
ADVOCACY TOOLKIT

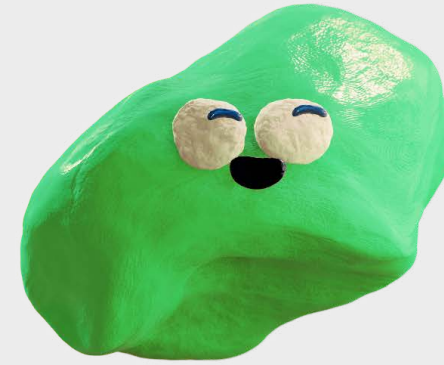
**OUR
CREATIVE
VOICE**

ABOUT OUR CREATIVE VOICE

Through Our Creative Voice we want to increase interest in the arts and, importantly, encourage participation in artistic and creative activity across society, particularly for those who do not participate or are excluded.

This campaign seeks to enhance understanding and appreciation of the value of art and creativity in all our lives, including:

- **Cultural value** – art and creativity enrich all our lives and tell the world who we are



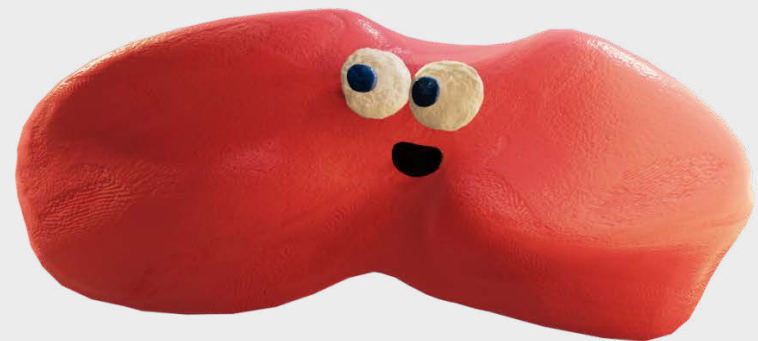
- **Social value** – art and creativity make our society better as individuals and as communities
- **Economic value** – art and creativity make a vital contribution to jobs and the economy

Whether you're part of an organisation, working as an artist or creative, or you're simply passionate about the arts, we'd like you to get involved and help tell the story of the importance of creativity.

GET THE FACTS

Covering key topics including our health and learning, our communities and economy, we've created accessible introductions to the ways art and creativity touch each area of our society. Our fact files give you extra information on the power of creativity and the impact it has across our lives. You can use these to find out more about the benefits of creativity or to support your own advocacy campaigns.

Discover the data: [download the fact files](#) and [share the stats](#).



SHARE STORIES

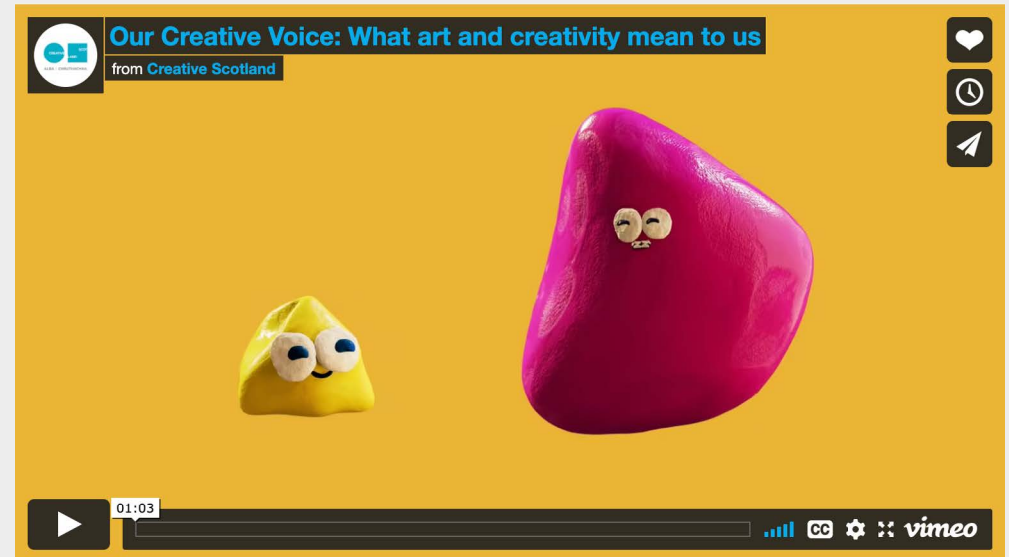


Read stories from across Scotland featuring the people, projects and organisations whose creative work brings huge benefits. Share these **case studies** and help us highlight the fantastic work that's changing lives across the country.

How has creativity made a difference to you or your organisation? Get in touch with us for more information about featuring your story: hello@ourcreativevoice.scot

CHECK OUT OUR FILMS

Created by BAFTA winning animator Will Anderson, these three short animations feature the voices of people from across Scotland, talking about the difference creativity makes to their lives. Share their stories across your channels.



GET INVOLVED

From 8 September, we'll be sharing stories from people across Scotland, and we want to hear your creative voice too.

Tell us what you do to get creative, and why it's so important to you – remember to use the hashtag, **#OurCreativeVoice**

Don't forget to give us a follow, and share the campaign assets and posts from the official Our Creative Voice channels: **Twitter**, **Facebook** and **Instagram**.



You can also use the campaign assets for your own posts. We have:

- A full list of key messages
- Social media graphics, both animated and static, sized for all platforms
- Logos
- Graphics for use in email signatures

Download the assets.

GET IN TOUCH

If you have any questions about Our Creative Voice, or would like to discuss ways to get involved, email us at:

hello@ourcreativevoice.scot

Our Creative Voice has been developed by Creative Scotland, in collaboration with people and organisations in Scotland's culture sector.

