot gaps within the market and exploit these opportunities into real solutions

International outlook and ability to network with the UK/globally

- International outlook: Wants to develop a mutually beneficial culture of personal/professional engagement and collaboration with the UK, able to benefit from dialogue with other international participants and keen to develop future international projects