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“The Edinburgh Festivals Innovation Lab is a **world-first** in the cultural sector: a revolutionary experiment and **resource for Festivals** (and working groups) to **work with leading thinkers**, artists, digital communities, technologists and audiences to **explore opportunities** or **respond to complex challenges** like navigating the festivals, distributing content or making festivals greener.





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## Imagine if we:

had a way of developing/discovering brilliant **PROJECTS** that respond to festival business challenges and opportunities

created exciting new **NETWORKS** so great festival ideas came from anywhere and everywhere: festival staff, audiences, artists, geeks, technologists, independent developers, global corporates

We took inspiration from some of the best innovation programmes and **PROCESSES** around to test the ideas, uncover those with the most potential, stretch our thinking and engage with new people

We created training and participation opportunities for all festival staff, so that innovative **PEOPLE** are at the heart of what we do

We shared all of our experience, and all that **LEARNING**, back to the wider cultural sector





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**PROJECTS**

**NETWORKS**

**PROCESSES**

**PEOPLE**

**LEARNING**



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## Innovation Audit

### Common Ambitions

- a need to improve core technological infrastructure
- ambitions to revolutionise the audience experience (eg, tools for planning, navigating, engaging)
- ambitions to distribute our content successfully, profitably and legally
- ambitions to evolve festivals' thinking about digital-only programming (digital or digitally-influenced art and content)
- ambitions to innovate business models (with regard to eg year-round presence or new types of income generation).

### Common Challenges

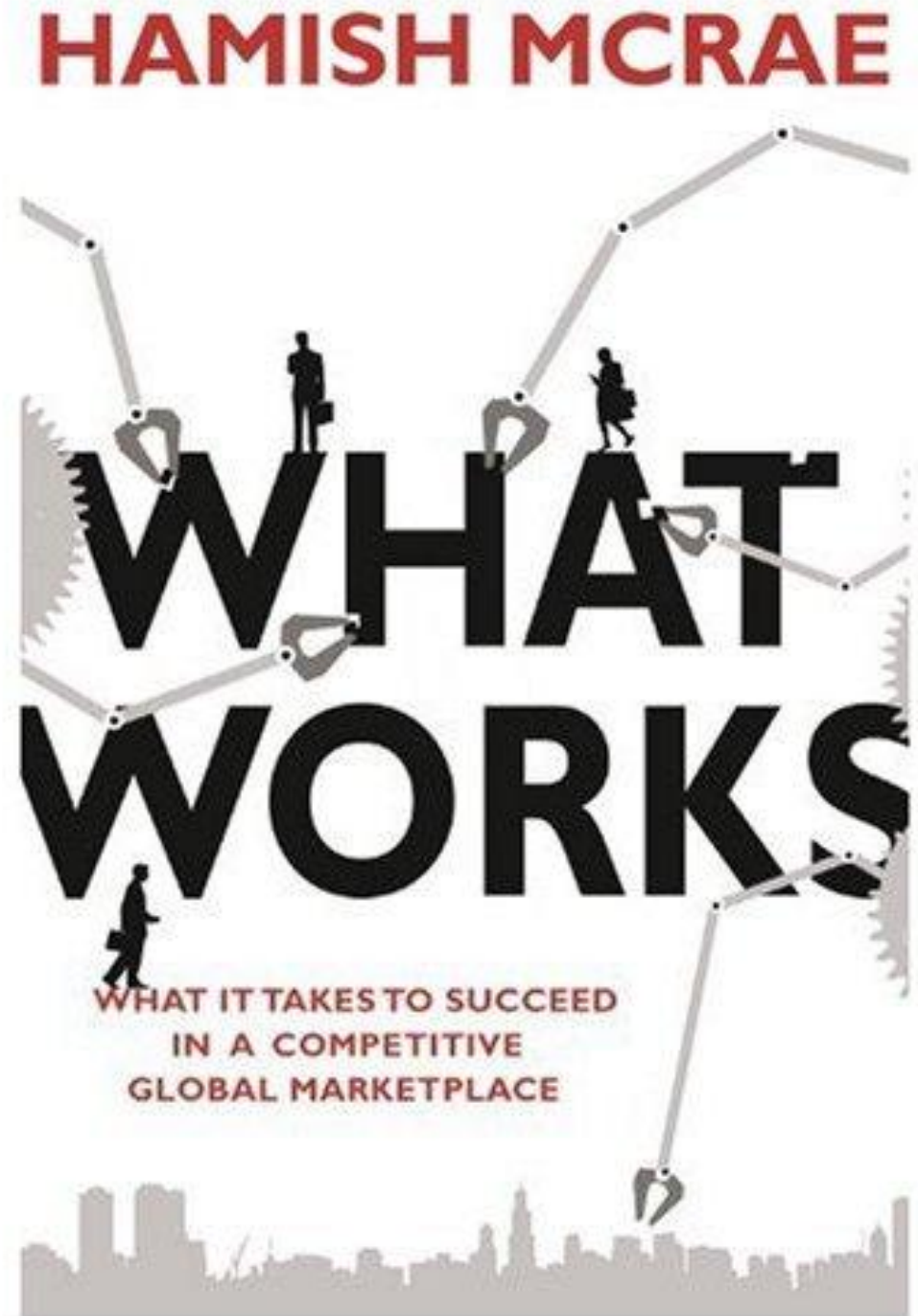
- organisational capacity
- resources
- access to expertise and the latest thinking



**It's not really new:  
our festivals are  
inherently innovative**

- create an open market place

- listen – and accept failure  
as part of wider success





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## Our manifesto

- to embed innovation as a festival mindset
- to test models and processes for innovation
- to create a dynamic portfolio of projects which explore new digital opportunities
- to change the conversation about how the cultural sector engages with technology





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## What Will Success Look Like?

1. a dynamic, balanced portfolio of **PROJECTS** that helps the festivals:
  - a) improve the audience experience
  - b) develop core technological infrastructure
  - c) access processes, platforms and rights frameworks for the distribution of content
  - d) explore digital-only programme content
  - e) investigate business model innovation to explore new ways of eg communicating or generating income

**\* These are the key themes / opportunity areas that came out of the audit**



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## What Will Success Look Like?

2. Establishment of a range of innovation **PROCESSES**  
– such as developer workshops, geeks-in-residence,  
websites for capturing ideas – to support the development  
of new projects from concept to creation





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## What Will Success Look Like?

3. Embedding the Festivals and Working Groups in new **NETWORKS** to horizon scan, share issues and collaborate with individuals and organisations involved in the latest technology-related thinking and practice





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## What Will Success Look Like?

4. The development of innovative **PEOPLE**, ensuring that the work of the Lab has a direct positive impact on festival staff





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## What Will Success Look Like?

5. We will record the journey and help support each other and the wider cultural sector benefit from our **LEARNINGS**, successes and mistakes





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**PROJECTS**

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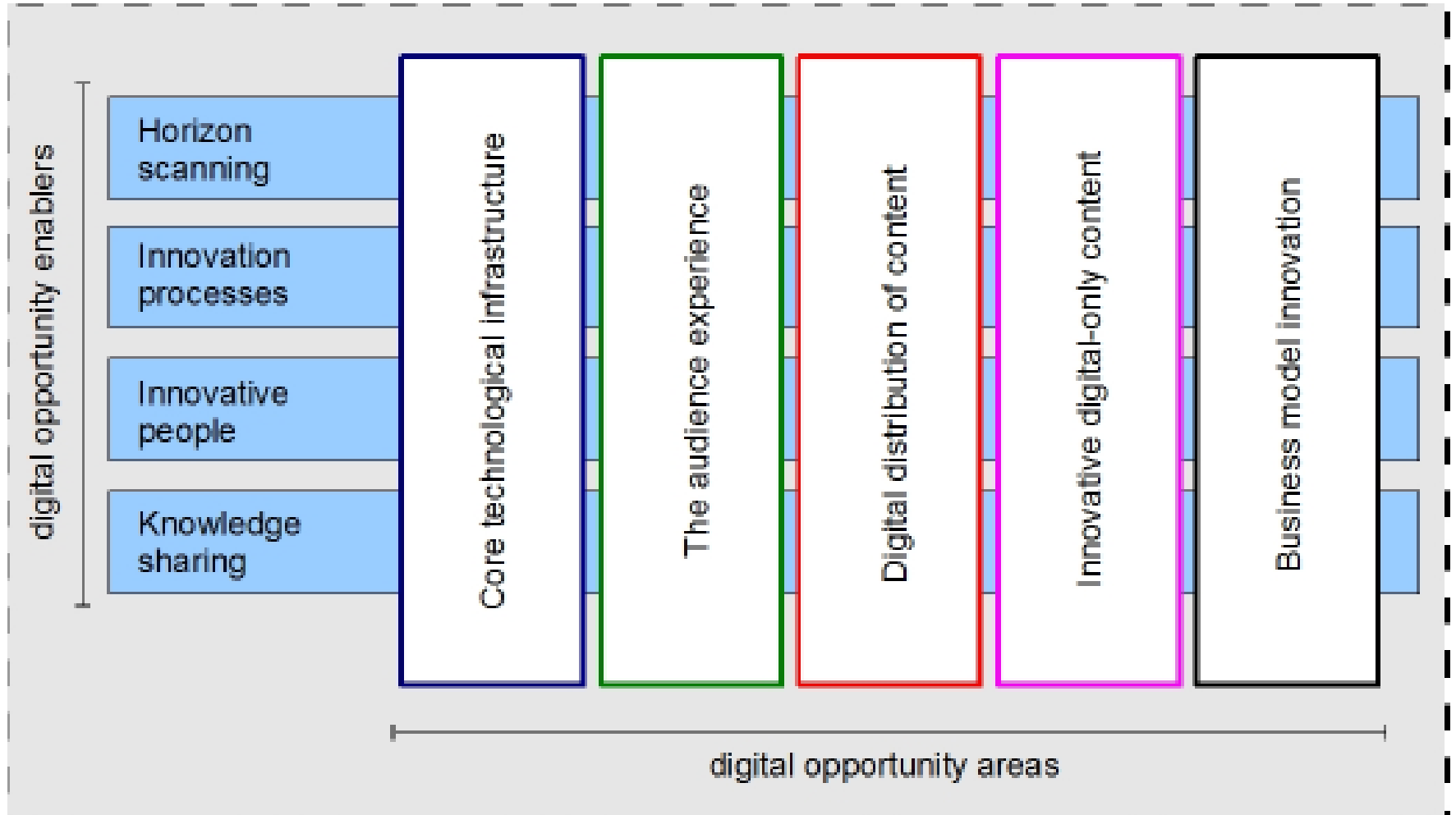


Fig 1: Schematic representation of elements of innovation ecosystem



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## How will it work?

### Initial phase of the Lab is about:

- developing systems and networks, within festivals and working groups as well as externally
- designing the processes that will enable project needs to be identified and subsequently developed to the stage where they can be tested
- identifying the first set of projects for development

