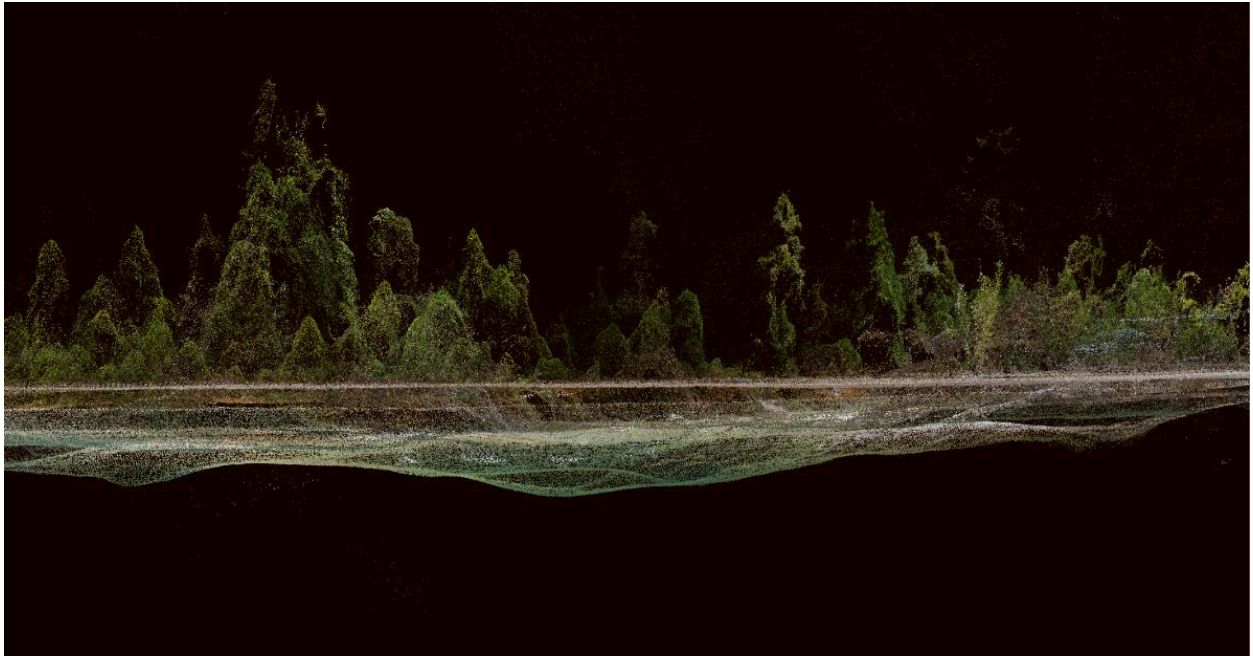


Climate IMMERSION Fellowship

Creative Practitioner's Brief



Introduction

Ireland's creatives have the potential to explore new ways to engage with the topics of climate change, environmental degradation and biodiversity loss.

*The **Climate IMMERSION Fellowship** pilot initiative will support creatives to engage with these topics in an informed way through a structured fellowship model over 2024 and 2025.*

Context

The feeling of futility and incomprehension of the scale of the combined challenges of climate change, environmental degradation and biodiversity loss leads to inaction. The transformational change needed to avoid looming catastrophe requires action by all individuals as well as policy makers.

The Climate IMMERSION Fellowship aims to engage the creative capital on the island, informing them with cutting-edge climate insights to create compelling work that offers unique perspectives on the climate crisis.

Funded by the second iteration of [Creative Ireland's Creative Climate Action Fund](#), the successful candidates will be immersed in climate and biodiversity focused activities for 2024 and 2025 consisting of:

- Workshops with climate and biodiversity experts and immersive storytelling experts
- Engagement with community groups
- Working retreats
- Support to develop their concepts further

This initiative will accelerate their concepts in an informed way; opening new avenues of creative expression around climate action.

The Opportunity

We are seeking creative practitioners to commit some of their time over 2024 and 2025 to the Climate IMMERSION Fellowship to develop their immersive story-telling competencies through practice-based activities.

The ability to create compelling immersive experiences that deliver new perspectives on climate and biodiversity issues is essential and therefore practitioners from the following (and related) disciplines across the creative industries are invited to apply:

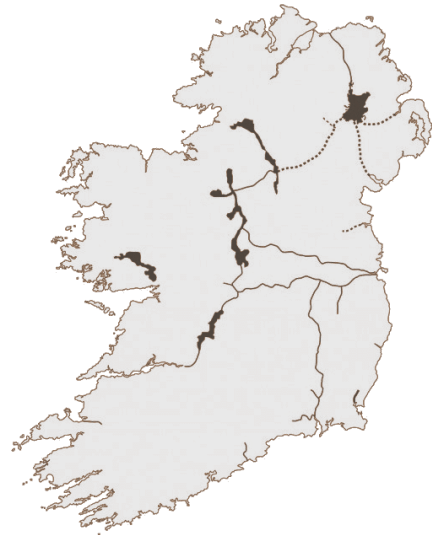
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- AR/VR designers
 - Digital storytellers
 - Simulation designers
 - Visual narrative designers
 - Sound designers
 - Stage designers

The selected creative practitioners will be guided by a select group of climate, environmental and biodiversity experts as well as community groups and local authorities in workshops to help inform and shape their concepts; grounding them in real-world situations and a sense of place.

Bringing their unique skill sets to the initiative, they will develop their concepts into immersive experiences via working sessions with the assistance of creative technologists and technicians as well as exploring opportunities to show their work to the public . All through the initiative, the practitioners will be supported by the IMMERSION team.

The Theme: Our Waterway Network

Ireland has more than 1000 km of lakes, rivers and canals that form an **interconnected network of waterways** that traverse our Island. Most of our major urban centres feature waterways as a central focal point and their value for recreation and inspiration is immeasurable. However, many of our waterways are under pressure from the three sub themes of the IMMERSION initiative:



1. **Climate Change:** e.g. erratic weather patterns
2. **Biodiversity Loss:** e.g. invasive species overtaking ecosystems
3. **Environmental Degradation:** e.g. pollution from industrialised farming

Successful applicants will use these sub themes to frame their application ideas.

Key Activities

The key activities of the IMMERSION initiative will be carried out across 2024 and 2025 and will consist mainly of **(a)** facilitated workshops and **(b)** working retreats :

An introductory workshop for successful applicants will be held in the Spring of 2024 to introduce them to the programme and assist with team formation if necessary.

Facilitated Workshops with subject matter experts will give the participants the opportunity to get informed on the subject matter and gain insights from impact at grass-roots level. Three separate workshops, one full day in duration, will be carried out in the Spring and early Summer of both 2024 and 2025 (six in total across the programme).

Working Retreats will be week-long intensive working sessions facilitated by expert creative technologists to transform concepts into proof of concepts (POCs). They will be held in the border region in the Summer of 2024 and 2025.

Concepts will be tested in controlled situations (non-public) in the Autumn of 2024 and the project team will assist in exploring opportunities before further refinement and testing commences in 2025.

The iterative, project-based approach facilitates peer-to-peer development and competency building with fellow like minded creatives with the support of a project team for the duration of the IMMERSION fellowship.

Timeframe

	2024	2025
Spring	Introductory Workshop (x 1) Facilitated Workshops (x 3)	Networking Workshop (x 1) Facilitated Workshops (x 3)
Summer	Working Retreat (x1)	Working Retreat (x1)
Autumn	Testing session of POC (x1)	Testing session of POC (x1)

Project Location

The IMMERSION project team is based in both Galway City (our HQ) and Belfast City. This project has a national reach however activities, such as the workshops and working retreats, will be held at suitable locations in the Border region.



Envisaged Outcomes

Creative Practitioners

The IMMERSION fellowship is designed to improve climate literacy and understanding of the key issues around climate change, biodiversity loss and environmental degradation among the participating creative practitioners. Succeeding in this goal - they will be more capable and confident working with these themes in their creative practice and also, through engagement with community groups, have a deep understanding of climate inaction among the public.

Project Partners

The IMMERSION fellowship activity over 2024 and 2025 will provide the project partners with insights on stakeholder's attitudes to the core topics. This will subsequently help to shape not only the follow-on initiative but also a framework of engagement between creative community groups, local authorities and climate experts.

Assessment of Applications

Applicants will be assessed on a number of factors to be accepted onto the IMMERSION Fellowship:

- **Experience** in creating compelling immersive experiences. (*Immersive experiences can include work for stage, screen, exhibition, interactive media etc.*)
- **Knowledge** or interest in climate action
- **Skills** and evidence of creative practice

Project Partners

Déanta Studio

[Déanta Studio](#) is a mission-driven, non-profit design studio based in Galway focused on supporting designers and makers to grow sustainably.

Déanta's mission is to empower designers and makers to grow sustainably while championing the principles of sustainable design, provenance, and the pivotal role of human-centred design in climate action and mitigation.

Established in 2023 and based in Galway, Déanta Studio works with diverse stakeholders from society on impactful initiatives in our focus areas.

Led by [Gabe Mullarkey](#) creative, a designer with a background in open innovation, human-centred design and the creative economy, Déanta believes human-centred design plays a pivotal role in building a sustainable future.

Belfast City Council

[Belfast City Council](#) has 60 elected councillors serving a population of 342,560. They are responsible for a range of powers and services, including land-use and community planning, and enhanced economic, physical and social regeneration.

Their Resilience Strategy is aligned with the UN Sustainable Development Goals and commits to transition Belfast to an inclusive, net-zero emissions, climate-resilient economy in a generation. Belfast's stand-out strengths include the creative industries, digital innovation, cyber security, FinTech, health, manufacturing and engineering. We have huge local talent across the film, animation, music, mobile, and gaming sectors.

Belfast has a 400 acre Innovation District in their Titanic Quarter and a Belfast Region City Deal investment in digital innovation, infrastructure and visitor attractions such as [Belfast Stories](#). They have achieved UNESCO City of Music status and will celebrate culture with people-led celebrations during [Belfast 2024](#).

Ardán

What is [Ardán](#)? A platform for creative talent in Film, TV, Games and Animation. Ardán is a non-profit, independent organisation operating across the West of Ireland and beyond. Their principal aim is to support creatives within the audio-visual industry, in the mediums of filmmaking, television, animation and games, through enabling access and providing opportunities.

Their work is founded upon our belief in the incredible depth of talent we have in the regions of Ireland and most especially in the West. Their goal is to enable that formidable creative spirit to enrich the audio-visual industry, and for talented individuals to realise their full potential and grow a sustainable career path as a result.

At the core of their support is providing opportunities. They know that talent will not hesitate to seize opportunities, if it is able to access them.

Selection Process

The closing date for applications is Wednesday 7th of February 2024. Applications should be made via the form on the [IMMERSION website](#).

Shortlist: Six will be shortlisted from the applications received.

Feedback: There will be no feedback from the initial round.

Queries: Any queries on the application process can be sent to info@deantastudio.com

