Understanding the Future of UK–China Research and Innovation Collaboration in the Creative Industries

Revised 29 July 2021

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I. Executive Summary

The UK Arts and Humanities Research Council (AHRC), a component body of UK Research and Innovation (UKRI), is accepting applications for the *Understanding the Future of UK-China Research and Innovation Collaboration in the Creative Industries* call. This is the fourth and final round of funding under the UK-China Collaboration in the Creative Industries programme.

Awards made under this call will fund collaborative teams of researchers and industry professionals in China and the UK to enhance the research and innovation community's understanding of UK-China collaboration in the creative industries.

Applications must be submitted by an eligible Higher Education Institution, Independent Research Organisation or Research Council Institute in the UK, and involve collaboration with at least one research organisation in China. All applications must also include engagement with industry organisations in the UK and China. The primary focus of collaboration in China should be in the Shanghai region.

Funding available in the UK for this call is provided as part of the [UKRI Fund for International Collaboration](#). Project teams must seek matched funding from sources in China to cover costs incurred by investigators and partners based in China.

Funding Opportunity Title:	Understanding the Future of UK-China Research and Innovation Collaboration in the Creative Industries
Application Deadline:	7th October 2021, 16:00 BST
Anticipated Announcement:	January 2022
Estimated Number of Awards:	Approximately 5–6 grants
Funding Range:	Up to £100,000 (fEC)
Match Required:	Yes: matched funding is required from partners or funding agencies in China
Award duration:	Up to 12 months All projects must start before 14th February 2022
Eligible Applicants:	Eligible applicants include UK Higher Education Institutions, Independent Research Organisations and Research Council Institutes See [Section III. Type of Application and Award](#)

II. Programme Description

A. Overview

AHRC is pleased to announce the fourth and final call for applications under the UK-China Collaboration in the Creative Industries programme. The programme is funded by the UKRI Fund for International Collaboration, and is led by AHRC in co-operation with Innovate UK and the Engineering and Physical Sciences Research Council (EPSRC). With the aim of enhancing UK-China research and innovation collaborations in the Creative Industries, the programme began with a scoping workshop in 2018, followed by three other phases of funding: Partnership Development awards, Creative Partnerships and follow-on funding to address the longer-term impacts of COVID-19 on UK-China Creative Industry collaborations.

The aim of this call is to explore and analyse how research and innovation collaboration between the UK and China in the creative industries currently works, how it works best, and how it could work in future. The thematic focus is designed to inform and guide UKRI's future investments in working with China, and also to support the research and innovation community in future UK-China collaborations.

Applications must be submitted by an eligible Higher Education Institution, Independent Research Organisation or Research Council Institute in the UK, and involve collaboration with at least one research organisation in China. **All applications must also include engagement with industry organisations in the UK and China**.

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. The funding available is up to a maximum of £100,000 per project on the UK side on a full economic cost (fEC) basis, with AHRC meeting 80% of the fEC. Costs must be clearly justified within the proposal and value for money will be a key assessment criterion.

Applicants will be required to demonstrate broadly equivalent resource investment from China to support the Chinese component of projects. Successful projects will have a balanced investment of time and effort on the part of organisations in both countries.

B. Background

The UK-China Fund for International Collaboration in the Creative Industries programme is being delivered over 4 years in partnership with Innovate UK (IUK); the Engineering and Physical Sciences Research Council (EPSRC); the Shanghai Theatre Academy (STA); the Shanghai Economy and Information Technology Commission (SEITC); and the Science and Technology Commission of Shanghai Municipality (STCSM). With a specific focus on Shanghai as China's cultural and creative industries powerhouse, the overarching aim of the programme is to

enable a rapid scaling-up of engagements between the UK and China, in order to facilitate new collaborations in the creative industries that deliver sustained economic, cultural and intellectual benefits in both countries.

The programme was initiated in November 2018 with a workshop to explore areas for collaboration, identify thematic priorities and build new partnerships. Based on discussions at the workshop and additional research, a scoping report prepared by BOP Consulting was produced to provide further context and outline opportunities and barriers to collaboration in key sectors. Following the workshop and scoping activity, three rounds of funding have been released so far under this programme. 13 partnership development grants were awarded in 2019, and participated in a second workshop aimed at identifying opportunities for expanding the depth and breadth of the programme's portfolio. Eight large-scale UK-China research-industry "Creative Partnerships" were then awarded in February 2020, of which five received top-up grants to respond to the longer-term impacts of COVID-19.

Please note that attendance at the workshop, funding through previous calls, and/or participation in scoping exercises are not a condition of application to this call.

The creative industries are one of the most dynamic and fast-growing sectors of the UK economy. 2019 data shows a UK creative economy GVA of £115.9 billion, increasing by 43.6% between 2010 and 2019. The number of jobs in this sector in 2017 stood at over 2 million, growing at over twice the rate of the UK average. The creative industries also accounted for 12% of UK services exports in 2018[1].

From 2015 to 2019, the added value of China's culture industries increased from 2.7 trillion RMB to 4.4 trillion RMB, with average annual growth hitting almost 13%, and contributing to 4.5% of China's GDP. The culture and creativity industry of East China's commercial powerhouse – Shanghai city – is seeing steady development, with total output in 2020 worth 2.04 trillion RMB (£227 billion). The new online economy has reportedly become the development engine of Shanghai's cultural and creative industry[2].

C.   Aims

The overarching aim of this call is to bring together researchers from the UK and China in order to further enhance our understanding of the key issues affecting collaboration between the UK and China in the creative industries. As part of its future planning, AHRC is currently scoping the possibility of developing an on-the-ground UK-China Creative Industries Hub, which could provide practical guidance, horizon-mapping, and relationship facilitation for UK-China RD&I collaborations in

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[1] According to figures from the UK Creative Industries Council, last updated 26 February 2021: https://www.thecreativeindustries.co.uk/facts-figures/resources-infographics.
[2] Further information can be found on the Shanghai Municipal Commission of Commerce website: https://en.sww.sh.gov.cn/2021-04/02/c_424653.htm.

the creative industries. It is therefore anticipated that the outputs from the projects funded under the call will inform and enhance AHRC's current and future engagements with China, as well as UK-China collaborations in the wider research and innovation community.

Specifically, the call aims to:

- Build on the work of the programme so far, including reports and workshop findings, as well as the work of the eight "Creative Partnerships"
- Develop a firm knowledge base of best practice for future UK-China collaboration in the creative industries
- Identify and analyse avenues for long-term collaboration, and the required conditions for ongoing, heightened partnership between China and the UK in the creative industries
- Develop a deeper, mutual understanding of the dynamics impacting upon the scope for collaboration between the UK and China in the creative industries, such as different policy and regulatory landscapes, language and cultural differences, different audience and consumer trends and patterns of supply and demand
- Pool academic and industry expertise from both countries in order to explore emerging RD&I activities, capability, knowledge exchange and modes of working
- Supply researchers and practitioners with an understanding of the skills and expertise required by the creative industries sector, and greater experience of working in international partnerships, including an enhanced understanding of the elements that enable these collaborations to work effectively and where barriers exist
- Provide outputs that will inform strategies underpinning future collaboration.

D. Themes

Through consultation with current projects awarded under the UK-China Collaboration in the Creative Industries programme, and scoping work conducted by BOP Consulting, AHRC has identified **Audiences and Consumer Culture**, **Sector Mapping**, and **Practical and Legal Considerations** to be the most pressing issues in need of further understanding and exploration in UK-China creative industries RD&I.

Applicants should identify the **one theme** to which their proposal principally responds, though proposals might cut across more than one of these themes and/or introduce new areas of inquiry relating to research, development, and innovation in the creative industries. The creative industries should be central to all proposals, however applicants may also wish to consider how the creative industries in the UK and China intersect with and inform other sectors of industry,

such as net-zero, health, smart cities, the digital economy, technology development, tourism, and nightlife.

Creative Industries: Audiences and Consumer Culture

1. Audience Insights
   For example, responding to questions such as:
   - How do consumption, platforms and content formats differ in the two countries? How might these differences create barriers to, and opportunities for, future RD&I collaboration?
   - What are the key emerging trends in this area and what do these suggest for future models of collaboration?

2. Localisation of Culture
   For example:
   - How is culture localised for the UK and China across the creative industries?
   - How can audiences, stories, histories, and form of content be adjusted for the other market?

Sector Mapping: RD&I and the Creative Industries

3. Market Intelligence and "Horizon Scanning" for the Creative Industries in the UK and China
   For example:
   - What are the key market forces and industry dynamics shaping the evolution of the creative industries in the UK and China?
   - What are the key points of difference and intersection between the two markets, and what needs to be done to create conditions that are conducive to future collaboration?
   - What are the key policy trends shaping RD&I in the creative industries in the UK and China? How might the opportunities these create be maximised, and how might the barriers these create be overcome?

4. Creative Industries RD&I Landscape Mapping
   For example:
   - What are the existing UK–China RD&I capacities, centres, or clusters, and how do they operate?
   - What are the sectoral developments in creative industries RD&I, and what are the impacts of these developments for researchers and research funders?
   - How does research and business culture in the creative industries differ between the two countries, and how can RD&I collaborations navigate this?

Practical and Legal Considerations for International RD&I in the Creative Industries

5. Intellectual property (IP) and copyright
   For example:
   - How does co-authoring operate across the two jurisdictions, and what is best practice for protection and enforcement?
   - How should creators register, protect, and enforce IP and copyright in both countries?
   - What are the legal processes and entities required for this purpose?

6. Navigating cyber security laws and data sharing
   For example:
   - How do creative industries researchers and businesses legally collect, analyse and share user and audience data across borders?

The rationale for the selection of the particular theme(s), challenges and activities on which the partnership will focus should be clearly articulated in the application. Given the complexities of working between research and industry in the UK and China, applicants should be clear about what they are expecting to achieve through their intended programme, whilst indicating clearly what outputs and impacts will result from the period of funding.

Reflecting AHRC, EPSRC and Innovate UK's collaboration on the wider UK-China Collaboration in the Creative Industries programme, interdisciplinary activity is strongly encouraged, both within the arts and humanities and, more widely, through the integration of social sciences and STEM disciplines. Proposals should, however, be mainly grounded within AHRC's Remit (i.e. with over 50% AHRC Remit); **those that are not will be deemed ineligible**. Applicants should also consider how their proposal makes the best use of available expertise in the UK and China, together with the added value of new or existing collaborations.

III. Type of Application and Award

A. Summary of funding

AHRC anticipates making 5–6 awards. Applicants will be able to apply for up to £100,000 (fEC) from AHRC to fund the cost of the participating UK organisation(s).

The award duration is up to one year. All projects must have a start date before 14th February 2022.

B. Matched funding

Although funding will be allocated to UK institutions, it is expected that projects will include an appropriate balance of responsibilities and activity between partners in both the UK and China. It is therefore expected that UK applicants will be able to demonstrate resource commitment from Chinese partners that is

commensurate with the distribution of responsibilities and broadly equivalent to the funding requested from the AHRC to support the UK component. This commitment should take account of differences in the research funding systems in the UK and China, including the salary costs for researchers which are not normally included in grant funding applications in China and can be included as part of the Chinese contribution towards these projects. Matched funding may be cash and/or in-kind, and **must** be quantified in the Case for Support and, where applicable, in Project Partner Letters of Support.

C. Eligibility information

i. AHRC Eligibility Requirements

Higher Education Institutions (HEI) that receive grant funding from one of the UK higher education funding bodies are eligible to receive funds for this Call. Independent Research Organisations (IRO) and Research Council Institutes are also eligible to act as lead organisation. Prospective applicants who are at a cultural institution or a research council institute but are unsure if they are eligible should consult UKRI's list of eligible institutions and the list of Eligible Research Council Institutes. If your organisation is not on that list, you are not eligible to apply; however, you are eligible to act as a project partner and/or subcontractor for a lead organisation based in either country. **Please note IROs and Research Council Institutes can also act as project partners.**

It is permissible for a Co-Investigator to be named on another application, but only where it can be demonstrated that sufficient time is available to dedicate to the partnerships should more than one be successful. It is possible to be named as Principal Investigator on one application only.

Standard eligibility criteria (see section 2 of AHRC's Research Funding Guide) will apply to this Call for investigators and research organisations.

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, this will be paid at 80% fEC (unless exceptionally agreed otherwise in advance). 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 considered which may affect the percentage of these costs that we will fund.

Organisations or individuals that are applicants on a project or UKRI Head Office Staff acting in their capacity as a UKRI employee are not eligible to be Project Partners.

<u>Subcontractors</u>

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% fEC unless otherwise stated, these should be outlined and fully justified in the proposal and will be subject to peer review.

<u>Dual Roles</u>

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.

ii. Eligibility Requirements for this Call

The UK-China project teams will work together to craft a joint application that will be submitted to AHRC. Applications will consist of two or more organisations, with at least one research organisation from the UK and one from China. **The primary focus of collaboration in China should be in the Shanghai region.**

Collaborative teams should be led by an eligible and suitably qualified Principal Investigator (PI) in the UK, and one in China, who will have overall responsibility for the project. They should also comprise Co-Investigators, postdoctoral researchers and Project Partners on each side as appropriate to the scale and aims of the project. The application should be submitted by the UK PI's Research Organisation, which will administer the award on behalf of the UK team where applications are successful.

All application materials must be received by the application deadline. Late or ineligible applications will not be considered for funding under this Call.

iii. Previous applicants and existing award holders

Applicants who received funding through previous calls delivered through the UK-China Collaboration in the Creative Industries programme (Partnership Development Awards and Creative Partnerships Research Grants) are eligible to apply under this opportunity. Where such applications are submitted, they should be distinct projects, containing new or different programmes of work not covered by previous awards. These can build upon existing or past projects or collaborations provided they are exploring new lines of inquiry, new research

questions, different contexts and/or new or additional collaborative opportunities, investigators or partners: these changes should be outlined in the ['Relationship with Previous Submission' attachment](). Investigators and partners who are involved in an ongoing AHRC award and are named on a new application should demonstrate their capacity to contribute to multiple projects.

Unsuccessful applications submitted to the previous UK-China Creative Industries FIC calls may also apply where they can clearly demonstrate substantial changes from the original application in the ['Relationship with Previous Submission' attachment]().

Please refer to the [attachments section]() for further information.

IV. Funding and Eligible Costs

A. Available funding

On the UK side, funding of up to a maximum of £100,000 is available per project on a full economic cost (fEC) basis with AHRC meeting 80% of the full economic cost.

It is expected that Chinese partners will contribute additional resource that constitutes broad equivalence to the AHRC funding.

Projects should be for a duration of up to 12 months. Funding profiles will be confirmed at the point of award.

Please ensure that all investigators and partners based in China are included in the Je-S form, but listed at zero cost.

B. Eligible activity

It is anticipated that, across the awards made, funding will support a broad range of activities, which are tailored appropriately to the chosen theme(s) and project objectives. Outputs should bring new understandings to key factors influencing UK-China collaboration in the creative industries and provide a basis from which future strategy for enhanced collaboration in the sector can be informed.

Eligible activity and costs could include, but are not limited to:

- UK staff and travel costs
- Co-developed policy briefings and toolkits aimed at addressing some of the barriers to collaboration, identifying best practice and establishing a long-term platform for collaboration between the UK and China
- Activities supporting evidence-gathering, analysis, dissemination and legacy planning
- Outreach and engagement activities

- Small amounts of costs for equipment, limited infrastructure and data assets where these are essential to the activities proposed.

Please note that in addition to any reports / white papers produced for policy, industry and / or academic audiences in the UK and China in accordance with the focus of activity, it is expected that each project will produce a report for AHRC outlining recommendations for future UK-China collaboration in the creative industries, which can be used by AHRC to inform emerging UKRI strategy. Further information will be circulated on this basis following award allocation, but it is anticipated that this request will be made towards the end of the project period and that the report will be a brief one, focusing on key recommendations and with minimal bearing on the time of the PI and other partners.

It is not anticipated that AHRC funding will be allocated to support costs incurred by Chinese partners, unless an exceptional case can be made; such costs should be covered via the commitments of Chinese organisations as outlined above. This includes International Co-Investigator costs for Chinese participants, which should not be included unless an exceptional case can be made.

You can find more information about Eligible Costs in the AHRC Research Funding Guide.

C. International co-investigators

Costs for Co-Investigators working at Research Organisations outside of the UK can be included in accordance with AHRC's international Co-I policy where there is a clear rationale for doing so, and where the primary focus remains on enhanced UK-China collaboration. The addition of partners from third countries should demonstrably add value to the proposed activity. Where this is the case, their institution must submit a Head of Department (HoD) Statement. Please ensure to leave sufficient time to create an account in Je-S for all non-UK-based investigators.

AHRC would not expect to see costs for investigators based in China included on this basis because these should be covered by matched funding from China.

D. Precarious employment

In addition to considering the EDI (Equalities, Diversity and Inclusion) aspects of any proposed posts to be created under the award (e.g. post-doctoral associates or research assistants), UK applicants are asked to carefully consider the duration and FTE percentage of any fixed-term contracts generated with a view to avoiding, as far as possible, creating precarious working conditions. Furthermore, UKRI expects Research Organisations to support the skills and career development of researchers on UKRI grants, in line with the Concordat to Support the Career Development of Researchers and the Technician Commitment.

V. Application Process and Format

Applications should be submitted through the Je–S system by **16:00 BST** at the latest **on 7th October 2021**, and will need to go through the appropriate institution submission process. 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
- 'Development Grants' as the Scheme
- 'Understanding the Future of UK China R+I in the Creative Industries 7 October 2021' as the Call/Type/Mode
- '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.

You should enter investigators based in China into the Je–S form as "Co-Investigators", with zero costs associated.

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.

The following are a list of attachments that are permitted for this Call. Please see below for further guidance on submitting these attachments:

Attachment	Requirement and page limits (sides of A4)
Case for Support	Compulsory (6 sides of A4)
Curriculum Vitae	Compulsory for the PIs, each Co-I, and any named researchers. (no more than 2 sides of A4 each)
Publication Lists	Compulsory (these should cover major publications and outputs in the last five years and should be no more than one side of A4 each)
Justification of Resources	Compulsory (2 sides of A4)
Project Partner Letter of Support	Compulsory for all listed partners in UK and China (2 sides of A4 per partner)

Data Management Plan	Compulsory (2 sides of A4)
Workplan	Compulsory (1 side of A4)
Visual Evidence	Optional (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)
International Co-Investigator Head of Dept. Statement	International Co-Investigator Head of Department Statements should be submitted if an International Co-Investigator has been named on the proposal. Please note that where the Research Organisation of a Chinese Investigator is identified as a Project Partner on this call, the Project Partner Letter of Support can be submitted **instead of** the International Co-Investigator Head of Department Statement. Please see 'Project Partners Letter of Support' section below for further information.
Relationship with previous submission (Attachment type: Other)	Compulsory if the project has a relationship with a previous submission to the UK-China Collaboration in the Creative Industries programme (successful or unsuccessful) (1 side of A4)

Case for Support attachment (6 sides of A4)

This is the body of your research proposal. 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 activity?
- Why is it important that this theme be explored?
- How will the proposed activities generate genuine collaboration between the UK and China in the creative industries with the potential to deliver international best practice in research and innovation?

Please use the following headings to structure your Case for Support:

Rationale

You should describe clearly the rationale, approach and context of the activities. Why are the proposed activities necessary to address the theme at this time and how will it advance understanding about the future of UK-China interaction in the creative industries? To what extent do the proposed activities generate fruitful and novel interaction? You will need to provide a clear explanation of how your

activities cross boundaries and how this adds value to the proposed programme of work. What are the research and industry contexts in which the activities will operate and how will they advance knowledge and understanding in the fields concerned? To which audiences will the activities and their outcomes be of interest and value?

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, including events such as workshops, symposia, conferences.

Key partners or participants

You should identify the specific partner organisations or participants, both in the UK and China, who will be central to the success of the project, along with their expertise and availability. Please use this section to identify which China-based investigator will act as PI. Ensure to include diverse members of the community in the team whenever possible, and use this section to demonstrate these efforts.

Contribution of Chinese partners

You should detail the contribution of Chinese partners, articulating how this is appropriate to the activities proposed and constitutes broad equivalence with the funding requested from the AHRC to support the UK component. All contributions from China should be listed in GBP, and in-kind contributions should be **quantified** alongside cash contributions.

Management and co-ordination

How will the activities be managed? How will the complexities of working between the UK and China be accounted for? How will communications be managed and input between partners coordinated? How will industry partners be engaged? How will the management structure account for logistical challenges arising from, for example, different cultures, languages and regulatory systems in the UK and China? 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 Investigators, the Co-Investigators, and other participants?

Risks and mitigation

Please outline some of the anticipated risks associated with the project, and demonstrate how the project plans to mitigate these risks.

Where applicable, applicants should take account of the COVID-19 pandemic in planning their research timetable, but are encouraged to proceed with the

methodologies and activities that are most suited to the delivery of the best possible research within the respective field. However, where this involves activity that would currently not be possible due to COVID-19, and which might continue to be impacted in the future, applicants should demonstrate how the proposed activities would be adapted to realise the same aims.

<u>Dissemination</u>

Please provide examples of the kinds of outputs you propose to produce during the award and their proposed focus. Please explain further how the research will benefit other researchers, creative industries businesses and other relevant organisations, inform policy, and feed into future research and development activities between the UK and China in the creative industries.

Curriculum Vitae (max. 2 sides of A4 each)

A summary curriculum vitae should be attached as separate documents for each Principal Investigator and Co-Investigator or named postdoctoral researcher both in the UK and in China. CVs should include basic information about education, employment history, and academic responsibilities.

Remember to list investigators based in China as "Co-Investigators" in the Je-S form, with zero costs associated.

Publication List (max. 1 side of A4 each)

Summary lists of publications/research outputs should be attached as separate documents for each Principal Investigator and Co-Investigator. 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.

Justification of Resources attachment (2 sides of A4)

This statement should be used to justify the resources required to undertake the project. Please note that AHRC funding should not be allocated to support costs incurred by Chinese partners, except where an exceptional case can be made.

You should:

- Explain why the indicated resources are needed, taking account of the nature and complexity of the research proposed. Note that it is not sufficient merely to list what is required.
- Have regard for the breakdown of resources into the summary fund headings Directly Incurred, Directly Allocated and (where appropriate) Exceptions.
- Have regard for the breakdown of resources in the summary fund headings.

- In some cases, such as investigator time, use of internal facilities and shared staff costs, the basis of the costing need not be justified, but the need for the resources does need justification.
- Try to be explicit about the need for the level of investigator time sought.
- Do not justify estates and indirect costs.
- Include a clear and detailed justification for both why items expected to be found in a department, or within a creative industries partner (if sought) are required for the project and why they cannot be provided from the ROs' / businesses' own resources (including funding from indirect costs).

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

A Project Partner is an organisation which contributes in cash or in-kind to the project, but which is not requesting any money. You should include letters of support from all organisations entered on the Je-S form as 'Project Partners' (both UK and China). The letters of support should outline all contributions to the project in GBP or CNY, including quantified in-kind contributions.

The letter should be written when the proposal is being prepared and should be targeted specifically to the project, it must therefore be dated within six months before the submission of the proposal.

It is recognised that for applications to this call, Research Organisations of Investigators based in China are likely to be identified as Project Partners. Where this is the case, please ensure that the Project Partner Letter of Support from the China-based Investigator's Research Organisation includes:

- What the Investigator is bringing to the project and why they are best placed to conduct the research
- How they will deliver the project's objectives
- How their institution will support them during the lifetime of the project
- Assurances that their contract will be in place for the duration of the project.

Where the China-based investigator's Research Organisation is acting as a Project Partner, no International Co-Investigator Head of Department Statement is required because this information should be included in the Project Partner Letter of Support. Please ensure that the Letter of Support is signed by someone of appropriate seniority, such as Head of Department or similar.

Data Management Plan (max 2 sides of A4)

The Data Management Plan should outline the project's approach to managing data. Applicants should address the below points:

- Briefly introduce the types of data the research will create. Why did you decide to use these data types?
- How will different approaches to IP, copyright etc. in the UK and China be accounted for?

- Give details on the proposed methodologies that will be used to create the data. Advise how the project team selected will be suitable for the data/digital aspects of the work, including details of how the institution's data support teams may need to support the project
- How will the data be stored in the short term?
- What backup will you have in the in-project period to ensure no data is lost?
- How will the data be stored in the long term?
- Where have you decided to store it; why is this appropriate?
- How long will it be stored for and why?
- Costs of storage – why are these appropriate? Costs related to long term storage will be permitted providing these are fully justified and relate to the project. Full justification must be provided in the Justification of Resources (JoR)
- How the data will be shared and the value it will have for others
- How the will data enhance the area and how it could be used in the future
- Releasing the data – advise when you will be releasing and justify if not releasing in line with AHRC guidelines of a minimum of three years. If the data will have value to different audiences, how these groups will be informed?
- Will the data need to be updated? Include future plans for updating if this is the case.

Work plan

Describe the specific tasks that will be accomplished during the project. Include a Gantt chart of important tasks and milestones and indicate the staff member responsible for each component. Identify any risks and note how they might adversely affect the overall schedule. Describe your strategies to mitigate these risks, to keep the project on budget and on schedule. If your project involves staging a workshop or conference, include a draft agenda and a list of proposed participants or specific criteria for selecting participants.

International Co-Investigator Head of Department Statement (max. 2 sides of A4)

If your proposal includes an international Co-Investigator, their institution must submit a Head of Department Statement. This statement must include the following information:

- What the international Co-Investigator is bringing to the project and why they are best placed to conduct the research
- How they will deliver the project's objectives
- How their institution will support them during the lifetime of the project
- Assurances that their contract will be in place for the duration of the project.

If the Investigator's Research Organisation will be acting as a "Project Partner" (i.e. a China-based partner that contributes funds or in-kind resources to the project), the International Co-Investigator Head of Department Statement will not be required, and a Project Partner Letter of Support should be submitted instead.

Relationship with previous submission

If this application has a relationship with a previous submission to any call under the AHRC 'UK-China Fund for International Collaboration in the Creative Industries' programme – whether successful or not – please outline in detail the relationship between this application and the previous submission, as well as the ways in which the new application is different from the previous project or submission.

Please consult the Eligibility Information and the AHRC Resubmission Policy before completing this attachment.

When uploading this document to Je-S, please upload it under the attachment type 'Other Attachment'.

More information about the requirements of the attachments and submission process can be found in the [Research Funding Guide](#).

VI. Submission Dates and Times

Call Timetable

Activity	Date
Call open	29th July 2021
Deadline for submissions	7th October 2021
Panel meeting date	w/c 29th November 2021
Funding decisions to be issued	December 2021/January 2022
Start date of awards	14th February 2022

VII. Assessment Process and Criteria

AHRC staff will review applications for eligibility, completeness, and fit to call after the submission deadline.

Proposals will be considered by a cross-disciplinary expert assessment panel drawing on members of AHRC's Peer Review College, and other experts as appropriate. There will not be a separate stage of individual peer review for each application prior to consideration by the Panel, therefore applicant teams will not receive feedback on their applications in the form of individual peer reviewer comments. The assessment panel will agree on grades for each proposal, agree a ranked priority list of applications and make funding recommendations to AHRC.

The following criteria will be used to assess proposals:

Quality and Vision

- overall fit with the call specification: the vision established by the proposed project, its achievability and potential to realise its aims
- the potential for the proposed activity to have impact in the creative industries in the UK and China, and inform future collaboration
- the quality, ambition, and innovative nature of the proposal through the proposed RD&I and other activities presented
- the extent to which the research questions, issues or problems that will be addressed are clearly defined
- the appropriateness of the research context, the extent to which other current research conducted in this area has been considered, and the range of audiences that might be targeted
- the appropriateness, effectiveness, and feasibility of the proposed research methods and/or approach
- the extent to which the project will use research rooted in the arts and humanities as the means to generate new, innovative engagements across disciplines, both within the arts and humanities, and beyond.

People and Partnerships

- the quality and depth of the partnership between the UK and China
- the strength and appropriateness of the engagement with industry, including the balance of stakeholders
- the quality and appropriateness of the HEI partnerships and the credibility of their research portfolio's strengths relevant to the partnership's needs and focus
- plans to maintain the partnership beyond the award period and to contribute to long-term collaboration between the UK and China in the creative industries.

Management of the Project

- the credibility and leadership qualities of the PI, the balance of expertise provided by the Co-Is and the level of skills and experience across all partners
- the approach to balancing management between the UK and China and across all partners
- whether the lines of responsibility and accountability are clearly articulated
- whether a realistic timetable, incorporating milestones, is presented which will achieve the project's aims and objectives within the proposed timescale.

Value for money

- the extent to which the likely outcome of the programme will represent value for money
- the scale, nature, and viability of the Chinese matched contribution
- the commitment of partners to the project
- the potential for the activity to leverage additional funding from a range of sources over the lifetime of the project
- whether the resources requested are reasonable and justifiable in the context of the proposed activity.

Outputs, dissemination, and impact

- the appropriateness and effectiveness of the proposed dissemination methods
- the extent to which outcomes are intended to be documented or recorded in a way to enable their dissemination to the widest possible audience both in the UK and China
- whether the plans to achieve impact are appropriate and justified
- whether sufficient thought has been given to who the beneficiaries of the research might be and appropriate ways to engage with them beyond the project

Whilst the primary consideration will be the quality of the applications, in making recommendations to the AHRC for funding, the panel will also be asked to consider the balance of the overall portfolio of projects in relation to the themes and scope of the call.

Applicant teams will be notified of funding decisions by email in December 2021 or January 2022.

VIII. Scheme Requirements and Post-Award Reporting

As above, it is expected that each project will be asked to produce a report for AHRC outlining recommendations for future UK-China collaboration in the creative industries, which can be used to inform emerging UKRI strategy. Further information will be circulated on this basis following award allocation, but it is anticipated that this request will be made towards the end of the project period and that the report will be a brief one, focusing on key recommendations and with minimal bearing on the time of the PI and other partners.

Please also note that AHRC is currently working with UKRI and China partners to develop plans for a future UK-Shanghai creative industries 'virtual mission', which will further consolidate relationships and explore key themes. It is anticipated that projects funded through this call will be asked to participate in this event, which we expect to take place in early 2022.

Award holders in the UK will be required to submit outputs, outcomes and impacts that arise from AHRC's funding through the Researchfish system. More details on Researchfish are available on the [UKRI website](#).

Applicants may be asked to share findings and case studies directly with AHRC to help design future opportunities in this programme and contribute to communications activities.

IX. Contact Information

For queries about this Call, including those in regard to its remit and eligible activities and costs, please contact AHRC at enquiries@ahrc.ukri.org (available Monday to Friday, 08:30 – 16:30).

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 or +44 (0) 1793 444 164 (available Monday to Thursday, 08:30 – 17:00 and Friday 08:30–16:30).