

# Corca Dhuibhne Inbhuanaithe

## A Creative Imagining

Funded by the Creative Climate Action Fund



### Artist's Brief

*“Socially engaged art functions by attaching itself to subjects and problems that normally belong to other disciplines, moving them temporarily into a space of ambiguity. It is this temporary snatching away of subjects into the realm of art-making that brings new insights to a particular problem or condition, and in turn makes it visible to other disciplines.”*

(Pablo Helguera)



# Contents

Invitation & The Project Partners	03
The Context	03
The Challenge	03
Project Location	04
Art Forms	04
Project Audience	04
The Wider Project Outcomes	04
The Role of the Artist(s)	05
Envisaged Outcomes of the Embedded Artist Role	05
Skills, Knowledge & Experience Required	05
Timeframe and Budget	06
Project Governance & Reporting	06
Project Sustainability & Carbon Footprint	06
Selection Process	06
Assessment of Applications	07
Reflective Learning & Evaluation	08
General Conditions	08
Appendices:	
Appendix A: Full details on the partners	09
Appendix B: West Kerry Dairy Farmers' SEC	11
Appendix C: The Creative Climate Action Fund	12
Appendix D: Corca Dhuibhne / The Dingle Peninsula	13

## Invitation

Artists working in any discipline are invited to apply to become an Embedded Artist with *Corca Dhuibhne Inbhuanaithe – A Creative Imagining*. This project will see (an) artist(s) creatively engage with the farming community and the Corca Dhuibhne Creativity & Innovation Hub to support participating farmers to identify climate action solutions that will work for them and wider society.

The Embedded Artist will bring their unique perspective to the project, helping to generate new ways of thinking, fresh perspectives and alternative approaches to the challenges of addressing climate change. Applications are welcome from individual artists as well as groups or collectives. The selected artist(s) will be supported throughout by the *Corca Dhuibhne Inbhuanaithe* steering group and the Project Manager / Curator.

## The Project Partners

*Corca Dhuibhne Inbhuanaithe – A Creative Imagining* is a Creative Climate Action project managed by Corca Dhuibhne Creativity & Innovation Hub, in collaboration with the Green Arts Initiative in Ireland (GAI) and MaREI (The Science Foundation Ireland Research Centre for Energy, Climate and Marine).

*Corca Dhuibhne Inbhuanaithe* is a recipient of the inaugural Creative Climate Action fund, an initiative from the Creative Ireland Programme in collaboration with the Department of the Environment, Climate and Communications that supports creative, cultural and artistic projects that build awareness around climate change and empower citizens to make meaningful behavioural transformations

Working with the local farming community on the peninsula, including the West Kerry Dairy Farmers' Sustainable Energy Community (WKDFSEC), the project aims to address solutions to support the transition to environmentally and economically sustainable farming on the Dingle Peninsula and beyond, working with a creative practitioner to imagine

a low carbon farming future for the Peninsula. *Corca Dhuibhne Inbhuanaithe* aims to support the sector on its transition journey to a new paradigm.

*Full details on the project partners are included in Appendix A, p.10.*

## The Context

The Climate Action Bill 2021 has set a target of 51% reduction in CO<sub>2</sub>e by 2030. Meeting this ambitious target will impact every citizen, nowhere more so than in the agricultural sector. Agriculture accounts for more than 30% of Ireland's Green House Gas emissions, and pressure is mounting on all farming sectors to reduce their carbon footprint.

Corca Dhuibhne Creativity & Innovation Hub has sought to support the local farming community to become more environmentally sustainable since its inception and was instrumental in the establishment of the West Kerry Dairy Farmers' SEC. The project partners are keenly aware of barriers inhibiting farmers from becoming more sustainable and seek to address this through the medium of a creative lens facilitated by an Embedded Artist(s).

## The Challenge

Addressing GHG emissions in agriculture is a 'wicked' problem, a social or cultural problem that is difficult or impossible to solve because of its complex and interconnected nature. This project aims to tackle this wicked problem through a creative lens and engage with farmers on climate change.

As part of the project, the selected artist(s), along with the participating farmers, will take part in a capacity building 'journey' co-ordinated by the project steering group. This will include visits to renewable energy initiatives, MaREI offices, sustainable enterprises, anaerobic digestion facilities and farms that have diversified to combat climate change.

This project aims to leave a legacy that



will inspire other farming communities outside of the peninsula to make changes to their farming practices in ways that will combat climate change and reduce GHG emissions.

### Project Location

This project will take place on Corca Dhuibhne / the Dingle Peninsula in County Kerry in the South-West of Ireland. Up to eight familiarisation trips, some of which will include travel to other counties, will be scheduled during the project.

### Art Forms

Artists working in any discipline are welcome to submit applications for this Embedded Artist role. This project is open to individual artists or groups of collaborating artists.

### Project Audience

The principal target audience for the project will be the farming community of West Kerry, with the ambition to influence a wider audience countrywide. The project also aims to address broader society in terms of creating greater understanding as to the scale of the challenge facing the farming sector in tackling climate change.

### The Wider Project Agreed Outcomes

*This project has wider outcomes which the artist will be asked to support and engage with:*

- To address the themes of food, and local climate and environment, bringing about an attitudinal change and shift in values within the farming community on the Dingle Peninsula with regard to the role that agricultural emissions play in Ireland's carbon footprint.
- To support the farming community in transitioning to less carbon

intensive methods including approaches that will sequester carbon and support biodiversity.

- Participating farmers will have explored diversification options, considered which are viable for them, and will have begun to make some effective changes.
- Shared learning with other communities and stakeholders nationally via creative, multi-media outputs and an end of project event. Engagement locally will include: the members of WKDFSEC, farmers involved in the Farming Ambassador Scheme and Ploutus project and through the Dingle Mart and Teagasc officials.
- Facilitate a process of reflective learning with the key participants (ten farmers, artist(s), and coordinating team) throughout the project to ensure that methods and processes for reflective learning and documentation are incorporated into the initiative from the outset.



## Role of the Embedded Artist(s)

An Embedded Artist Project “is a process-oriented project which mixes the skills and competencies of artistic and non-arts partners to address key societal issues. An Embedded Artist Project employs ‘creative logic’: creative thinking which deliberately seeks to work in an innovative way, outside of existing paradigms and frameworks.”

*(From ‘A toolkit for initiating and undertaking Embedded Artist Projects’ – created as part of the Cultural Adaptations Project managed by Creative Carbon Scotland)*

In this instance, (a) Creative Practitioner(s) will work with the farming community to imagine the Dingle Peninsula in 2030, addressing the project’s aims as listed above. The artist will support these aims, with a view to bringing about an attitudinal change and shift in values within the farming community on the Dingle Peninsula as to the role that agricultural emissions play in Ireland’s carbon footprint.

There will be a period of engagement at the beginning of the project which will allow the artist(s) and the participating farmers to collaborate on elements of how the project will take shape. All the participants, including the farmers and artist(s), will take part in the capacity building series of fam trips to be scheduled throughout the project.

have gained a better understanding of the challenges faced by the farmers, the options open to them, and how to make the transition.

Using creative approaches, the Embedded Artist will assist in building understanding in the wider community about the challenges that farmers face, developing a more supportive environment in which farmers can diversify.

The Embedded Artist will contribute to a distinct legacy for the project in order that the experiences and learnings gained can be brought to a wider audience.

It is an aim of the project that the selected artist(s) will have enriched their practice and gained a keen understanding of the complex challenges facing the agricultural sector in meeting carbon reduction targets, with the potential for carrying this experience forward to other initiatives.

Whilst the artist will not be expected to produce a prescribed artwork at the end of the project, it is envisaged that there will be a series of in person and/or virtual manifestations arising from the engagement with the farming community.

## Envisaged Outcomes For The Embedded Artist Role

*The artist(s) will contribute to the following outcomes:*

Through the creative input, visualization exercises, knowledge exchange and site visits, ten participating farmers will have increased their understanding and acceptance of the need for diversification and change.

Through the sharing of experiences and learning, the wider community on the Dingle Peninsula and further afield will

## Skills, Knowledge & Experience Required

*The selected artist(s) should have the following:*

Significant experience in working with the community and in non-arts contexts and be confident to speak at public events and address complex issues

An understanding of sustainability and a desire to know more

The capacity to engage with diverse stakeholders

The capacity to gain the trust of the participating farmers and the wider farming community

Strong evidence of their creative and imaginative practices

## Timeframe and Budget

### Duration

This project will be up to 14 months in duration, with the artist(s) role beginning in November 2021 and continuing until the end of December 2022.

### Time Commitment

It is anticipated that the time commitment for the project will be an average of three days per week for a maximum of 58 weeks. The allocation of this time has some flexibility and the final commitment will be agreed with the selected artist.

The selected artist will be required to be available on specific dates for the eight familiarisation trips, for meetings of the steering group (most of these meetings will be virtual) and other public events to be agreed. It is envisaged that the artist will spend a significant portion of the 'allocated' time engaging with the local farming community. For artists not based full-time on the peninsula, some of the time commitment can be achieved remotely.

### Budget

There is an artist's fee of up to €32,550,\* and an additional sum of up to €23,625 available to cover accommodation, travel, travel per diems, mobile phone and broadband costs where the artist(s) is not based on the Dingle Peninsula and needs to relocate. In addition, there is a budget of up to €2,000 available for materials. The budget remains the same regardless of the number of artists in the successful application.

*\*Final fee will depend on artist's availability and starting date.*

### Additional Provision

Office space will be provided in the Corca Dhuibhne Hub if required.

## Project Governance and Reporting

Project oversight will be provided by a steering committee. The committee will meet with the artist at regular scheduled intervals. The Project Manager, who also oversees the administration and co-ordination of the project, will support the selected artist(s) throughout.

The artist's(s') engagement with the target audiences will be facilitated and supported by the Corca Dhuibhne Hub team and the Project Manager. Given the nature of the Embedded Artist role and the participation of the WKDFSEC, some elements of the project will remain to be developed during the planning phase of the project allowing for input from both the artist(s) and the farmers with a view to empowering the participants and deepening the level of engagement. The project will be documented throughout in order to maximise its potential to influence other farming communities around the country.

## Project Sustainability & Carbon Footprint

A carbon budget and sustainability policy will be drawn up for the project, particularly in terms of travel and transport. The artist will be asked to take an active part in developing these elements.

## Selection Process

Applications are invited from individual artists or groups/collectives of artists (the same budget will apply) working in any artistic discipline.

Applicants should submit the following information in the form of a PDF (no larger than 10MB) to [creativeclimateartist@dinglehub.com](mailto:creativeclimateartist@dinglehub.com)

- Contact details: mobile number, postal, email and (where relevant) website address.
- 500 words on how the applicant would seek to achieve the outcomes of the project as listed above and support the farming community's transition to a low-carbon future.



- A CV outlining qualifications and experience to date (two pages max)
- Three examples of previous work which are relevant to this project (ie examples of community engagement etc). Please note, film / video and audio work must be no more than 5 minutes long.

The closing date for applications is **Wednesday 3rd of November** Applications should be made by email only, postal applications and late submissions will not be assessed.

**Shortlist:** Up to five artists 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 Catriona Fallon at [creativeclimateartist@dinglehub.com](mailto:creativeclimateartist@dinglehub.com)

## Assessment of Applications

*Applications will be assessed on the following criteria:*

- The artistic quality and ambition of the proposal
- Experience: We are seeking an experienced creative practitioner with at least five years' experience of working in a community or socially engaged setting
- Capacity to work with stakeholders: Candidates will need to demonstrate experience of building trust with stakeholders and evidence of collaborative practice
- Knowledge of, and interest in, climate change
- Demonstrated capacity to act strategically and evidence of capacity to change minds
- Ability to communicate through Irish would be an advantage

Five artists will be shortlisted in the first round and invited to develop their proposals further. Artists included on this shortlist will be required to deliver an online presentation to the Steering Committee on **Tuesday 16th of November**. A fee of €200 will be paid to each shortlisted artist.

If you have any access needs that require you to submit your proposal in another format, please get in touch with us with any questions or to discuss your needs further.



## Essential Requirements

*The successful applicant(s) must:*

- Be available for the timeframe of the residency commission and have sufficient flexibility to dedicate an average of three days per week to the project for the duration. The artist is asked to be based on the Corca Dhuibhne Peninsula for no less than 50% of the allocated time. The successful artist is required to be available to attend certain events / activities such as the familiarisation trips and public events on specific dates.
- Be prepared to work within the agreed carbon budget.
- Where artists are short-listed, they must provide two referees.

## Reflective Learning & Evaluation

The outcomes for this project will be guided to some extent by the participants who will have significant input into its development. This will mean that evaluation will need to be flexible in terms of processes, but at the same time mindful of the overall aims of the project.

The artist will be asked to contribute to the development of, and then participate in, a process of reflective learning with the key participants throughout the project, and to help ensure that methods and processes and documentation are stitched into the initiative from the outset.

The reflective learning will be led by MaREI and methods could include internal workshops, surveys and interviews, and the keeping of reflective journals/records. As well as contributing to on-going assessment and learning, this work will also inform decision-making throughout. At the end of the project, a learning brief will be co-produced with the farmers and project team which will document what happened and how it happened, demonstrate what worked, what didn't work and how improvements might be made, highlight the achievements, challenges and lessons learnt, and make recommendations

## General Conditions

- The successful artist will be issued with a contract by Mol Teic T/A Corca Dhuibhne Creativity and Innovation Hub
- Corca Dhuibhne Creativity & Innovation Hub and its partners reserve the right not to award commissions and, in this instance, reserve the right to pursue other selection processes.
- The artist(s) must comply with Health and Safety standards.
- Fees noted above are VAT inclusive, (whether VAT liability lies with the artist or the Commissioner). Non-resident artists from EU and non-EU countries must be aware of any tax or VAT implications arising from the commission and ensure that any costs arising from this are included in their budget.
- In the event that government restrictions are re-instated due to the Covid-19 pandemic, the steering group will work with the artist(s) and other participants to find a safe solution which will allow the residency to adapt to any changed circumstances that might arise. Government guidelines to prevent the spread of Covid-19 will be observed throughout the lifetime of the project to reduce the risk of spreading the virus.



## Appendix A: Full details on the partners

### Corca Dhuibhne Creativity & Innovation Hub

The mission of the Corca Dhuibhne Creativity and Innovation Hub is to build a creative, livable, sustainable and inclusive community, fostering a vibrant and diverse ecosystem of stakeholders to facilitate the creation and maintenance of well-paid, year-round incomes on the Dingle Peninsula. We have developed an innovative model of Rural Community Innovation and Transition. It balances highly-structured focus, anchored in four core strategic platforms, with a flexibility of delivery across processes and partnerships.

- **Strategic Platform 1:** CDCIH provides shared workspace and facilities for individuals and companies. Currently 37 co-workers regularly use the space along with 189 intermittent users.
- **Strategic Platform 2:** We facilitate projects that build the strategic antecedents for new employment under four thematic pillars: Sustainability and the Green Agenda, Digital Transformation, the Creative Industries and Community-Authored Visioning and Strategy. There are nine related projects in progress on the Dingle Peninsula and five more in the pipeline. Projects include the the **ESB Networks Dingle** and **StoreNet** projects, the **SEAI funded Energy Masterplan**, the **GNI funded Feasibility Study for Anaerobic Digestion on the Dingle Peninsula**, the **SFI funded Activating the Energy Citizen** project, the **Farm Ambassador project** and its expansion through the **EU Horizon 2020 Ploutos project**.
- **Strategic Platform 3:** To build on the emerging eco-system, we leverage the projects to aggregate critical base demand for local companies to scale from. As a direct impact of this work, three new local companies have been established and a sustainable energy related start-up is in the process of basing itself on the Dingle Peninsula.
- **Strategic Platform 4:** To Promote, nurture and convene the work-from-home community. There are over 150 people connected into our hub community which includes film, animation, sustainable energy, digitisation, creative and business collaboration networks where members support each other and identify and pursue mutually beneficial economic opportunities.

CDCIH builds on existing assets and continuously shares outputs and learnings. We convene and mobilise networks of key partnerships within which the work of the Hub is embedded. The projects we initiate provide a cost-effective way to leverage and extend the work of multiple other stakeholders, including State agencies, and creates the conditions for local employment and income growth.

### Green Arts Initiative in Ireland

The Green Arts Initiative in Ireland is an extension of the Green Arts Initiative operated by **Creative Carbon Scotland** and aims to provide Irish arts organisations with the resources and support to help build a green Irish arts community. Run by **Theatre Forum** and Catriona Fallon, under the guidance of Creative Carbon Scotland, the Green Arts Initiative in Ireland aims to:

- Support members with practical advice on reducing their carbon footprint and overall environmental impacts.
- Provide members with opportunities to enhance their sustainability competencies through training and networking.
- Collect information on what organisations are currently doing to improve their sustainability.

Currently the GAI is concluding the Greening Venues Pilot Project and, following a Capacity Funding Award from the Arts Council, has began the **Greening Arts Centres project**, work which continues until April 2022.

## MaREI (The Science Foundation Ireland Research Centre for Energy, Climate and Marine).

MaREI is a world-leading Science Foundation Ireland Research Centre for Energy, Climate and Marine, coordinated by the Environmental Research Institute (ERI) at University College Cork. The Centre has over 250 researchers across 13 partner institutes in Ireland working with 75 industry partners focusing on the energy transition, climate action and the blue economy.

MaREI facilitates the transition to a low carbon energy future through the provision of the underlying research and innovation, and the training of the highly skilled leaders of tomorrow. The centre enables positive climate action through the provision of leadership in the areas of climate mitigation, climate adaptation, climate science, and climate dialogue, and it also contributes to a better understanding of the potential and sustainable use of our significant marine and coastal resources.

MaREI's research informs energy, climate and marine policy by increasing and improving the scientific evidence base for policy-makers. It enhances the capacity of industry across the energy, climate and marine sectors to enable sustainable economic development. It supports societal engagement on grand challenges to facilitate participatory action on the energy transition, climate action and the blue economy <https://www.marei.ie/>

## Appendix B: West Kerry Dairy Farmer's Sustainable Energy Community

The West Kerry Dairy Farmers' Sustainable Energy Community (WKDFSEC) was established in 2020 with the aim of creating a vibrant community of sustainable, energy efficient, dairy farmers in West Kerry. Led by local farmer, Dinny Galvin, a Steering Committee was formed, including farmers from throughout the study area and as well as members from the general community with an understanding of the issues involved.

The WKDFSEC aims to make the farming community resilient and energy efficient, exploiting renewable energy sources, reducing costs and carbon emissions, and becoming a template for other rural farming communities.

### WKDFSEC is committed to:

- Increasing their understanding of energy efficiencies and renewable energy sources on the farm.
- Building a network of farmers who will actively engage with the SEC.
- Reducing energy usage on the farm by 3% annually from 2021.
- Working with the SEC Network, the SEAI and Energy Mentors to make changes to energy usage and identify projects for retrofit.
- Identifying land management practices that could assist in storing carbon.

West Kerry Dairy Farmers SEC is actively working to engage the following stakeholders, including the Dingle Hub, other groups involved in Dingle 2030 including ESB Networks, MaREI, and North East West Kerry Development. The committee has contacted a large group of dairy farmers who have expressed an interest in being involved in the proposed project.

The Dingle Peninsula is actively facing up to the challenges presented by Climate Change with a host of agencies and groups addressing the issues arising from our changing climate. These include Dingle 2030, Net Feasa, ESB Networks, the SKIN Horizon project (EU Funded project), Transition Kerry, a recently completed Community Energy Mentor Course run by the Dingle Hub in association with Kerry Education and Training Board. Dinny Galvin, dairy farmer and lead applicant, is an ESB Ambassador and a Smart Farm Ambassador

As part of the supports provided to the SEC network, the SEAI has funded an Energy Masterplan for the WKDFSEC. This EMP is currently being undertaken by DCSix. It is envisaged that this proposed Energy Masterplan will cover the majority of the Dairy Farming community on the Western half of the Dingle Peninsula, from Camp / Inch back to Dun Chaoin. Up to 100 dairy farms would be included in the EMP, including both domestic dwellings and farm buildings. These farms operate as small businesses, some on a larger scale than others, as well as homes for farm families.

WKDFSEC has received support from Kerry Group, Kerry Agri Foods, ESB Networks & Dovea Genetics



## Appendix C: The Creative Climate Action Fund

The Creative Climate Action fund is an initiative from the Creative Ireland Programme in collaboration with the Department of the Environment, Climate and Communications that supports creative, cultural and artistic projects that build awareness around climate change and empower citizens to make meaningful behavioural transformations.

The €2 million fund was launched on 31st March 2021 by Ministers Catherine Martin and Eamonn Ryan. It sought collaborative projects that could meaningfully connect people with profound changes happening in the environment, society and economy arising from climate change, using creative, cultural and artistic approaches to transform connection and awareness into climate action.

It is part of the Programme for Government; “Support Creative Ireland in its ‘Engaging the Public on Climate Change through the Cultural and Creative Sectors’ initiative”. (p88).

Creative Ireland Programme Creative Ireland is a five-year programme which connects people, creativity and wellbeing. We are an all-of-government culture and wellbeing programme that inspires and transforms people, places and communities through creativity. We are committed to the vision that every person in Ireland should have the opportunity to realise their full creative potential.

Department of Environment, Climate and Communication’s, Climate Action Fund The projects will be co-funded with €1 million from the Climate Action Fund.

The Climate Action Fund was established on a statutory basis in 2020 to provide support for projects, initiatives and research that contribute to the achievement of Ireland’s climate and energy targets, and for projects and initiatives in regions of the State, and within sectors of the economy, impacted by the transition to a low carbon economy. The Fund is resourced from proceeds from the levy paid to the National Oil Reserves Agency (NORA) in respect of relevant disposals of petroleum products, after the funding requirements of NORA have been met.

## Appendix D: Corca Dhuibhne / The Dingle Peninsula

Corca Dhuibhne, or The Dingle Peninsula, is defined by the territory to the west of a line connecting Blennerville to Castlemaine and with an area of 583 sq. km. It stretches 48 kilometres into the Atlantic Ocean on the south-west coast on Ireland's Wild Atlantic Way.

The peninsula is dominated by the range of mountains that form its spine, running from the Slieve Mish range to the Conor Pass and Mount Brandon, Ireland's second highest peak. The magnificent coastline consists of steep sea-cliffs such as Sleah Head, dramatic headlands broken by sandy beaches, with the iconic beach at Inch in the south and the tombolo of Maharees to the north.

Corca Dhuibhne has a resident population of 12,764, with 2,500 living in An Daingean Uí Chúis, the principal town on the peninsula. Tourism is a major source of income for domestic and international tourists, and tourism accounts for about 30% of the local economy. The peninsula is a very popular destination for domestic and international tourists. Second (or holiday) homes account for approximately 26% of all houses.

Farming and fishing, traditionally the key occupations for those working on the peninsula, still remain significant sources of employment, but tourism has become an increasingly important area of employment over recent decades.

Information Resources: The recently launched Demographic and Socio-Economic Profile Report for the Corca Dhuibhne Peninsula (published and created by North East West Kerry Development) provides an excellent overview of life on the peninsula.

Under the aegis of Corca Dhuibhne Hub, an Energy Master Plan for the Dingle SEC, was published in 2020 giving a detailed analysis of energy use in Corca Dhuibhne and outlining opportunities for energy reduction.

Access to Corca Dhuibhne: Trains run regularly from Casement Station in Tralee to Dublin, and to Cork (with a change at Mallow). Bus Eireann runs a daily service from Tralee Bus Station to Dingle town, with a schedule running from early morning until 10pm. Local Link services now provide a regular service from Dingle town to villages on the peninsula.



For further information, please contact [Catriona Fallon at creativeclimateartist@dinglehub.com](mailto:creativeclimateartist@dinglehub.com)



*Creative*  
Climate Action



Clár Éire Ildánach  
Creative Ireland  
Programme  
2017–2022



Rialtas na hÉireann  
Government of Ireland



Tionscadal Éireann  
Project Ireland  
2040