



creativity for social change

ELEVATE

WHAT IS ELEVATE?

ELEVATE is a global programme that challenges, connects, develops and illuminates outstanding creative individuals who have the potential to positively change the way we live.

Developed and presented by the British Council, **ELEVATE** aims to build a global community of creative problem-solvers, who will meet practical challenges with innovative solutions.

Increasingly, business, government and social organisations are turning to creative innovators – those who possess creative intelligence and use techniques such as design thinking – to address important issues of contemporary life.

ELEVATE provides a suite of opportunities for innovative thinkers to come together, to discuss issues, to learn and to develop projects using culture and creativity.

ELEVATE is built around 5 core pillars, which aim to be relevant to all of us:

**EDUCATION & PLAY
HEALTH & WELLBEING
CREATIVE CITIES
ENVIRONMENT
CONFLICT & SAFETY**



WHO IS ELEVATE FOR?

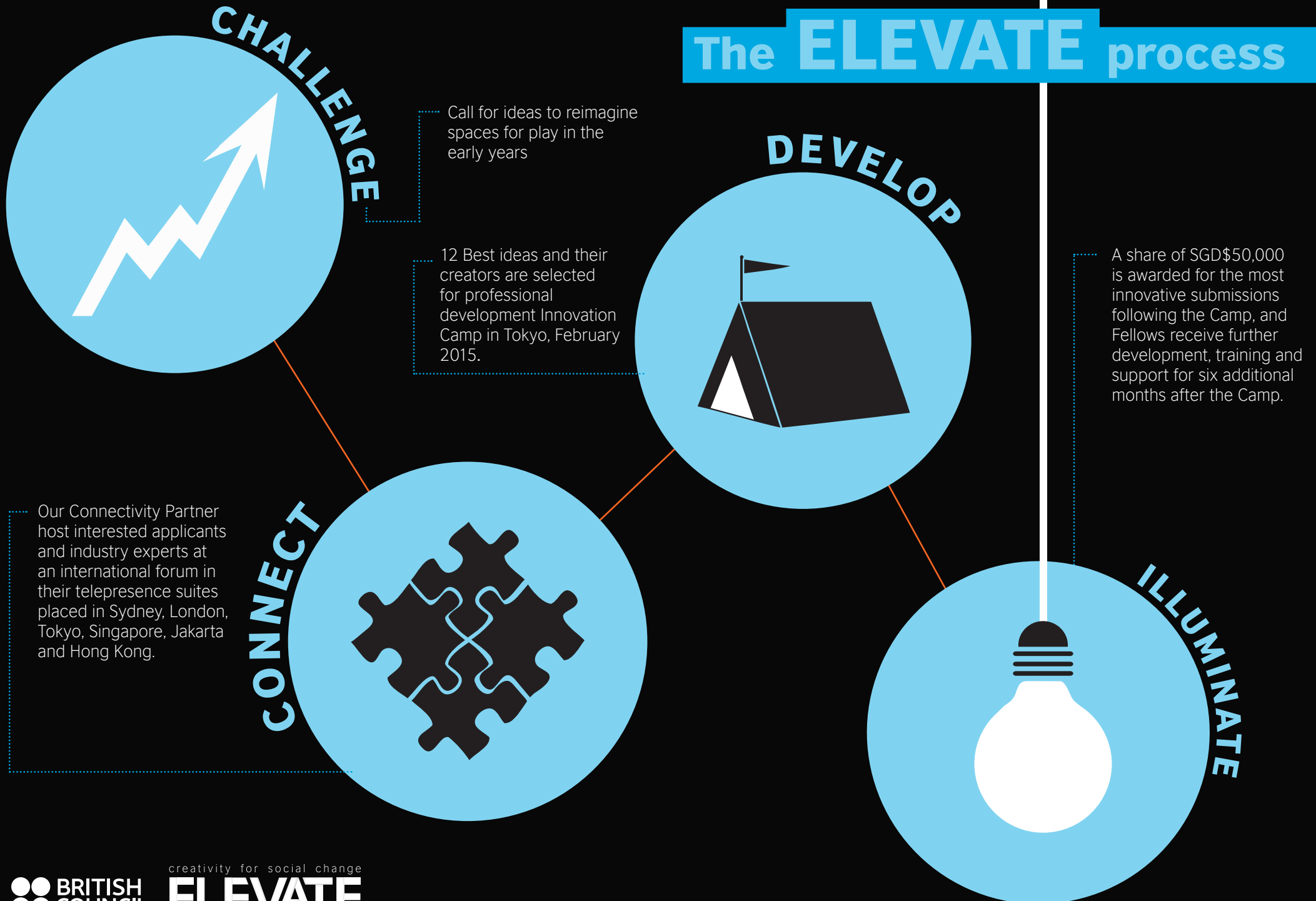
Open to creatives from any discipline including (but not limited to) Designers, Technologists, Performers, Artists, Sculptors, Urban Planners, Educators and Play experts.

We're looking for individuals, collectives or organisations that 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 we live in using creativity as the cornerstone. They can come from any creative discipline, or from other fields and sectors of society including academic and educational, environmental, technology, health and social care, given their submitted idea is based on creative practice and they meet the key criteria.

Applicants can represent the private or public sectors and they should be citizens of the UK or one of the following countries: Australia, Burma, China, Hong Kong, Singapore, Japan, Indonesia, Malaysia, New Zealand, Taiwan, Thailand, Vietnam, South Korea, Philippines.

Applicants must be fluent in English and be able to travel on the programme dates.

The **ELEVATE** process





The ELEVATE STARTWELL™ CHALLENGE: REIMAGINING PLAY

What does play in the 21st century really look like?

In 2014, the first ELEVATE Challenge will be presented by the British Council in partnership with the Lien Foundation. Focused on developing innovative new concepts to improve early childhood (0-8 years) play, the challenge is about reimagining spaces as well as the way young children engage with space.

The Challenge:

Play is the sacred business of early childhood, the instinct that inspires children to explore, learn and grow. Play is a child awakening to the world around them. It is essential to emotional, physical and creative development and is the stuff that the best childhood memories are made of.

But to play, you need playful spaces and potent ideas. Not cookie-cutter, plastic playgrounds, air-conditioned, padded play gyms or isolating technology in a dark room.

As designers, educators and artists, how might we create more imaginative spaces for play, to ensure children aren't missing out on the most important part of growing up?

The Hope:

We believe that when bright thinkers come together from various disciplines to find innovative solutions to problems, the results can be astounding. We ask you to use your creative skills to imagine new and exciting ways for children to engage with play spaces- indoors, outdoors, in urban or natural spaces, conceptually or technologically. We are looking for innovative new ideas with promise, that can be translated universally and allow more kids across the world access to the enjoyment of play.



Challenge Partner

The Idea:

Applications are to be presented as an early-stage idea, clearly communicated, with opportunities for collaboration and growth. We welcome ideas from individuals, or from representatives of organisations or collectives however only one person per idea submitted will be invited to travel as a Fellow if successful.

The Prize:

A share of SGD\$50,000 is available for the best ideas. The creators of the best 12 ideas will be invited to attend the ELEVATE Innovation Camp in Japan in February 2015 to further brainstorm, collaborate and prepare a final project submission to potentially secure some of the Challenge funding to realise the idea or invest in further professional development.

The ideas will also be showcased on a variety of platforms, including at a press conference and through international media partners with the potential for connections to be made between investors, partners and the Fellows.



Context: Who, Why and How

The world is changing faster than we are able to comprehend. Every day, we are becoming more aware of new ways of working, collaborating and assessing our own potential to do something meaningful with our lives especially when we are facing so many new challenges.

The British Council has recognised the collective potential of the millions of creative minds that want to make a difference globally. They're internationally minded, keen to collaborate, eager to brainstorm, full of ideas and ready to act. With the right connections, development opportunities and platforms, we believe these people have the power to make a real difference where it is needed most.

The British Council, with the Lien Foundation and a pool of experts, have come together to focus on the challenges facing our kids between 0-8 years, and have generated the Challenge out of a real need to reimagine the way young people engage with play spaces in order to ensure fulfilling and healthy childhoods. In order to create a stable, open society in the future we are going to need cleverly designed, new ways of enabling children to explore and play, completed by new ways of balancing and benefiting from both face-to-face and technological play experiences.

Drawing on expertise from the UK and Asia, ELEVATE creates the circumstances required to become a catalyst for change, and the platform to be propelled towards further idea generation and international collaboration.

Selection criteria

We are looking for exceptional individuals to be judged against these criteria:

AGE Over 21 years of age

CREATIVITY Both idea and own achievements and aspirations reflect real creativity

INNOVATION Thinking outside the box and open to trying new approaches

SOCIAL AWARENESS Ability to apply creative and cultural skills to social change-making processes

IMPACT Consideration of potential impact of the idea and own work

COLLABORATION A genuine interest in collaborating with new people and disciplines to create change

COMMUNICATION Keenness to share widely, such as on social media and interact with others both in person and online

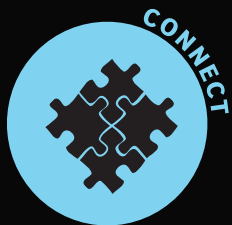
LONG TERM Commitment to becoming an active member of a long-term network with the time, energy, and resources to sustaining such a network

Application

Candidates are required to complete the ELEVATE online application form, submit support material and link to a 2-minute video in which they appear, explaining their idea. (See ELEVATE FAQ for more details). Ideas will be assessed through a competitive application and nomination process, to bring a diversity of professional knowledge, experience and innovation to the programme. Participants are selected on the basis of their idea, values and commitment to making a difference in society.

Applications will be shortlisted in the country of entry by a split assessment team of the British Council and programme partners. The shortlisted entries will be required to do a Skype Interview of 30 minutes with their local judges, before potentially being selected for the regional panel.

The final shortlist of entries will then 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 the ideas have been submitted. The Fellows will travel to the Innovation Camp in February 2015, after which they will have one month to resubmit their ideas. Challenge funding will be awarded to the leading ideas and innovators, most able to benefit from investment.



Connect

Interested applicants will have the chance to come together at BT Global Services premises across the world in 2015, to meet with programme staff, hear international experts speak and network with other potential Fellows. In 2015, BT Connect sessions will be held in: Sydney- London- Tokyo- Jakarta- Hong Kong- Singapore

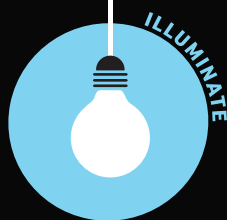
*Please see the website for the confirmed date.



Innovation Camp & Fellowship

The top 12 idea creators are invited to become ELEVATE Fellows during which they will become part of a high-profile international network, be connected to world-leading experts in the creative innovation field, access tailored mentoring and professional development opportunities and unique funding opportunities.

In February 2015, in partnership with Yamaguchi Center for Arts and Media [YCAM], ELEVATE will bring together the Fellows from across East Asia and the UK to work with partners, experts and local collaborators over six days in both Yamaguchi and Tokyo to further explore their ideas, new ways of working and international best practice both from local and global perspectives.



Fellows Receive:

- A one-week intensive Innovation Camp 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 during the Fellowship.
- Recognition as an Alumni Fellow of British Council's first regional innovation movement.
- Profiling and illumination regionally on multiple British Council and partner platforms.
- The opportunity to secure Challenge funding for the submission of innovative new ideas
- A certification from Goldsmiths, University of London and British Council (on completion of assessment).



TIMELINE

APPLICATIONS OPEN

10 November 2014

APPLICATIONS CLOSE

5 January 2015

FELLOWS NOTIFIED

15 January 2015

INNOVATION CAMP

23 February - March 2, 2015

IDEAS RESUBMITTED

2 April 2015

BT CONNECT SESSION

April 2015

(Sydney, London, Tokyo, Singapore, Jakarta, Hong Kong)

PARTNERS

The British Council is pleased to be co-developing the programme with a suite of impressive international partners in 2014.

Challenge Partner



Presenting Partner



Connectivity Partner



Knowledge Partners



CONTACT/FAQ

Questions about the application process can be forwarded to elevatechallenge@britishcouncil.org. Due to the large volume of enquiries, please allow 2-3 days for a response. We do urge you however to first visit our Frequently Asked Questions and Terms and Conditions for more information. Your answer may be there!

All images courtesy of the British Council & Mat Wright