

Momentum:

The Edinburgh Festivals International Delegate Programme



Context

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Edinburgh International Festival was created to bring the countries of Europe and the world together through culture and create a flowering of the human spirit after WW2

- **Civic and international**
- **Culture and Tourism**
- Programmed **the world's greatest artists**
- Enhanced by **two acts of innovation/revolution** – **Edinburgh Festival Fringe** and **Edinburgh International Film Festival**
- **Elite and emerging artists, local and global talent** – a new festival scene
- **Followed by 9 other major festivals**

More international than ever:

- **25,000** artists from 70 countries, audiences from 80
- **1000** producers and **1000** media from around the world
- The world's first Culture Minister's Summit in 2012, the second in 2014

Context

Deeply local

- **60% of the people of Edinburgh** have attended our festivals in the last 2 years
- **75% of people in the city** believe that the festivals improve their quality of life
- **£261 million (\$428million) of economic impact** for Scotland and 5242 full time jobs in Edinburgh. Bigger than golf tourism
- Edinburgh International Festival, our founding festival, featured **800 Scottish artists in 2013**
- **744 Scottish companies performed** at the Edinburgh Festival Fringe in 2013
- 5 of 13 productions at **Imagine** were Scottish

Momentum



Momentum

A unique environment for a new deep networking approach

- Scottish platform for International artists and an International Platform for Scottish artists
- Fora for learning and exchange, for professional development and critical discourse
- Melting pot where new collaborations and partnerships evolve
- **New Scottish Government investment into Scottish work at the festivals including Made in Scotland Fringe Showcase**
- **New opportunities in 2012 -2014**

But

- Also exposing or risky
- Not everyone equipped or confident to exploit unique opportunities
- Should offer an aspirational curve for local and Scottish artists

Momentum: Partnership

A partnership between Festivals Edinburgh, British Council and Creative Scotland



A new approach to the creation of a cultural diplomacy partnership also working with **the Scottish Government, the City of Edinburgh Council, Glasgow 2014** to support the development of the Momentum International Delegate Programme and the work that evolves out of it.

Momentum: Partnership

- **British Council Scotland** works to promote the nation's cultural assets, so that **Scotland is better connected to the world** and better plugged in to the right people and places
- **Creative Scotland** seeks to **showcase and develop Scotland's vibrant domestic performance in the international arena** and works with a number of other organisations to improve the quality and depth of their international relationships
- **Festivals Edinburgh** represents the collective ambitions of Edinburgh's 12 major festivals to continue to **enhance their internationalism** and co-ordinates the year-round Cultural Diplomacy Partnership



Momentum: Programme

Momentum: The Programme

Momentum's ambitions:

- to sustain and develop Edinburgh's position as the world's leading festival city,
- to encourage international producers and governments to showcase their work at our festivals
- to foster international cultural exchange with Scotland
- to internationalise the work of Scottish artists, venues and cultural organisations
- to support professional development and exchange expertise on cultural policy and festival models
- deep networking for long-term relationship building

Momentum: The Programme

- Momentum 2013 hosted 86 invited delegates from South Africa, New Zealand and the Pacific Islands, India, Pakistan, Mexico, Argentina, Brazil, Colombia, Chile, Nigeria, Canada, Quebec and the Caribbean
- Shared ambitions in Scotland to create or develop relationships, partnerships and exchanges in these places
- The necessary domestic cultural infrastructure to support activity and make the relationship work
- Leading cultural practitioners and policy makers, including festival directors, producers, leading artists, venue managers, cultural entrepreneurs, representatives from national and regional arts agencies as well as national and regional political figure
- The mix matters – creative ambitions and the means to support it

Momentum: The Services

- Bespoke itinerary planning and one-point cross-festival ticket booking
- High-level meetings with relevant cultural figures and policy makers, direct engagement with the directors of Edinburgh's 12 major festivals, opportunity for formal government to government bi-laterals
- Supported networking events and two way information sessions with the Scottish arts sector and access to partner networking events
- Seminar programme on festival business models, cultural tourism, impact assessment, programming
- Facilitated conversations with and between the delegations

The responses from the Scottish Cultural Sector

- **85.7%** confirmed that Momentum enabled them to interact with international producers that they would not normally get to meet
- **89.3%** agree that Momentum enhances the reputation of the Scottish cultural sector
- **82.1%** said that Momentum helped them to make new contacts
- **78.6%** believed Momentum offered the opportunity to raise the profile of their work
- **89.3%** of industry representatives consulted agreed that Momentum has helped to enhance the Edinburgh Festivals' roles as a platform for international relationship building and opportunities

Momentum 2013: Feedback

The responses from our international delegates

- Engagement in Momentum made **93.8%** delegates more likely to engage with the Edinburgh Festivals
- Engagement in Momentum made **91.5%** delegates more likely to engage with the Edinburgh Cultural Sector and **87%** delegates more likely to engage with the Scottish Cultural Sector
- **89.1%** felt that Momentum helped them to better understand the Scottish Cultural Sector
- And gave **87.2%** delegates a **more positive perception of the Edinburgh Festivals** and **87.5%** delegates a **more positive perception of Scotland**.
- **95.5% of delegates felt** they were introduced to relevant people from the Cultural Sector in Scotland

Momentum 2013: Feedback

- “I think it is a fantastic initiative, It offers connections for smaller organisations who do not have the resources or capacity to develop international connections themselves.” **Fiona Miller, Artistic Director of Tricky Hat Productions**
- “There is nowhere else in the world where I would have been able to make the three essential contacts I established in the space of an hour, creating relationships that it might take two years to build normally and which have fed into my subsequent trip to the Caribbean to progress my current film”. **Scottish writer/filmmaker Chris Dolan who attended the Caribbean/Pakistan/India Networking Lunch**

Momentum 2013: Feedback

- "Thanks to Momentum with their accurate and speedy introductions, Cryptic is developing some wonderful projects with Brazil in 2015 and beyond which couldn't have happened without them. It's a great initiative and enables us to have a deeper understanding of Brazilian culture. Long may it continue and grow!" **Cathie Boyd, Artistic Director of Cryptic on her 2013 Momentum experience**
- "I was amazed at the calibre of the delegations and have certainly extended my network....having the delegations come to us was excellent. I reckon that in the next 12-18 months we will begin to see the benefits." **Eileen O'Reilly from National Theatre of Scotland**

Results



Momentum: Results

- The establishment of a **British Council/Creative Scotland partnership** across Brazil, India and South Africa, all of which are now developing delegation programmes and projects
- **Brasil** - Significant movement of work in both directions e.g. first Brazilian season at the Edinburgh Fringe 2013; the Cultura Inglesa Festival presented 5 pieces of Scottish work from Made in Scotland at their 2013 Festival; major presence by disabled artists in Transform
- **South Africa** - 2012 first ever 'South African season' of eight productions staged at the Edinburgh Festival Fringe; 2013 twelve show season; 2014 major cross-festival programme

Momentum: Results

- **India** – e.g. partnership between the Delhi Jazz Festival and the Edinburgh Jazz and Blues Festival saw musicians from each country perform in the other to new audiences
- **New Zealand** - Commitment from Creative New Zealand to re-direct their international strategy to include Edinburgh (and Glasgow 2014), and the evolution of a two-way partnership agreement with Scotland
- **Caribbean** - A major “Scotland Presents” element is planned for the Trinidad and Tobago literary festival, the NGC Bocas Lit Fest, in April 2014.
- Our Festivals networks significantly enhanced

Act Local, Think Global: Momentum

For further information visit
www.festivalseдинburgh.com
www.edinburghfestivals.co.uk