

AHRC Follow-on Funding for Impact and Engagement Scheme: Highlight Notice for the UN International Year of the Creative Economy for Sustainable Development, 2021

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II. Introduction

The Arts and Humanities Research Council (AHRC), part of UK Research and Innovation (UKRI), is pleased to announce a call for applications to its Follow-On Funding for Impact and Engagement scheme. Responding to the UN Year of the Creative Economy for Sustainable Development 2021, this highlight notice encourages the submission of follow-on proposals that will enhance, in an international context, the impact of current and previous AHRC-funded research related to the creative economy (broadly defined) on the achievement of the UN Sustainable Development Goals (SDGs).

Funding of up to £150,000 (fEC) is available for projects of up to 15 months in duration. Projects will be expected to start on 1 November 2021.

This highlight notice will close at 1600 hours on Thursday 12 August 2021.

III. Context

In 2019 at the 74th session of the UN General Assembly, 2021 was declared the International Year of Creative Economy for Sustainable Development:

The proposal recognised the role of the creative economy globally in support the UN Sustainable Development Goals and the potential for the 2021 International Year to promote sustained and inclusive economic growth, foster innovation and provide opportunities, benefits and empowerment for all and respect for all human rights. The UN Year seeks to promote international cooperation and networking, encourage sharing best practices and experiences, enhance human resource capacity, promote an enabling environment at all levels as well as tackle the challenges of the creative economy.¹

According to the UN definition 'the creative economy, known as the "orange economy" in a number of countries, involves, inter alia, knowledge-based economic activities and the interplay between human creativity and ideas, knowledge and technology, as well as cultural values or artistic, cultural heritage and other individual or collective creative expressions.' This highlight notice follows this broader definition of the creative economy, reflecting AHRC's extensive track record of funding cutting-edge research within the creative economy (including design, digital and experience economies), on unlocking cultural assets (including tangible, intangible, natural and digital heritages) and understanding cultural value and the prioritisation of these, along with global engagement and the Sustainable Development Goals, as areas of research investment, as expressed in the AHRC Delivery Plan.

Engaging closely with the UN International Year of Creative Economy for Sustainable Development (hereafter 'UN Year') this highlight notice seeks to encourage the submission of follow-on proposals that enhance the impact of current and past AHRC-supported research on the achievement of (any of) the UN Sustainable Development Goals (SDGs). This highlight notice sits at the interface between AHRC priority areas of creativity and the creative economy, understanding cultural value and research unlocking cultural assets on the one hand and on global engagement and the SDGs on the other, whilst recognising the importance of equitable international partnerships and collaboration with creative and cultural partners and diverse communities in addressing these priorities. As such, it is anticipated that applications to this highlight notice will fruitfully build upon AHRC's wide ranging portfolio of awards in these fields, further extending the impact of previous research projects.

In addition, to be considered under this highlight notice applications should involve elements of both international collaboration and collaboration with, or participation of, the creative, cultural and/or heritage sectors and/or with diverse cultures and communities. Interdisciplinary boundary-crossing proposals are welcomed, including those proposals that cross Research Council remits. Where proposals extend beyond the AHRC's subject remit, they should ensure that they bring arts and humanities research expertise, and draw on arts and humanities research concepts, methods, practices, ideas and/or approaches in the development of the proposed Follow on Funding activities.

Proposals primarily focused around academic dissemination (e.g. academic conferences or events or translation of academic outputs), teaching/training in higher education, academic exchanges, research resources/facilities or similar activities), are not eligible under this highlight notice. However, proposals focused around supporting knowledge exchange with cultural, creative and heritage organisations (such as museums, galleries, libraries, archives, performance groups etc.) and in supporting educational and learning outcomes within societies, would be eligible under the

¹ Further details of the International Year and the UN resolution can be found at: https://unctad.org/topic/trade-analysis/creative-economy-programme/2021-year-of-the-creative-economy/ https://undocs.org/pdf?symbol=en/A/C.2/74/L.16/REV.1

highlight notice. Additionally, proposals focused on wider non-academic groups in the public, private and voluntary sectors would also be eligible under the highlight notice.

Please note that in line with the overall remit of the Follow-on-Funding (FoF) scheme the highlight notice will only fund proposals seeking to enhance the value and wider benefit of the original funded research project and is *not intended to support entirely new research*. However, proposals may include an element of research and/or data collection to ensure that original research better addresses user needs and/or to understand, track, evidence or capture the value or impact generated from the proposed impact activities, including issues around the sustainability and/or distribution of benefits (e.g. in terms of gender, equalities, diversity and inclusion).

In June 2020 UKRI launched its environmental sustainability strategy which seeks to embed environmental sustainability across the research sector and work towards net zero futures. Accordingly, we encourage all applicants to this call to actively consider managing the environmental footprint of the proposed activities and welcome proposals that seek to experiment or innovate more environmentally sustainable, as well as inclusive, approaches to enhancing research impact.

IV. Aims of the Call

A. Scope

The focus of this highlight notice is on research impact that will have a positive impact on the UN Sustainable Development Goals (SDGs) and on the sustainable development of the creative economy. It seeks to encourage innovative proposals for enhancing inclusive engagement with, and impacts from, research funded by the AHRC that meshes with the objectives of the UN International Year of the Creative Economy for Sustainable Development, 2021. In particular it focuses on supporting collaborative engagement and impact activities that leverage current and previous AHRC-funded research within the creative economy (broadly defined) to address the UN's Sustainable Development Goals. We are looking to build a portfolio of engagement and impact activities involving a wide range of international and creative, cultural and/or community collaborations across a diverse range of global contexts.

Applications may be submitted that follow-up relevant AHRC funded research projects, past or present, including research projects funded under delegated funding (e.g. through AHRC Network Plus awards, centres or clusters) or any cross-Council research that involved the AHRC as a partner (including joint calls led by other Research Councils with co-funding from the AHRC). In cases of applications that follow-on from delegated awards where the named investigators did not receive an award directly from the AHRC, a letter of support should normally be provided by the Principal investigator (or deputy) of the original AHRC grant which made the award (e.g. a Network Plus PI or centre/cluster Director). To be considered under this highlight notice the follow-up proposal should be led by a researcher based at a UK research organisation eligible to hold AHRC grants under the follow-on fund and involve significant engagement with arts and humanities research/approaches of relevance to the AHRC's remit, involve collaboration with international and creative/cultural/community organisations/groups, and address the themes outlined by the Year of the Creative Economy for Sustainable Development.

As with other applications to the Follow-on Funding scheme, AHRC encourages innovative and creative approaches to developing impact from past or current AHRC funded research. Within the context of this highlight notice, we anticipate that projects will contribute to international sustainable development agenda through engagement with creative and cultural sectors (broadly

defined) to deliver policy or practice change and/or develop impact activities/theories of change with the potential to make significant economic, social, cultural, community and/or policy impacts contributing to sustainable development.

Activities may be undertaken anywhere globally working with partners from any country, including diaspora, refugee, displaced and stateless populations. There are no geographical priorities, but we hope to support a diverse portfolio of Follow-on Fund projects working in different contexts, on diverse topics.

Previous applicants or award holders under the Follow-on Funding scheme are welcome to apply as there is no limit on the number of different applications which can be submitted or held which relate to the same original project.

Examples of Areas within Scope

i) Mobilising Creativity and Cultural Assets to address the SDGs

We welcome proposals that promote impact of research related to the creative and cultural economy in any area covered by the SDGs, including for example:

- Climate action, responsible production/consumption, clean water, energy, terrestrial ecosystems
- Peace, conflict, justice, strong institutions
- Gender equality
- Tackling poverty and reduced inequalities, no-one left behind
- Good health and wellbeing, zero hunger
- Quality education
- Sustainable cities and communities
- Decent work and economic growth, innovation

We particularly encourage proposals on any SDG related topic to consider the overarching 'leave noone behind' principle of the UN Agenda for Sustainable Development as well as proposals which seek to embody SDG Goal 17 principles on equitable international partnership working.

We also welcome proposals that explore the role of creativity and cultural assets in enhancing / magnifying the impact of research addressing the SDGs, for example in terms of enhancing research engagement, co-design/co-production, communication, translation, empowerment, routes to impact and adaptation to diverse cultures and contexts.

ii) Sustainable Development of the Creative Economy

We also welcome proposal that seek to enhance the impact of research on enhancing the sustainable future development of the creative economy, for example:

- Sustainable recovery of the creative and cultural economy from the impacts of COVID-19, including innovation, impetus and change towards more sustainable futures;
- supporting transformations towards greener/more environmentally sustainable ways of
 working in future creative economies, sustainable design practices and/or building better
 places to live (e.g. sustainable urban/rural living, reimagining cities, creative cities, role of
 creative economy in urban regeneration, etc.);
- developing a more diverse workforce; supporting empowerment, activism, cultural
 expression and participation and an inclusive and accessible creative economy; equitable
 and ethical working with (for example) diaspora, young people, indigenous, displaced,

marginalised or disadvantaged communities or those affected by human rights abuses, gender or other inequalities, conflict or violence; working to uncover hidden cultures, heritages and creative practices; ensuring the developing creative economy 'leaves no-one behind';

- supporting innovation in the creative economy globally, including ethical digital/technological innovation (e.g. use of AI, immersive experience etc.), and more sustainable business models in the creative economy, including testing, commercialisation, sharing of intellectual property, etc.;
- understanding how the creative economy can develop sustainably, safely and ethically in fragile or conflict-affected contexts and/or in contexts of disasters, risks, insecurity, violence, human rights abuses or humanitarian relief;
- role that creative economy can play in supporting cross-cultural communication and understanding, or cultural diplomacy or international relations, governance or trade;
- better understanding, evidence, impact assessment and evaluation of the value and impact of the creative economy and cultural assets in achieving the SDGs, for example in terms, creating/sustaining cultural value, cultural production and/or creative ecosystems, economic measures, green accounting, conflict prevention, protecting human rights, education, learning and skills, impacts on health, wellbeing, quality of life, etc.

iii) Cross-Cutting Considerations- Sustainable Ways of Working

Additionally, in line with the aims of the International year and Sustainable Development, we encourage applicants to consider and, where appropriate innovate and experiment, in more sustainable ways of working. This includes in the design and taking forward of their engagement and impact plans, for example by considering equitable and ethical working with partners and communities, safeguarding / addressing any risks of harm to participants, gender equality, inclusive and accessible practices and reducing the environmental footprint and waste from project activities (e.g. reducing non-essential international air travel) .

The above are intended as illustrative examples of the types of research engagement and impact activities that could fall within the scope of this highlight notice rather than an exhaustive list. Other proposals seeking to advance the impact of arts and humanities research (including interdisciplinary research with a significant the arts and humanities component) in addressing other issues within the scope of the UN Year will also be welcomed.

B. Additional Requirements

In addition to meeting the normal requirements and remit for applications to the Follow-on Funding Scheme, in order to be considered under this highlight notice applications **must also demonstrate all of the following characteristics:**

- I. A focus on enhancing non-academic engagement and/or impact emerging from past or current AHRC funded research that engages with the creative & cultural economy /sectors (broadly conceived) to deliver significant economic, social, cultural, welfare or policy impacts and/or supporting public engagement or research-led innovation with regard to the achievement of the UN Sustainable Development Goals) and/or the future sustainable development of creative/cultural economies in an international context.
- II. Contain a clear explanation of how the proposed activities will enhance non-academic engagement and/or produce outcomes of significant value for non-academic

beneficiaries/users/communities, or on policy, practice or public engagement relating to sustainable development/the SDGs. Where appropriate, reference should be made to: participatory research practices, pathways to impact, theories of change that frame the proposed activities; who the beneficiaries are expected to be; how their perspectives have informed the proposal; how any ethical issues or risks raised will be addressed and how impact of the proposed activities will be assessed/evaluated.

- III. Elements of both international collaboration and collaboration with, or participation of, the creative, cultural and/or heritage sectors and/or with diverse cultures and communities.
- IV. Where possible we expect proposals to capture, and critically reflect upon, evidence of impact and the distribution of benefits.

V. Eligibility

The eligibility criteria for research organisations and individuals as published in section 3 of the <u>AHRC</u> <u>Research Funding Guide</u> will apply.

International Co-investigators are allowed in line with standard AHRC international co-investigators policy but are subject to a cap on total international co-investigator of 50 percent of the total grant costs (see Section VI below for further information).

The standard scheme remit and eligibility for the Follow-on Funding scheme are amended as detailed below.

The activities supported by grants under this highlight notice can include:

- activities enabling knowledge exchange, interactive public engagement or active dissemination, with a particular focus on activities internationally or with global reach. These activities should focus on engagement with user communities, enhancing impact from AHRCfunded research, widen audiences and /or support commercialisation or proof of concept activities;
- activities that build upon knowledge exchange and pathways to impact already undertaken. You must demonstrate clear added value to activities already undertaken;
- digital networking and communication activities, conferences and seminars aimed at a policy/practice audience or wider non-academic communities, including public engagement/local community groups;
- building the evidence base on research impacts in order to support the scalability, transferability, inclusivity, sustainability and/or longevity of benefits from research;
- the pursuit and development of new user contacts;
- feasibility studies to test the potential application of ideas emerging from the research in different business, policy, practice or community contexts.

This highlight notice will not cover applications that:

- seek support for principally academic outputs (such as an academic paper, conference or a publication);
- do not include an international element and/or international collaborations outside the UK;
- do not include engagement with the creative economy, broadly defined, including arts, digital, design, cultural and heritage organisations and/or local cultural community groups;
- do not build upon arts and humanities research funded by the AHRC/UKRI and/or do not include significant research impact activities within the remit of the AHRC.

Please note that, exceptionally some impact-oriented research activities which were included within AHRC ODA funded awards which could not be undertaken or completed as a result of the recent ODA-award reductions exercise may be included as a part of wider engagement and impact plans under this highlight notice.

In order to support equitable partnership working, particularly with international partners and creative, cultural, heritage sector collaborators and engagement with diverse community groups, and also to ensure that support can be requested for measures to facilitate inclusive and accessible participation, applications under this highlight notice may request up to £150,000 fEC and periods of up to 15 months, starting in November 2021, (rather than the standard FoF scheme limit of £100,000 fEC and 12-months duration).

Applications submitted for consideration under this highlight notice must also include:

- 1. A paragraph at the start of their case for support explaining how their proposal meets the aims and focus of the highlight notice;
- 2. Where funding requested for International co-investigators exceeds the normal 30 percent cap (but is within the 50 percent cap for this highlight notice) a case for higher funding for international co-investigator costs should be included within the Justification of Resources.

Individuals who applied under the previous highlight notices under the Follow-on Funding scheme for international development (including successful applicants) may submit different applications relating to the same original AHRC-funded research project under this highlight notice.

Proposals addressing areas relevant to the highlight notice may continue to be submitted to AHRC's Follow-on Funding scheme after 12 August 2021. However, these proposals will then be expected to comply with the standard Follow-on Funding eligibility requirements and provisions for international funding, as well as scheme funding limits and durations, and not those outlined in this highlight notice.

VI. Guidance on Costs and Project Timescales

Unless otherwise stated in this highlight notice funding will be issued in accordance with the provisions outlined in the <u>AHRC Research Funding Guide</u>, and with standard UKRI grant terms and conditions.

Applicants should seek contributions from project partners (e.g. business, government and third sector organisations) where appropriate. In acknowledgment of the fact that some smaller third-sector organisations do not have the capacity to co-fund research activities, costs to support partners from third sector organisations (e.g. NGOs) are eligible under this call. Cases may be considered where the research impact activities require additional work by partners which fall outside their normal activities – a full case for any exceptions should be made in the Justification for Resources. Total costs associated with third sector bodies' contribution should not normally exceed 30 percent of the overall cost of the grant at 100 percent fEC.

Project Partners

A Project Partner is a third-party organisation, or third party person not employed on a grant, who provides specific contributions either in cash or in kind to a project. Project Partners provide contributions to the delivery of a project and therefore should not normally seek to claim funds from that project. However, if there are specific circumstances where Project Partners do require funding for minor costs such as travel and subsistence, these can be included. Any Project Partner costs

should be outlined and fully justified in the proposal and will be subject to peer review. Please note that any applicable Subsidy Control regulation and HMRC guidance will also be taken into account which may affect the percentage of these costs that we will fund.

Subcontractors

A subcontractor is a third-party organisation, or third-party person not employed on a grant, who is subcontracted by the host organisation to deliver a specific piece of work. This subcontracted work will be subject to the procurement rules of the host Research Organisation. All costs that support the delivery of the subcontract are eligible and will be paid at 80 percent fEC unless included as a part of research costs linked to international co-investigators which can be paid at 100 percent fEC, these should be outlined and fully justified in the proposal and will be subject to peer review.

Dual Roles

An organisation or individual may act as both a Project Partner and Subcontractor on a project, however, this must be fully justified and will be subject to peer review. This dual role may be required, for example, when an organisation or individual is contributing to the project in kind, but is selected to deliver other work to the project involving substantial costs to be covered via a subcontract.

International Co-investigators

Given the international focus of this highlight notice and emphasis on equitable partnership working internationally, in exceptional cases AHRC's standard 30 percent cap on international co-investigator costs (paid at 100 percent fEC) may be exceeded where a strong case is made for this in the proposal up to a maximum of up to 50 percent of total grant costs. The Justification of Resources document submitted with your application should include individual figures for the total amount of international funding, and the total amount of UK funding, being requested.

Where projects involve international co-investigators or the sub-contracting of significant elements of the funding or research delivery to international partners, it will be a condition of funding that the UK Research Organisation undertakes appropriate and proportionate due diligence and financial assurance.

A further condition will be that award holders ensure that partner organisations have in place contextually appropriate procedures for addressing issues of gender, equalities, diversity and inclusion, research integrity, safeguarding, data protection, fraud prevention and compliance with the other standard terms and conditions of UKRI grants.

Capital or infrastructure expenditure (e.g. basic office/laboratory/accommodation furniture or equipment, building/site construction, maintenance or refurbishment work, improvements to digital connective infrastructure, etc.) is not an eligible cost under this call, although additional costs incurred by existing facilities or infrastructures relating to their use as a part of the research or in the archiving of project-specific research data/outputs may be considered. Given the short duration of Follow-on Fund awards costs for equipment purchase under £10,000 will only be considered on an exceptional basis where significant use of equipment is required primarily or solely for the proposed Follow-on activity and/or where this is more cost effective than other options such as hiring equipment.

Costs may be included to support inclusive participation in sustainable development impact activities, for example in terms of translation costs or support for carers. These may be incurred by either the UK or partners as appropriate. Where possible accessible venues and facilities should be

selected; please note that infrastructure costs cannot be requested for example to make structural alterations to venues for improved accessibility.

It is expected that funded projects will start on **1 November 2021**; exceptionally in consultation with the AHRC, it may be permissible to delay project start dates beyond this or to extend the duration of awards beyond the 15 month limit due to unanticipated/unavoidable delays to research plans.

VII. Application Process and Format

Unless otherwise stated, the application process and format as published in the AHRC Research Funding Guide will apply.

Je-S accounts

The Principal Investigator must have a Je-S account. Where this doesn't already exist, it can be easily set-up, but please note that it can take a number of days so it is strongly recommended that the process be started well before the application deadline. Je-S accounts can be created on the Je-S site here. 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

Making an application

This highlight notice offers awards of up to £150,000 (fEC) for a maximum of 15 months. It is initially open to applications until **1600 hours on 12 August 2021**. Proposals relevant to this highlight notice can be submitted at any time before this and will be processed on receipt. Early submission ahead of the closing date of the highlight is encouraged to avoid possible delays in processing if large numbers of applications are submitted close to the end of the highlight period.

Applications must be submitted through the Je-S system and will need to go through the appropriate institution submission process.

If you wish to be considered under this highlight notice please do not submit to the standard follow-on funding (Open Call). Instead a specific call for this highlight notice will be available for applications in Je-S from 9 June 2021 named 'FoF UN Creative Econ 12/08/21'.

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;
- 'Follow-on Funding for Impact and Engagement' as the Scheme;
- 'FoF UN Creative Econ 12/08/21' 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 listed in Section IV of this document.

The following are a list of attachments that are permitted for this call. Please see Section 4 of the <u>AHRC Research Funding Guide</u> for further information about these attachments:

Attachment	Requirement and page limits (sides of A4)
Case for Support	Compulsory, no more than 7 sides A4
Curriculum Vitae	Compulsory for the PI, each Co-I and any named researchers, no more than 2 sides A4 each
Publication Lists	Compulsory for the PI, each Co-I and any named researchers, no more than 1 side A4 each
Justification of Resources	Compulsory, no more than 2 sides A4
Project Partner Letter of Support	Compulsory, must be dated within 6 months of submission, no more than 2 sides A4
Original Principal Investigator letter of Support	Compulsory for applications where the original PI is not a named investigator, no more than 1 side A4 (upload using Other attachment type)
Data Management Plan	Compulsory, no more than 2 sides A4
International Co-I Head of Dept Statement	Optional, no more than 2 sides A4 (upload using Other attachment type)
Visual Evidence	Optional, no more than 2 sides A4
Workplan	Optional, no more than 1 side A4

VIII. Assessment Process and Criteria

Unless otherwise stated, the assessment process and criteria as stated in the AHRC Research Funding Guide will apply. Applications submitted under this highlight will be assessed on the basis of their quality and individual merits, according to standard scheme criteria, but with additional criteria relating to the potential impact on contribution to meeting the UN SDGs within the context of the creative economy. Other factors such as equitable partnership approaches and inclusive and sustainable ways of working will also be taken into account. In reviewing the panel's recommendations, the AHRC may also consider providing further funds to support additional projects given fundable grades by the panel which would contribute to building a more diverse or balanced global portfolio.

Applications under the highlight notice will be considered by a separate assessment panel drawn from AHRC's Peer Review College strategic reviewers' group along with other peer reviewers and experts with expertise of relevance to the focus of this highlight notice. Applications will be assessed directly at the panel meeting, there will be no separate peer-review stage. As such there will be no PI response stage for applications under this highlight notice and we regret that there will be no reviewers' comments for feedback.

We will aim to reduce the time taken to review applications under this highlight so that outcomes on the majority of applications are expected to be announced by late September 2021. The guidance in the AHRC's Funding Guide on earliest possible start dates for the follow-on fund does not apply to applications under this highlight notice. **Applications under this highlight notice will be expected to propose a start date of 1 November 2021.** Should successful applicants wish to request a later or delayed start date after 1 November 2021 they should contact the AHRC as soon as possible following the notification of the outcome of their application.

Call timetable

Activity	Date
Application form available in Je-S	9 June 2021
Deadline for submissions	12 August 2021
Panel meeting date	Mid-September 2021
Funding decisions to be issued	Late September 2021
Start date of awards	1 November 2021
End date of awards	On or before 31 January 2023

IX. Scheme Requirements and Post Award Reporting

Unless otherwise stated, the scheme requirements and post award reporting as stated in the <u>AHRC</u> <u>Research Funding Guide</u> will apply.

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/

X. Additional Guidance on Completing Applications under this Highlight Notice

As outlined above, applications under this highlight notice are required to demonstrate the relevance of their proposed projects to the UN International Year of the Creative Economy for Sustainable Development, 2021.

XI. 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

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 at JeSHelp@je-s.ukri.org