



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

With the financial contribution of the European Union and the support of the Organisation of ACP States





A contribution from the European Union with support from the Organisation of African, Caribbean and Pacific States (ACP), under the ACP-EU 11th European Development Fund (EDF) Culture Programme.

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Implemented by:

United Nations Educational Scientific and Cultural Organisation (UNESCO)

Caribbean Community (CARICOM)

The University of the West Indies (UWI)

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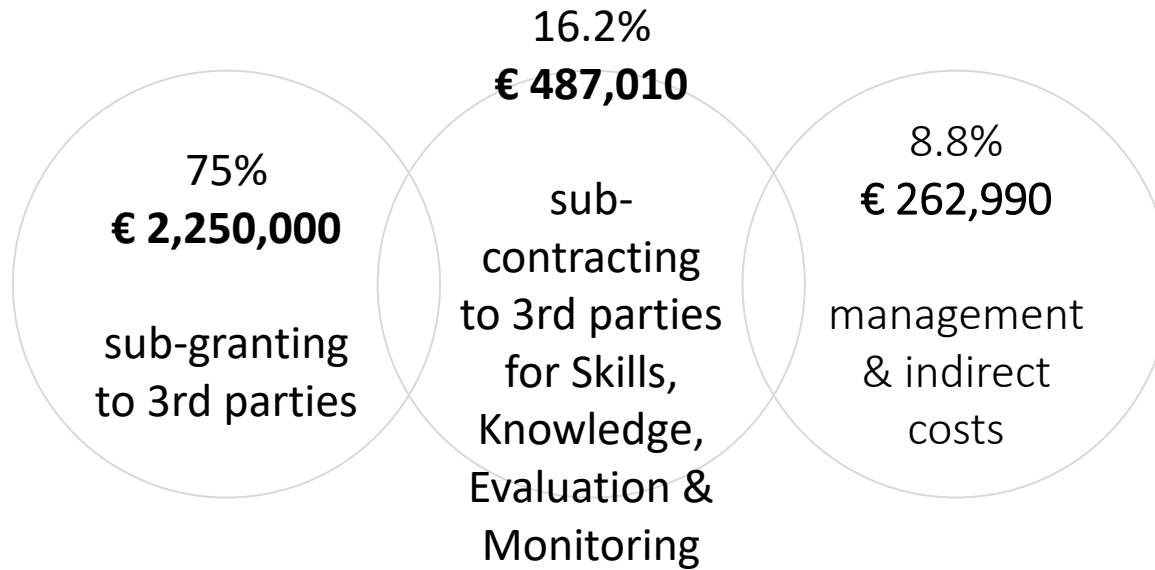


15 Caribbean States

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



€ 3 million, 40 months





Target Groups

CCI actors, artists, entrepreneurs with emphasis on young and mid-career professionals

Registered CCI professional organizations, associations, collectives, guilds, civil society organizations & groups

Secondary and tertiary academic faculty, students and researchers



Overall Objective

Foster economic, human and social development of the Caribbean region by stimulating inclusive, diversified and sustainable growth of the cultural economy through:

- Creation of jobs for women, men and youth within a decent work framework;
- Creation, production and distribution of cultural and creative goods and services;
- Improved market access; and
- Support of regional and national policies and measures



Specific Objectives

Strengthened and rationalized CCI ecosystem development framework (including entrepreneurial capacity & strategic business planning) for the cultural and creative sectors in the region.

Increased creation and production of quality globally competitive goods and services, at competitive prices for access to local, regional and international markets as well as the creation of new jobs.

Expanded skills which enable participants to self-generate the cash flow to fuel their growth as well as increased access to financing through innovative mechanisms that allow co-financing and reduce the Caribbean's cultural operators' dependency on international financing.



Expected Outputs

- Consolidated Regional Master Plan for implementation and sustainable development of the Caribbean Creative Industries (CCI)
- Caribbean Creative Content Hub established for increased productivity of CCIs, improved competitiveness and market access, and a strengthened enabling environment supported by harmonized for regional policy and legislative structure



Expected Outputs Contd.

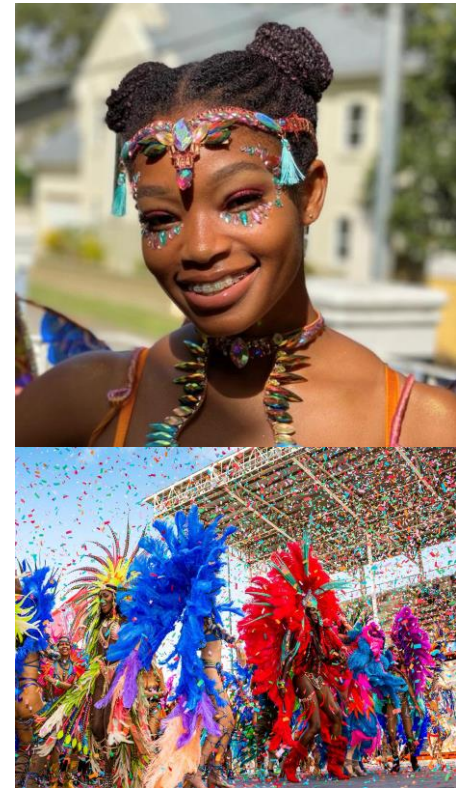
- Increased project-based jobs, firm revenue, and in-market access for regional CCIs through enterprise acceleration and entrepreneurial training as a result of this action
- Regional integrated approach for funding and accelerating cultural and creative entrepreneurship to enhance socio-economic development for CCIs
- Cooperation strategy and framework developed to sustain regional CCI planning and a Coalition of Caribbean Creative Communities

P.L.A.Y.

‘Play’ references the Caribbean concept of ‘playing mas’, which has become a strategy of adaptation in spite of centuries of cultural suppression used to navigate social, economic and environmental forces outside of the region’s control...

Grenadines, Suriname, Trinidad and Tobago

- P**lanning and Research
- L**iteracy and Capacity Building
- A**ccelerators and Financing
- Y**ield and Dissemination





P.L.A.Y.

Planning & Research

Consolidate Research, Data Collection and Mapping of the Caribbean CCI Ecosystem

Literacy & Capacity Building

Enabling Industry Frameworks, Product Development, Content Production, and Market Access

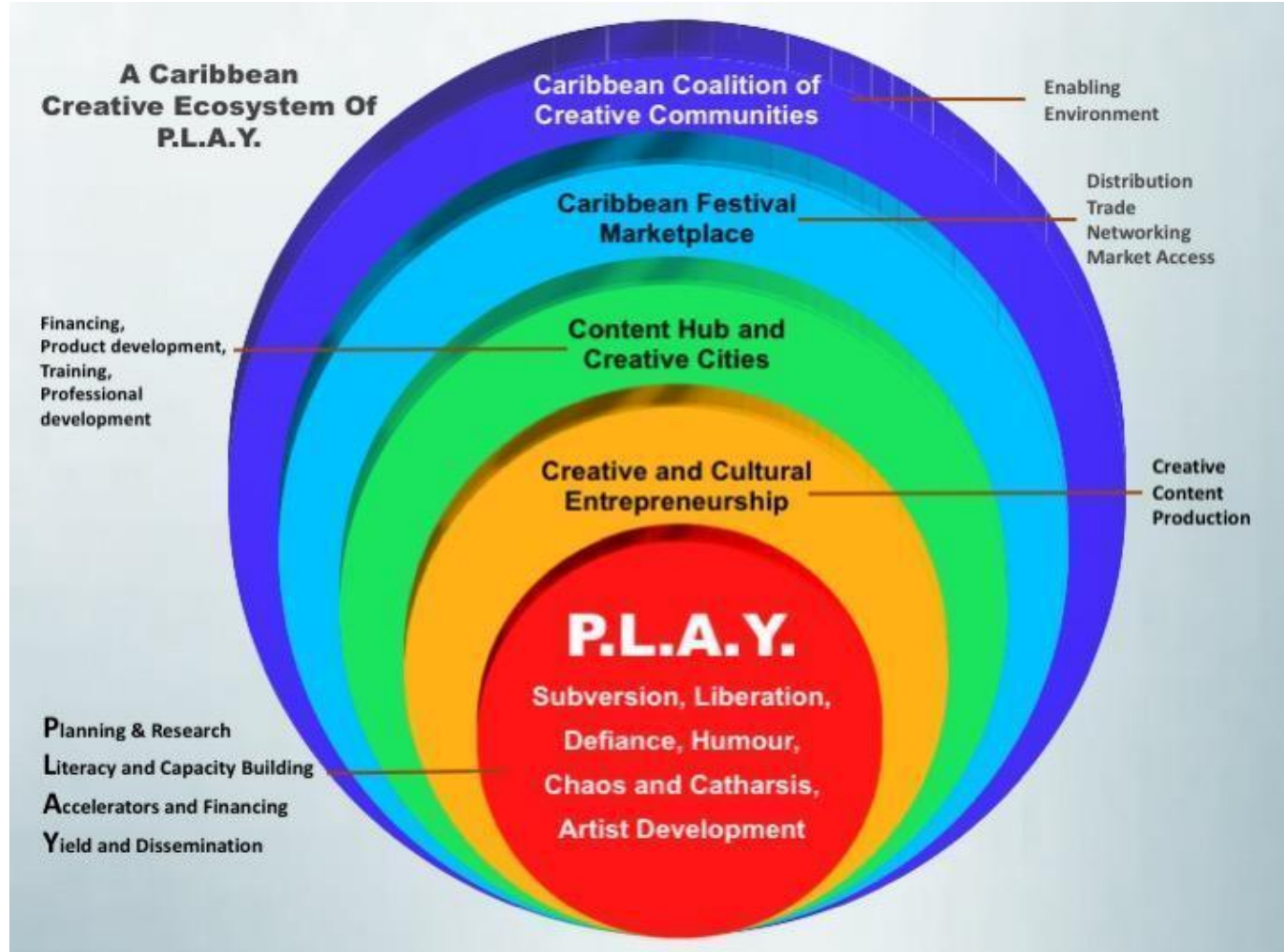
Accelerators & Financing

Financial Interventions and Incubation

Yield and Dissemination

Thematic Networking, Dissemination and Mainstreaming

& Project Management



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Grant Schemes

ENABLING ENVIRONMENT

National artist registries
Visual Literacy & performing arts
Data intelligence
Cultural policy
Draft legislation
National implementation plans
Creative cities
Institutional strengthening

INDUSTRY

- Festival Development, Marketplace & Business Exchange
- Professional Work Placement
- Artist Mobility
- Product Development
- Content Production
- Professional Associations
- Scaling grants

TRAINING

- Visual Literacy & Performing Arts scholarships
- Transversal Capacity Building Workshops

Eligibility

Eligible Entities/Categories of Persons

- Legal person (registered sole trader or self employed); **established 3 years from the date of application**, in one of the 15 CARICOM Member States that are beneficiaries of this project
- Have directly implemented, during the last three years, at least one project in the cultural and creative sector, for at least 50% of the amount of the grant requested (financing, sweat equity and in kind)
- Be directly responsible for the preparation and management of the activities being funded.
- Creative clusters/hubs, professional associations and guilds, Existing cultural festivals, Emerging creative and cultural content originators, Established and/or export ready CCIs, Secondary/tertiary institutions, Registered Organisations, Entities and Individuals (OElS) and those with proven track records in CCI projects. Agencies/Departments (quasigovernment), Local Authorities, Digital Specialists, Legal professionals/institutions, other groups within the sector, Local authorities, Government Agencies (quasi-government), National or Regional examining bodies



Selection, Weighting & Evaluation

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 Stages

Stage 1: Eligibility Assessment

Stage 2: Shortlisting & Due Diligence

Stage 3: Project Evaluation

Stage 4: Contracting

Open Grant Calls – Enabling Environment

Description: national cultural policies and CI related legislation; initiatives to provide business support services and improve the business climate; initiatives to strengthen institutions and associations that support the CI sector. Accelerators and grants to develop key products, services and events for Creative Cities including educational and cultural programming, festivals, co-working spaces.

- National Artist Registry
(up to 47,000 USD)
- Visual Literacy/Performing Arts
(up to 47,000 USD)
- Cultural policy, National implementation plans,
Legislation, Institutional Strengthening
(up to 47,000 USD)
- Creative City Sub-sector Accelerators
(up to 95,000 USD)

Open Grant Calls - Industry

Description: Work placements and attachments to regional or international festivals and events, industry institutions; festivals; studios, theatres, galleries etc. Proposals to organize accelerators to develop new and emerging talent; scaling operations and expanding audiences; strengthening festival management; capacity building in data collection; organizing B2B fora within festivals.

- Festival Development, Work Placement & Knowledge Transfer
(up to 179,000 USD)
- Artist Mobility
(up to 17,000 USD)
- Product Development & Content Production
(up to 29,000 USD)
- Small Grants for Emerging Creative Content Originator
(up to 19,000 USD)
- Scaling grants for Export-Ready Creatives
(up to 29,000 USD)
- CCI Festival Business Exchange Networks and Fora (up to 35,000 USD)
- Small Grants for Professional Associations
(up to 19,000 USD)

Timeline

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.



- **Website**
- <https://en.unesco.org/creative-caribbean/home>
- **Email**
- Creative.caribbean@unesco.org



Thank you!

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