



ESB Brighter Future Arts Fund in partnership with *Business to Arts*

Briefing Document

Context / Objectives

The ESB Brighter Future Arts Fund is an all-island Arts Fund which will align with ESB's 'Brighter Future' purpose by promoting environmental sustainability in diverse and ambitious ways. It will support the Irish arts community by funding or commissioning artists / groups of artists or arts organisations to create new work during a period of unprecedented change.

For more information about ESB's arts and heritage initiatives, please visit www.esb.ie/arts

Brighter Future

For ESB, a brighter future starts with a low carbon future, powered by clean electricity. One where air quality is better, energy is sustainable and affordable, communities are thriving and where the future of the planet is safe. With Ireland's electricity system on a pathway to be carbon free within a generation, and with the growing adoption of electric cars, electric heat pumps and smart home devices, electricity will be a transformative force in the fight against climate change.

Through this open call, ESB is seeking to fund new artworks / arts projects which respond to the question 'what does a Brighter Future look like?', engaging the public in a vision for Ireland that is hopeful and inspiring. Individuals and communities have a critical role to play in the transition to a low carbon energy system, by changing their behaviours, embracing new technologies, and helping to determine the pace and scale of change. Engagement with the arts can inspire communities and help people to see the world differently.

Through this open call, ESB wants to support creative ideas to engage the public in a positive way around the energy transition, look towards a Brighter Future, consider the steps necessary to get there and the importance of this in tackling climate change. Artists are encouraged to work in partnership with a partner organisation to develop and realise their artwork / arts project. These artworks / arts projects can be in any artform (e.g. visual arts, spoken word, music, theatre, etc.) and must take place on the island of Ireland.

Themes or Interests

- What does a Brighter Future look like
- A low-carbon future
- Best-practice in environmental sustainability
- Addressing environmental issues and sustainable development goals
- Enhancing participation of communities and audiences in the environment
- Active partnership between artists and partner organisations

Applications

Applications are encouraged for artworks / arts projects across all artforms (e.g. visual arts, spoken word, music, theatre, etc.) which take place on the island of Ireland. We encourage active engagement of artists, partner organisations, the communities and the audiences involved.



Sample artworks / arts projects could include, but are not limited, to:

- Public performances / experiences including promenade and street theatre
- Art in the public realm
- Multi-media, technology and STEAM-related art
- Environmental art
- Use of art materials that promote carbon neutrality (e.g. CO₂- absorbing paint)

Artists / arts groups are encouraged to work in partnership with other arts, community, environmental, technological, or heritage/architectural organisations on the development and realisation of their projects. Successful artworks / arts projects should be realised between March 2022 – December 2023.

Location

There are two potential locations for the artworks / arts projects.

- Area 1: In local cultural venues / organisations and in the public realm near ESB’s new headquarters, on Fitzwilliam Street in Dublin 2
- Area 2: Any other location on the island of Ireland.

Artworks / arts projects that require permissions being granted, must demonstrate their track-record / ability to achieve these. We actively encourage artworks / arts projects that have national touring potential to apply.

Size of Grants

Grants may be requested in the range of €20,000 - €40,000 (or STG equivalent). The total amount available through the ESB Brighter Future Arts Fund is €120,000 - €140,000. This means we expect between 4 and 6 artworks / arts projects to be funded.

- Applications with larger budgets that have secured funds elsewhere are encouraged to apply
- Applications with larger budgets must demonstrate proof of other funding secured and disclose the relevant funding source
- Applications can be for 100% of the budget required

Timeline

Open Call – live for applications	13 th July 2021
Application Deadline	8 th September 2021
Assessment of Applications	September / October 2021
Selected Artists / Arts Organisations Notified	31 st October 2021
Agreements Issued and Signed	November 2021
Artwork / Arts Project Realisation	March 2022 – December 2023

Application Process and Requirements

To apply for funding, complete the online application form located [here](#).

- All individuals and organisations stated in this application are committed to delivering the artwork(s) / arts projects



- Applications will be accepted between Tuesday 13th July – Wednesday 8th September 2021, at 5pm. Only artworks / arts projects that will be realised between March 2022 – December 2023 are eligible to apply
- Applications to the ESB Brighter Future Arts Fund can be from any art form
- Only applications with projects occurring on the island of Ireland (Republic of Ireland and Northern Ireland) are eligible
- Applicants must be aged 18 years or older. Audiences / participants can be any age
- Applications must involve an artist or a group of artists working in partnership with a partner organisation (e.g. a festival, venue or event, arts organisation, community organisation, environmental organisation, technological organisation, heritage/architectural organisations or another funding agency).
- An application can be submitted by either the artist or the partner organisation, provided there is a commitment to the project from the other partner
- Within the online application form, the artist and partner organisation must agree to a statement of commitment to the project. If a project is selected for funding, at that point the artist and partner organisation will be required to submit a signed letter of commitment
- Only one application can be submitted by an individual artist, but an artist can be associated with a second application if they are part of a group of artists / collective
- We recommend that partner organisations submit a maximum of one application
- Funds must be used to support or develop artworks / arts projects that are inspired by or respond to:
 - a. What does a Brighter Future look like
 - b. A low-carbon future
 - c. Best-practice in environmental sustainability
 - d. Addressing environmental issues and sustainable development goals
 - e. Enhancing participation of communities and audiences in the environment
 - f. Active partnership between artists and partner organisations
- Photographs / videos / media content submitted as part of an application may be used as a way of further promoting the Fund, the project and advancing the objectives of ESB and *Business to Arts*
- Applications that involve working with vulnerable audiences/participants must have up-to-date Garda vetting / valid AccessNI certificate
- Applications that require planning permission must demonstrate their ability / track-record achieving the permissions required
- Appropriate public liability insurance (and any other insurance required) must be secured
- Grants made to successful applicants will be paid to the lead applicant, which must have a bank account in the Republic of Ireland or Northern Ireland

Assessment Criteria

Applications which are considered eligible will be assessed in line with the following criteria:

- Experience of the artist(s)
- Commitment (e.g. financial and other resources) to the application by the partner organisation or other funding agencies
- Financial and operational viability of the application, including:
 - appropriate artist(s) fees applied (minimum 40% of entire project budget) and material costs
 - appropriate fees to any other third-parties involved (e.g. technical support, installation, etc)
- Experience and profile of partner organisation



- Description of the artwork / arts project and how it aligns with [ESB's 'Brighter Future' strategy \(pages 17 – 21\)](#)
- Expected engagement of communities, audiences and/or participants
- Description of applications evaluation process (e.g. measuring impact of artwork / arts project on communities, audiences and/or participants)
- The Fund aims to support artworks and arts projects across the island of Ireland

Assessment Panel

- An assessment panel will be convened to review eligible applications
- The assessment panel will consist of:
 - 2 x ESB representatives
 - 2 x external panellists including a curator and an artist
 - 1 x *Business to Arts* representative
- All decisions are final and there will be no appeals process

Feedback

- Applicants will be informed by email if they are successful/unsuccessful.
- We expect to inform successful/unsuccessful applicants before 31st October 2021
- Due to the number of applicants expected, unfortunately we are unable to offer individual feedback

The ESB Brighter Future Arts Fund will support:

- New artwork(s) / arts project(s)
- Applications that are delivered by or involve professional artists. A professional artist is defined as an artist who:
 - has specialized training in the artistic field (not necessarily in academic institutions)
 - is recognized as a professional by their peers (artists working in the same artistic tradition)
 - is committed to devoting more time to artistic activity, if possible financially
 - may have a history of public presentation or publication
- Applications that involve a partner organisation (e.g. a festival, venue or event, arts organisation, community organisation, environmental organisation, technological organisation, heritage/architectural organisations or another funding agency, etc)
- Applications that have appropriate fees for the professional artists involved
- Applications that aim to involve an audience or participants
- Applications that involve projects that will take place between 2022 - 2023

The ESB Brighter Future Arts Fund will not provide support for projects / organisations based outside of the island of Ireland or for any of the following:

- General fundraising appeals
- Completed projects
- Repayment of debt
- Rent of permanent premises
- Tuition or course fees
- The purchase of buildings, land, vehicles or other fixed assets
- Partner organisation staff salaries
- Consultancy fees



[FAQ and Technical Support](#)

Should you require assistance, please consult the FAQs available [here](#) or sign up to our upcoming webinars:

- Tue, 20 July, 2021: [Webinar 1: General Overview & How to Apply, 1:00pm – 2:00pm](#)
- Thu, 22 July, 2021: [Webinar 2: Audience, Budget, & Evaluation, 1:00pm – 2:00pm](#)

If you have any technical difficulties with your application, please contact The Fund team by email on brighterfutureartsfund@businesstoarts.ie or call +353 1 662 9238 and they will be able to assist you.