



ACP-EU Culture Programme Eastern Africa

# GUIDELINES FOR APPLICATIONS

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**2022 APPLICATION CALL**

## **SECTION ONE: Background to the call for proposals**

At the end of 2019 the European Union (EU), through the Organization of African, Caribbean and Pacific States (OACPS), released a call for proposals for consortia across ACP states to administer programmes that would provide grant funding and linked support mechanisms to foster the economic and social development of ACP countries by stimulating the whole of the cultural and creative sector. This objective will be delivered through the wider ACP-EU Culture programme. With the objective of moving administration closer to the sector, consortia across 6 regions have been awarded contracts to deliver the programme.

This call for proposals relates to the delivery of the programme in the Eastern Africa region. Similar programmes are also being delivered in Southern, West and Central Africa, the Caribbean and Pacific. Please check the ACP-EU Culture Programme website at: <https://www.acp-ue-culture.eu> for more details and updates on calls for proposals and programme offerings in other regions.

### **Objectives of the ACP-EU Culture Programme Eastern Africa: Ignite Culture**

The overall objective of the ACP-EU Culture Programme (Eastern Africa): Ignite Culture is to contribute to the economic and social development of Eastern African states, through the growth and development of the cultural and creative sectors.

Specifically, it seeks to:

- Strengthen the creative and cultural ecosystem in which practitioners and organizations operate in Eastern Africa;
- Improve the access and visibility of the diverse creative and cultural sectors in Eastern Africa;
- Promote economic growth of the creative and cultural sector in the Eastern Africa region.

### **Financial allocation**

A total of €4.5million will be made available as grants for eligible organisations in the cultural and creative sectors of the 14 countries of the Eastern Africa region. The aim is to support a wide variety of projects that offer opportunities across all eligible countries and sectors during the programme. As such, no specific amount has been earmarked for any particular country or creative sector.

Applicants may apply for grant funding of between €30,000 to €180,000. For the purpose of application this is divided into three tiers:

- Tier 1 - Applicants can apply for a fixed amount of €30,000
- Tier 2 - Applicants may apply for up to €90,000
- Tier 3 - Applicants may apply for up to €180,000

## **SECTION TWO: Rules for the Call for Proposals**

Grant proposals should clearly outline the ways in which proposed projects offer sustainable solutions for the cultural and creative sectors of Eastern Africa by:

- increasing the quality and/or quantity of creative and cultural goods and/or services
- improving visual literacy of audiences, visibility of makers and access to new markets for creative and cultural goods and services from Eastern Africa
- building appropriate, industry-ready skills and capacity for young people entering the cultural and creative sectors
- improving the capacity and knowledge of Eastern Africa's creative and cultural practitioners on policy, legal and financing frameworks impacting the sector and increasing their ability to advocate for more supportive policy and legal structures

### **Types of Activities**

Any proposed project will need to be implemented between the year 2022 and January 2024. It should meet one or more of the following objectives:

#### ***1. Increasing the quality and/or quantity of creative and cultural goods and/or services.***

Support will be particularly targeted at programs that directly seek to:

1A. Support an existing creative or cultural business to produce more and/or better products or offer more and/or improved services

1B. Purchase international standard, cutting edge software, hardware, and equipment for production support of the creative and cultural sectors that contributes towards the quantity and/or quality of goods or services

1C: Increase the number of physical spaces available for development and support of creative and cultural work e.g rehearsal and performance spaces, recording studios, shared production facilities, and so on

Proposals that show expanded scope of use of space, equipment or opportunities outside the applicant organizations will be strongly considered.

*Please note, the fund cannot support:*

- *Purchase of physical spaces*
- *Construction or renovation of physical spaces*
- *Costs related to production of a film. Certain aspects of pre and post production can be supported.*

*See FAQs for more information on support for film production.*

## **2. Improving the visual literacy of audiences, the visibility of makers and access to new markets for creative and cultural goods and services from Eastern Africa.**

Support will be targeted towards programs working in the following areas:

**2A.** Archiving and restoration of tangible and intangible cultural heritage from the region, including digital archives, restoration of artefacts including film and music recordings, crafting, weaving, carving, painting, storytelling and design

**2B.** Development of new country-based and international markets and/or market opportunities for creative and cultural goods and services produced in Eastern Africa, including trade events, fairs, showcases, digital platforms, and other initiatives

**2C.** Development and launch of digital distribution platforms and programs that increase visibility and market of the Eastern African creative and cultural sectors and content at country, regional, and international levels.

**2D.** Development of training programs that increase the competence of creative and cultural practitioners in digital skills and visual literacy.

## **3. Building appropriate, industry-ready skills and capacity for young people entering the creative and cultural sectors.**

Support will be directed at programs that engage in the development of creative and cultural skills building and education programs (in demographics who are out-of-school, or in tertiary or secondary levels of schooling), with emphasis on matching industry needs, inclusion of digital skills and partnership with the professional sector.

Priority will be given to programs that demonstrate any of the following:

- A deep or extended engagement with skills building (longer courses, sequential workshops that build on previous learning, residencies, etc)

- Continuing education for in-service practitioners
- Wide reach (geographic or digital)
- Certification
- Linkage to industry via consultation over curriculum

**4. *Improving the capacity and knowledge of Eastern African creative and cultural practitioners on policy, legal and financing frameworks impacting the sector and increasing their ability to advocate for more supportive policy and legal structures.***

Support will be specifically targeted at implementation and continuation of programs that:

**4A.** Provide research, accessible information about policy and legal frameworks, and lead on advocacy for more favourable policy changes that enhance the creative and cultural sector for all.

**4B.** Build knowledge and understanding among creative and cultural practitioners about intellectual property (IP), increase intellectual property protection and develop modalities for royalty collection and distribution.

**4C.** Engage in research into and development of innovative financing models for creative and cultural industries in Eastern Africa

## **Eligible Countries**

The primary purpose of all projects awarded funding under this programme must be the growth and development of the cultural and creative sectors of one or more of the following fourteen (14) Eastern African countries: Burundi, Comoros Islands, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tanzania, Uganda.

The lead applicants must be from one of these countries and the project activities will need to benefit target populations in the ACP countries in the region. Lead applicants may apply with co-applicants from another African country, (including those outside the group of 14 eligible countries in Eastern Africa) or an EU state.

They may also partner with any of the following countries outside Eastern Africa:

- **ACP Western Africa region:** Benin, Burkina Faso, Cape Verde, Gambia, Ghana, Guinea, Guinea Bissau, Côte d'Ivoire, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, and Togo;

- **ACP Central Africa region:** Cameroon, Central African Republic, Congo, Gabon, Equitorial Guinea, Democratic Republic of Congo (DRC), Sao Tome and Principe (STP), and Chad;
- **ACP Southern Africa region:** Zambia, Zimbabwe, Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa and Eswatini (formerly Swaziland)
- **An EU member state:** (Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.)

## Target Groups

The ACP-EU Culture Programme (Eastern Africa), also known as Ignite Culture, aims to contribute to the economic and social development of Eastern Africa through the growth and development of the creative and cultural sectors.

The primary target groups of the fund are creative and cultural organizations and businesses which produce creative and cultural goods and/or services, and/or develop programmatic interventions for the sector, such as:

1. Creative and cultural businesses and organizations
2. Educational and training institutions (with an existing or planned focus on creative and cultural industry curriculum development and research)
3. Creative and cultural associations and industry bodies.
4. Digital hubs and incubators (with an existing or planned focus on creative and cultural industries)
5. Digital content and platform developers (with an existing or planned focus on creative and cultural industry content development and distribution)
6. Civil society and advocacy groups (with a focus on creative and cultural industry emergent issues)
7. Think tanks (with a focus on creative and cultural industry emergent issues)
8. Public or government organizations and local authorities
9. Cultural institutes, museums, art centres, agencies, collectives, consortias and groups

Applicant organizations may be registered as the following entities; Limited Liability Partnerships, Registered Companies (Public and Private), Non-governmental Organisations, Charities, Chartered Institutions of Learning, Associations, Societies,

Sole Proprietorships, Trust/Foundations, Government Bodies/Parastatals, Philanthropists and Media.

Successful applicants from these groups will have demonstrated linkages to final beneficiaries who are creative and cultural practitioners, young people, women, marginalised and minority groups, as well as local and regional governments of Eastern Africa and the wider audience of consumers of creative and cultural goods and services.

## Eligibility Criteria

1. The lead applicant organization must be registered, domiciled and operational in at least one of the 14 target countries, with the directors resident in the country. The lead applicant may have a co-applicant from any other eligible African country, or an EU member state country. (See list of eligible countries above.)
2. The lead applicant organization must demonstrate that a minimum 51% ownership (by shareholding/directorship) is held by citizens of any one of the 14 eligible countries of the Eastern Africa region.
3. The lead applicant organization must demonstrate that it was registered no later than 31st December 2017
4. The lead applicant organization must have audited statements either for a half year period or full year period for the year 2017 and/or 2018.
5. The lead applicant organization must have directly implemented 50% within the creative and cultural sector the amount of the grant requested, at any time between Jan 2017 and December 2018.
6. The lead applicant organization must be working in any of the following value chains:

**Cultural and Natural Heritage:** Museums, archeological and historical places, cultural landscapes, natural heritage, archives, cultural preservation work, cultural food and cuisine, hair, beauty and cosmetic products

**Performance and Celebration:** Performing arts, recorded music, festivals (music, film, theatre, poetry etc), fairs, feasts

**Cultural Infrastructure:** Physical infrastructure, digital infrastructure

**Visual Arts and Crafts:** Fine arts, photography, crafts

**Books and Press:** Books, newspapers and magazines, other printed matter, e-books, physical libraries, virtual libraries, book fairs

**Audio Visual and Interactive Media:** Film, TV, radio, podcasting, vlogging, video games, Virtual Reality (VR), Augmented Reality (AR) and new media

**Design and Creative Services:** Fashion, apparel and accessories design, interior design and decorative home, graphic design, architecture

**Creative and Cultural Education:** Training, workshops, curriculum development

**Intangible Cultural Heritage:** Oral traditions and expressions, rituals, languages, social practices, food and cuisine practices, hair, beauty and cosmetic practices

## **Additional Considerations for Applicants**

Applicants may submit one (1) application for the 2022 call for applications.

*Partnerships:* Organizations may make applications as consortiums, and may be able to run projects in one or more countries in the 14 eligible countries.

*Language:* Fund information will be available in Amharic, Arabic, English, French, and Swahili, however the application form and subsequent correspondence will be conducted in English.

*Previous Work:* Applicants will have to demonstrate their experience in running successful creative or cultural work in at least one of the 14 eligible countries.

*Inclusion:* Applicants will be required to outline how their proposed project responds to cross-cutting issues related to inclusion. Applicants will outline targets related to meaningful existing and planned engagement of women, youth, marginalised and minority groups such as cultural minorities, persons with disabilities, internally displaced persons and refugees and others, as relevant to their project.

*Digital Technology:* Applicants will be required to express how digital channels, platforms and content will support and integrate with the proposed project.

*Impact:* Applicants will need to demonstrate their expected impact and reach in terms of number of beneficiaries AND/ OR geographical areas covered AND/OR depth? Of transformative potential of their proposal to individuals and the creative sector

## **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 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.

*Visibility:* Applicants must take all necessary steps to publicise the fact that the European Union has financed or co-financed the action and that the Secretariat of the ACP Group of States is implementing the ACP-EU Culture Programme. The phrase '*With the financial contribution of the European Union and the support of the Secretariat of the ACP Group of States*' must appear on all documents and information and communication material produced as part of the project.

As far as possible, projects must include information and communication activities designed to raise the awareness of specific or general audiences concerning the reasons for the action and EU support for the action in the country or region concerned, as well as the results and the impact of this support. Applicants must comply with the objectives and priorities and guarantee the visibility of EU financing (cf. Communication and Visibility Manual for EU-financed External Actions, produced and published by the European Commission:

[https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions\\_en](https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en))).

## **Eligibility of Costs**

Only 'eligible costs' may be covered by a grant. The budget is both a cost estimate and an overall ceiling for 'eligible costs'. The reimbursement of eligible costs will be against actual costs incurred by the grant beneficiaries in delivery of the project.

The following costs are ineligible:

- debts and debt service charges (interest);
- provisions for losses or potential future liabilities;
- costs declared by the beneficiaries and financed by another action or work programme receiving a European Union grant;
- purchases of land or buildings,
- exchange losses;
- loans to third parties.
- duties, taxes and charges, including VAT, related to the purposes of the action
- management fees

- costs related to purchase of land or buildings, or construction of buildings
- costs related to production of a film

## **EXCLUSION LIST**

### **Applicants engaged in the following will not be eligible for funding**

1. Production or trade in any product or activity deemed illegal under European Union, United Kingdom and host country laws or regulations or international conventions and agreements.
2. Production or activities involving forced labour or any child labour.
3. Trade in wildlife or wildlife products regulated under [CITES](#).
4. Drift net fishing in the marine environment using nets in excess of 2.5 km in length.
5. Any activity involving or requiring destruction of Critical Habitat and any forest project under which no sustainable development and managing plan is carried out.
6. Production or use of or trade in hazardous materials such as asbestos fibres and products containing Polychlorinated Biphenyls (PCBs).
7. Production, use of or trade in pharmaceuticals, pesticides/herbicides, chemicals, ozone-depleting substances and other hazardous substances subject to international phase-outs or bans.
8. Cross-border trade in waste and waste products unless compliant to the Basel Convention and the underlying regulations.
9. Production or trade in: weapons and/or munitions; tobacco; hard liquor for human consumption.
10. Gambling, casinos and any equivalent enterprises
11. Any business relating to pornography or prostitution.
12. Any activity involving significant adverse alteration, damage or removal of any Critical Cultural Heritage.
13. Production and distribution of racist content, anti-democratic or with the intent to discriminate against part of the population.
14. Exploitation of diamond mines, and commercialization of diamonds, when the host country has not adhered to the Kimberley Process.
15. Any sector or service subject to United Nations and European Union embargo without any threshold.

## **SECTION THREE: How to Apply**

Applicants must begin the application process by watching the [how to apply video](#). Applications must be made online through Submittable. All applications must be made via the English or French application form. The ACP-EU Culture Programme East Africa: Ignite Culture team recognises that for many applicants in the Eastern Africa region, English and/or French will not be their first language. This will be considered and allowances made during the application review process. The review panels are briefed to focus on the quality of the proposed projects and not the quality of the language they are written in. Hand-written applications will not be accepted.

The online application system is designed to allow applicants to save drafts they are working on before submitting. It is also possible for applicant partners to both access and collaboratively work on applications.

The deadline for the submission of applications is 17th August 2022, 11:59 pm East Africa Time after which it will not be possible to submit any further applications on the online system. Further calls for proposals will be released in 2023.

### **Further Information**

Information sessions on this call for proposals will be held in July 2022. These will take place online. As soon as dates have been set, they will be published on the websites of the British Council and HEVA Fund.

Questions may be sent by e-mail no later than 10 days before the deadline for the submission of applications to the address(es) shown below:

E-mail address: [igniteculture@hevafund.com](mailto:igniteculture@hevafund.com)

Replies will be communicated no later than 7 days before the deadline for the submission of applications. Questions that may be relevant to other applicants, together with their answers, will be published on the FAQ pages.

## **SECTION FOUR: Evaluation of Applications**

Applications will be examined and evaluated by HEVA Fund and British Council with the possible assistance of external 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:

**Step 1 - Initial Sieve:** This is a simple check to ensure that instruction on how to fill in the application form have been followed, and that the templates provided have been used to upload the requested information. During this stage we also check that the application meets the eligibility criteria on business registration and years of operation in the CCI sector. Only those that meet the criteria will move to the next stage.

**Step 2 - Business Panel:** Panel members assess the businesses by looking at:

1. Revenues specific to the creative and cultural industries for the year 2017 and 2018 only—in comparison to the funding ask
2. Presence of audited financial statements
3. The organisation team

**Step 3 - Creative Panel:** Panel members generate a shortlist through an assessment of:

1. The relevance of the project in the sector
2. The trends in the sector, competitors and strength of the brand
3. Aesthetic of the proposed project
4. The proposed project and its target market
5. Social media presence
6. Diversity and inclusion considerations

**Step 4 - Pitch Sessions:** The organisations that make the shortlist to stage 4 are invited for a pitch session, to allow further explanation of their proposed project and additional assessment by the panel members. The aim of this stage is to see how well the applicants understand their organisation, finances, project, and sector. The viability and sustainability of the proposed project will also be considered.

**Stage 5 - Due Diligence:** At this stage the evaluation team will be looking to better understand the organization's structures in terms of legal, financial management, team structure, tax structure and compliance and KYC (know your customer details). The evaluation team will also perform a risk analysis on organizations who have made it through to this stage.

**Stage 6 - Contracting:** Applicants who have made it through due diligence are considered successful applicants. They are called for a series of conversations about project milestones, eligible grant amounts and contracting. Once the contract is signed, fund disbursement and project implementation can begin.

**Stage 7 - Capacity Assessment:** This final stage is analysis of the grantee's organisational strengths and weaknesses under financial management and internal controls.