



creativity for social change

ELEVATE

FREQUENTLY ASKED QUESTIONS

What is ELEVATE?

ELEVATE is a global programme which challenges, connects, develops and illuminates outstanding creative individuals, who have the potential to positively change the way we live. ELEVATE utilises a series of Challenges to build a global community of creative problem-solvers, the most potent of whom are invited to attend residential innovation camps where they can develop their skills, networks, and have the opportunity to walk away with special funding for their ideas and collaborations. Intensive face-to-face engagement is supported by a digital community, which fosters international collaboration through live streaming networking events in major cities across the world, and a suite of complementary educational tools to build your capacity to use their creativity for social good.

What do you mean by creative innovation?

We subscribe to the notion of UK organisation Nesta's idea of creative innovation, based on 2010 findings, that the creative industries are often more innovative than many innovation-based sectors. Our research has also demonstrated a greater recognition of STEAM (science, technology, engineering, arts and maths) away from the traditional STEM, in discussions of innovation. Based on this, and wider discussions, we recognised that there are millions of individuals and organisations who are using creative thinking, disciplines and practices to come up with radical solutions to social issues. See the [British Council's Creative Economy website](#) for more ideas.

Who is the programme for?

ELEVATE Fellows are individuals who are breaking the mould by working with creativity and culture to find new responses and solutions to major economic, social or environmental challenges within communities. Our Fellows will be open-minded about international collaboration and cross-cultural dialogue and possess an innate desire to change the world by using creativity.

ELEVATE welcomes creatives from all disciplines, and even other sectors. If you're really unsure, drop us a line at elevatechallenge@britishcouncil.org.

Why is the British Council delivering this programme?

The British Council is the UK's cultural relations organisation and works in over 100 countries across the arts, education, English, social innovation and enterprise. We are a registered UK charity, uniquely positioned to unify existing networks between public and private sector, and as a widely networked organisation globally, we are able to draw on and support hundreds of thousands of individuals and organisations who are willing to contribute to a wider social purpose.

What is the connection and value to the UK?

ELEVATE is designed and delivered by colleagues from East Asia and the UK, informed by local expertise and knowledge of a range of cultural contexts in both regions. The design of the programme has cultural relations at its heart. ELEVATE draws on UK expertise and leadership around creativity and social innovation, entrepreneurship, cultural leadership and professional development, which positions



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the UK as an exemplar of best practice and creates a strong framework for future development of the Fellows' cross-disciplinary sectors in their local countries. In return, UK partners and participants will share in the experiences, expertise and connections of the East-Asian network members.

ELEVATE also invites applications from UK Fellows, resulting in collaboration between East Asia and the UK and the possibility of future projects, exchanges and long-term development opportunities.

How can I get involved?

The ELEVATE StartWell™ Challenge is an open call, from which the judges will select the 12 ELEVATE Fellows for this year. In the future, we'll be running two Challenges per year as well as two Innovate Camps in Asia, and building a digital network to make sure everyone can stay connected and supported. So join our [mailing list here](#) to stay in the loop.

If you're interested in the Challenge idea, you can also attend a Connect session in April 2015 to hear experts discuss ideas, innovations and challenges; in Sydney, London, Tokyo, Jakarta, Hong Kong and Singapore.

Alternatively, if you're interested in partnering with us to deliver a Challenge or an Innovation Camp, please get in touch.

Am I eligible?

The Challenge is open to individuals, collectives or organisations working in the arts and cultural sector as well as in other fields and sectors of society including academic and educational, environmental, trade and industry, health and social care, etc, given you meet the selection criteria. Applicants can represent the private, public or social sector.

Applications will be accepted from the following countries only in the first year: Australia, Burma, China, Singapore, Japan, Indonesia, Malaysia, New Zealand, Taiwan, Thailand, Vietnam, South Korea, Philippines, and in the UK.

Applicants must be 21 years of age or older at the time of application, and be fluent in English. No exceptions will be made.

How many times can I apply?

You can apply only once per Challenge. If you do submit more than one application, only your first one will be considered.

Can I apply as a collective or on behalf of an organisation?

We welcome ideas from individuals or from representatives of organisations or collectives. However, only one person per idea submitted will be invited to travel if successful. We suggest you clearly define amongst yourselves before entering who this may be, so as to avoid any issues closer to the Innovation Camp.



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What does an ELEVATE Fellow receive?

As part of the programme, invited Fellows will commit to working collaboratively and regularly share their learning throughout the course of the programme via blogs and social media. In return, Fellows will become part of a high-profile international network, be connected to world-leading experts in the creative innovation field, and can access tailored mentoring and professional development opportunities and unique funding opportunities.

Fellows will receive:

- A one-week intensive with key innovation speakers, leaders and facilitators, plus high profile mentoring and leadership, including accommodation and travel.
- Collaboration opportunities with other innovators and artists from East Asia and the UK.
- A suite of professional development opportunities with our partners and wider network.
- Identification as an Alumni Fellow of British Council's first regional innovation movement.
- Profiling and illumination regionally on multiple British Council and partner platforms.
- Opportunity to secure Challenge funding for the further development of ideas.
- A certification from Goldsmiths University and British Council (*on completion of assessment*).

What happens at ELEVATE Innovation Camp?

In 2015, the camp will take place in Japan. Fellows from East Asia and the UK will be selected to spend four days in Yamaguchi, exploring creative innovation in relation to the Challenge, and a further two days in Tokyo, involved in activities and collaborations engaging local Japanese creatives and communities. The Innovation Camp will highlight the future professional development needs of the Fellows and their networks, and help them to build support around the trajectory of their ideas and social impact through regional exchange. Applicants should be available from February 22 - March 2, including travel dates.

If I apply as part of an organisation, how many of us can attend?

Only one representative from an organisation or collective can attend the camp.

How much does it cost as a Fellow?

The British Council will cover the cost of air travel to the Innovation Camp location, as well as accommodation for the specified dates and visas, if required. All local costs, including meals that are not provided as part of the Camp, will be borne by the participants. A stipend will not be paid for this period. All ELEVATE professional development costs, such as the Goldsmiths learning, are part of the Fellowship and don't cost a thing!

What is the selection process?

Applications will be shortlisted in the country of entry by a split-assessment team of the British Council and programme partner. Candidates are assessed through a competitive application and nomination process, to bring a diversity of professional knowledge, experience and focus to the programme.



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Participants are selected on the basis of their idea, values, leadership potential, and commitment to making a difference in society.

Shortlisted entrants will then be asked to conduct a 30-minute Skype interview. The most exceptional entries from each country will be submitted to the formal judging panel made up of regional partners from Asia and the UK, external education and play experts and a British Council staff member. The final 12 Fellows will be notified two weeks after their ideas have been submitted. The Fellows will travel to the Innovation Camp in February 2015, after which they will have six weeks to resubmit their ideas. Prize money will be awarded to the ideas deemed most suitable, creative and scalable. Submission criteria will be provided prior to this stage.

Decisions are final and we hope you understand that, due to the anticipated high volume of applications, we cannot enter into any correspondence regarding unsuccessful applications.

How do I submit my idea?

Entries should be made at.

Entries must include:

- a) Your personal details as requested in the application form
- b) Youtube link to your two (2)-minute video which addresses the Challenge # 1 brief
- c) Responses to the questions regarding selection criteria
- d) A link to, or upload of, one additional piece of supporting material

What format should the video be in?

Videos should be no longer than two minutes, and should be uploaded to Youtube as a private video (not viewable by the public). We ask that you cut and paste the link into the application form. Please ensure it isn't password protected.

What is the purpose of the video?

A video allows the international selection panel to meet you while in their respective countries. It gives us an idea of who you are and how you present yourself, and will help us to understand how connected you are to the idea you're putting forward. We ask that you appear in the video, so we can learn more about you and the idea in person.

How fully formed should my idea be?

An idea, of course, is just an idea, but we do need to be able to see its promise in a real way. We're looking for ideas that represent your values, communicate the way you use creativity to think about solving some of the world's problems, and your willingness to work with others in developing your idea. Your idea needs to have some realistic probability for application, and the potential to be further developed, by either yourself or someone else. Your idea can still be in ideation stage, though. That's why we're bringing you together with people from other disciplines, so you can find a someone who might be able to fill the skills gaps you need.



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Do I need to determine a detailed budget, schedule, equipment and timeline?

At this stage, it is not necessary as we want to focus on the idea. The Innovation Camp is to further develop your idea.

What kind of supporting material should I have?

Supporting material should give a clear demonstration of your idea, whether by design, written word, illustration, portfolio, or another medium. This upload should be no greater than 5MB.

What language can my entry be in?

All entries must be submitted in English.

How much Challenge funding is awarded and when does this happen?

In 2014, the ELEVATE StartWell™ Challenge co-presented by the Lien Foundation is worth SGD50,000 and can be allocated to up to 12 creative innovators, though this may not be the case. The allocation of this money will take place AFTER the Camp, when the Fellows have resubmitted their ideas, individually or collaboratively. The amount of funding allocated to ideas is at the discretion of the judging panel and Fellows may be asked to present their ideas to new partners, investors or other interested individuals or organisations. The Challenge funding can be used to further develop the idea, or take up one or more of the brilliant Illuminate professional development opportunities available to Fellows.

Will I receive a confirmation once I have submitted my idea?

You will receive a 'thank you' confirmation via the application portal. No further email confirmation will be provided.

Can I get feedback if I am unsuccessful?

Unfortunately, we cannot offer individual feedback on applications, due to the volume we receive.

How can I stay involved if my idea isn't selected this year?

We will be launching the ELEVATE Digital Network in 2015. Stay tuned through our mailing list, [here](#).

What if I need help with my application?

If you experience technical problems submitting your application or have technical questions you may email elevatechallenge@britishcouncil.org for assistance. Please note, while we can assist with technical difficulties, we will not be able to offer any assistance in completing the application.

My organisation would like to partner. What can we do?

ELEVATE welcomes partnership enquiries from organisations from across the globe who can contribute to the overall outcome of the programme; including those wishing to partner on a Challenge, learning partners who want to be part of a wider development network, media partners who are keen to share amazing stories and ideas, and also individuals who are looking to invest in social problem solving. Each ELEVATE Challenge is different, and so is each Innovation Camp, and we are available and willing to work with partners to tailor an opportunity to suit your needs.



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