



ACP-EU Culture Programme - Caribbean

Creative Caribbean – An Ecosystem of “Play” for Growth and Development

Call for CCI Development Grant Applications Industry Grant (Round 1)

Creative Caribbean is a new grant facility for the cultural and creative sector in 15 countries in the Caribbean. This regional support programme is part of the ACP-EU Culture Programme financed by the 11th European Development Fund and implemented globally by the Organization of African, Caribbean and Pacific (ACP) States. In the Caribbean region, the project is being implemented by UNESCO Cluster Office for the Caribbean, The University of the West Indies and the CARICOM Secretariat.

This funding will help successful applicants develop projects and initiatives to grow more globally competitive businesses, strengthen the enabling environment that supports the sector in relation to policy, planning, incentives and legislation and facilitate increased training and capacity building. It is anticipated that the funding will enable established creatives to scale their operations and assist export ready creatives to expand into new markets, including strengthening capacity to access and use digital marketing and distribution platforms.

Grant Schemes

Grant applications are invited to strengthen the creative and cultural industry under the following Grant Schemes:





1. Festival Development and Marketplace, Work Placement & Knowledge Transfer (awards up to USD 179,000)

2. Artist Mobility – artist residencies (awards up to USD 17,000)

3. Product Development and Content Production (awards up to USD 29,000)

4. Small Grants for Professional Associations (awards up to USD 19,000) Eligible activities: Festival development and marketplace, work placement & knowledge transfer, artist mobility, product development and content production, small grants for professional associations.

Eligible Entity/ Categories of Persons: Existing cultural festivals, professional associations, other registered CCI entities.

5. Small Grants for Emerging Creative Content Originator (awards up to USD 19,000)

Eligible activities: product/service development, activation of new skills, networks or market access, development of technological platforms, enhanced marketing,

Eligible Entity/ Categories of Persons: Emerging creative and cultural content originators which fall into the following categories:

- Persons actively practicing for between one and five years with or without formal background training
- Established creative and cultural content originators who produce curricula and content for children, adolescents, youth and at-risk or vulnerable groups
- Women

6. Scaling Grants for Export-Ready Creatives (awards up to USD 29,000)

Eligible Activities: Product/service development, activation of new skills, networks, market intelligence or market access, development of technological platforms, enhanced marketing.

Eligible Entity/ Categories of Persons: Established and/or export ready CCIs





7. CCI Festival Business Exchange Networks and Fora (awards up to USD 35,000)

Two (2) grant awards for Festival Business Fora via the industry grant scheme through an open call. Stakeholder network meetings will also be held during these events.

Eligible Activities: Regional festival, development of content or business or support tools.

Eligible Entity/Categories of Persons: Secondary/tertiary institutions, Agencies/Departments (quasi-government), Local Authorities, National or Regional examining bodies; Registered Organisations, Entities and Individuals (OEIs) and those with proven track record in CCI projects.

Project Duration

Project implementation should not exceed **18** months.

Number of Applications

Applicants are not allowed to submit more than **one (1)** application per Scheme under this Call.

Ineligible Activities - General Conditions:

- Events of a religious or political nature.
- Projects related to sponsorship.
- Projects exclusively or primarily linked to individual scholarships for studies, research or training courses.
- Projects to raise funds for the lead partner or co-applicant(s).
- Projects aimed solely at raising the profile of the lead partner or co-applicant(s).

Eligible Applicants - General conditions:

Entities eligible for financial support must meet the following criteria:

- Be a legal person;
- Be established over the last three (3) years in one of the 15 CARICOM Member States that are beneficiaries of this project (see Eligible Countries);





- Have directly implemented, during the last three years (2020/2021), at least one project in the cultural and creative sector, for at least 50% of the amount of the grant requested;
- Be directly responsible for the preparation and management of the activities being funded.

Eligible Countries

Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, the Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago.

Eligible Direct Costs

The grant will cover "eligible costs" only.

Eligible costs are the real costs that the grant beneficiary incurs. Eligible costs must meet the following criteria:

- They are incurred during the duration of the project.
- They are indicated in the estimated overall budget of the project.
- They are incurred by and necessary for the implementation of the action which is the subject of the grant.
- They are identifiable and verifiable and recorded in the accounting systems of the beneficiary.
- They comply with the requirements of applicable tax and social legislation.
- They are reasonable, justified and comply with the principle of sound financial management, in particular regarding economy and efficiency.

Eligible Direct Costs may also include:

- Staff costs linked to implementation of the project, only eligible for grants over 95,000 USD.
- Travel costs for networking meetings, training and peer-to-peer activities, conferences, etc.
- Daily subsistence allowances, within the ceilings set by the European Union.





- Professional fees of experts directly involved in implementing the project.
- The cost of purchasing equipment needed to perform the action (limited to a maximum of 10% of the total project budget).
- The cost of supplies and materials, provided they are identifiable and assigned to the project.
- Costs directly related to project implementation requirements (information dissemination, translation, documentation, printing and distributing leaflets, and other visibility activities etc.).
- Rental of venues and equipment related to the project.

Eligible Indirect costs

Eligible indirect costs are overheads incurred in connection with the beneficiaries' operating and general activities: they are not fully attributed to implementation of the project but are at least partially connected to it (e.g. costs related to infrastructure, legal advice, documentation, IT, office supplies, communication, etc.). These costs are limited up to the maximum of 7% of the total eligible costs.

Ineligible costs

The following costs are not eligible:

- a) debt and debt service charges (interest); provisions for losses, debts or possible future debts,
- b) costs declared by the beneficiary(ies) in the framework of another action or programme receiving a grant financed from the European Union purchase of land or buildings,
- c) foreign exchange conversion losses,
- d) loans to third parties,
- e) contributions in kind (with the exception of voluntary work),
- f) performance bonuses included in staff costs,
- g) purchase of vehicles.





CRITERIA

Organizations, Entity or Individual (OEI) will be assessed on:

Proven track record in festival development & marketplace, artist mobility, product development and content production; or managing professional associations; or experience in successfully organizing and evaluating large public events for maximum impact; or is a marketable, innovative talent that can be brought to market readiness within the time frame; or has a cultural or creative product/service whose development can achieve market readiness within the time frame while intersecting with one or more industries. Proven capacity to meet project objectives, results and activities. Linkages with other industries including tourism, heritage management, environmental sustainability and commerce among other relevant industries.

Criteria for financial support

- Organization, Entity or Individual (OEI) registered within the 15 CARICOM Member States eligible for this call (see Eligible Countries), over the last three (3) years, with CCI as a primary focus.
- Established OEI who are citizens of eligible CARICOM Member States, with a track record in CCI or other CCI sector-specific linkages.
- Have directly implemented, over the last three (3) years, at least one project in the CCI sector, for at least 50% of the amount of the award.
- Proven capacity to be directly responsible for the preparation, administration and management of the activities being funded including financial reporting (budgets, invoices, timesheets etc.).
- Proven capacity to provide a minimum of 10% co-financing **except** for Scaling Grants for Export Ready Creatives which requires a minimum of 15% co-financing
 - Exempt from co-financing:
 - *Small Grants for Emerging Creative Content Originators
 - *CCI Festival Business Exchange Networks Grant





Project Selection Criteria and Weighting:

- Relevance of project (objectives, relevance to priorities of call, activities) – 40 pts
- Innovation & Originality – 10 pts
- Experience of main applicant and partners – 20 pts
- Regional collaboration - 10 pts
- Commercial viability/sustainability – 10 pts
- Budget – 10 pts

Evaluation of Applications

Applications will be examined and evaluated by a panel of independent, industry specific expert assessors. All fully completed and submitted applications made to the online application system before the deadline will receive written notification of decisions made about their submission. All applications will be assessed following the steps listed below:

Stage 1 – Eligibility Assessment: This is a simple check to ensure the application meets the eligibility criteria and that all required documents have been completed and submitted. Only complete applications that meet the criteria will move to the next stage.

Stage 2: Shortlisting & Due Diligence: A shortlist will be developed based on the eligibility assessment. However, to better understand the status of the organisation and its operations as well as the viability and sustainability of the proposed project a due diligence check will be done. Shortlisted applicants will advance to the next stage.

Stage 3: Project Evaluation: An expert panel will be convened to evaluate the proposals and make recommendations for the award of grants to the Project Steering Committee. The Steering Committee will then select the successful recipient/s.





Stage 4: Contracting: Successful applicants are invited to discuss project milestones, monitoring & evaluation, reporting, grant disbursements, and contracting. Once the contract is signed, fund disbursement and project implementation can begin.

Criteria	Definition	Maximum Weighting
<p>Relevance of project</p> <p>i) Rationale (10 pts)</p> <p>ii) Objectives (10 pts)</p> <p>iii) Relevance to priorities of call (10 pts)</p> <p>iv) Activities & Outputs (10pts)</p>	<p>This criterion assesses both the pertinence of the project to the objectives of the call for proposals as well as the internal consistency and overall logic of the project description (structure and feasibility).</p> <p>Furthermore, this criterion evaluates the company/ organization’s ability to grow more globally competitive businesses, strengthen the enabling environment that supports the sector in relation to policy, planning, incentives and legislation and facilitate increased training and capacity building through access to and use of digital, marketing and distribution platforms.</p> <p>Also, the degree of project impact on the target beneficiaries (including vulnerable groups: women, children and youth, minorities, discriminated groups, etc.);</p>	<p>40</p>





Innovation & Originality	<p>This evaluates the ability of the project to transform creative and or original ideas into a useful and impactful product or service</p> <p>(May not apply to artist mobility and professional association grants)</p>	10
Experience of main applicant and partners	<p>This criterion evaluates the capacity of the project lead and partners as well as the technical expertise and experience of members of the project team.</p>	20
Regional collaboration	<p>This evaluates the extent to which the project demonstrates added value in terms of regional cooperation and/or impact in at least 2 countries.</p>	10





Sustainability/ Commercial Viability	<p>This criterion evaluates the ability of the company to sustain the project post Creative Caribbean financing.</p> <p>This includes an assessment of the strategies proposed to ensure project sustainability and/or</p>	10
	scaling-up of its impact, the sustainability of the enterprise and perpetuation of the action and/or its impacts.	
Budget	<p>This criterion evaluates the project budget with particular regard to:</p> <ul style="list-style-type: none">a) activities being adequately set out in the budget;b) the accuracy and consistency of estimated costs;c) estimated costs aligned with the projected outcomes;d) indication of a clear funding strategy setting out evidence of confirmed or potential additional funding sources and co-financing.	10





Additional Considerations for Successful Applicants:

Reporting and M&E: Successful applicants will be supported in developing and strengthening mechanisms for financial and technical reporting as well as Monitoring and Evaluation protocols. They will be expected to provide regular reporting on project status.

Research and Communications: Successful applicants will participate in the global ACP-EU/Caribbean Creative projects via sharing of knowledge and best practices, data and information, and regular stakeholder engagement. They will document and share project processes and outputs, community engagement and other relevant project activities, throughout the life of their project.

GUIDELINES FOR APPLICATION

How to apply and the procedures to follow

Application forms

Applications must be submitted in **English** in accordance with the guidelines for the call. Any error or major discrepancy related to the points listed in the instructions for the call or any major inconsistency in the application (e.g., if the amounts in the budget worksheets are inconsistent) may lead to the rejection of the application.

Clarifications will only be requested when information provided is unclear and thus prevent the grant evaluation committee from conducting an objective assessment.

Hand-written applications will not be accepted.

Please note that only the grant application form and the annexes which need to be filled in (budget and timeline) will be evaluated. It is therefore of utmost importance that these documents contain ALL the relevant information concerning your project.





How to apply

Applications must be submitted electronically using the online application form provided.

Applicants can submit questions about the call and application procedure within a 3-week period (See Grant Call Timetable below) from the publication date of the call.

Youth (18-34) and women are especially encouraged to apply.

Deadline for submitting applications

Creative Caribbean will open for applications on **April 21, 2022**. Applications must be submitted via the online application form no later than (6- 8 weeks) by 23:59 h/11:59 pm EST. Any applications submitted after the deadline will be rejected.

GRANT CALL TIMETABLE

Activity/Stage	Date
Call for Proposals Opens	April 21, 2022
Request for Clarification Opens	April 25, 2022
Request for Clarification Request Closes	May 28, 2022
Deadline for Submission of Application	June 16, 2022, 11:59 p.m. (EST)
EVALUATION STAGE	
Announcement of Successful Applicants	8-10 weeks after submission of application closes.

You can apply for an Environment Grant here: <https://en.unesco.org/creative-caribbean/enabling-grant>
Then you will select the Grant Scheme which you are interested in and complete the application form as well as upload the requisite documents.





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