



CALL FOR APPLICATIONS

CIIF HAITI

ACCELERATOR PARTNERSHIP - FASHION

WHO WE ARE

The Cultural and Creative Industries Innovation Fund (CIIF) was established in 2017 with an initial USD2.6 million in capitalisation from the Caribbean Development Bank. It is intended to be a multi-donor fund, which will support the development of the Creative Industries (CI) sector in the Caribbean. CIIF's goal is to enable the Region's cultural and creative industries to be globally competitive.

WHAT WE DO

CIIF provides grant funding for innovative projects within the CI sector. These projects should be focused on:

- supporting the enabling environment for the development of CI;
- improving the quality and dissemination of research in the CI sector;
- enhancing or creating data intelligence or data collection methods in ways that can move the sector forward; and
- enhancing the technical capacity of creative entrepreneurs.

Projects must demonstrate a significant measure of innovation, collaboration and sustainability.

FASHION ACCELERATOR PARTNERSHIP OPPORTUNITIES

CIIF is seeking a partner to design and execute the CIIF Haiti fashion accelerator targeting Established Practitioners¹ and Export Ready Practitioners². Accelerators are expected to

¹ **Established Practitioners:** Operating for more than five (5) years and have worked locally as a sound production operation, as well as some evidence of regional/international work; A business model may exist.

² **Export Ready Practitioners:** Companies registered for at least five (5) years with a formal business plan, evidence of market-tested products and regional work.



include the design and production of a signature Haitian Fashion brand that each participating designer contributes to as a 'give back' to the program.³

The Fashion Accelerator should:

- Include community orientation, incorporating key modes of access by vulnerable groups, women, traditional practices such as embroidery, beading, sequins, crochet, macramé.
- Feature an educational and training component that includes certification.
- Include the three main components of Haitian fashion industries: textile, leather, accessories.
- Seek to address a social or environmental cause.
- Consider incorporating online components and internships as appropriate.

The Fashion Accelerator training programme should include the following topics:

- Product Refinement for various types of products and services including: Elegant/formal wear; Ready-to-Wear; Menswear; Children's Wear; Resort wear; Casual wear; Cultural wear; Accessories including jewelry, bags belts, shoes, scarves; and Décor
- Brand Development including "Shopping your Brand," social media for fashion promotion and market research and placement.
- Preparing for Regional and International Trade Shows and Fashion Fairs. This includes:
 - Introductions to tools and templates.
 - Showroom Operations.
- Export readiness including Understanding your Market/Buyers.

HOW MUCH FUNDING WILL CIIF PROVIDE?

The selected accelerator partner will receive a grant of up to USD 66,000. CIIF will provide a maximum of 85% of the accelerator costs while the selected accelerator partner will be required to contribute at least 15%.

ELIGIBILITY CRITERIA

- Applicants should have a formally registered organisation.
- Accelerator teams are expected to be cross-sectional where feasible including for example, creative practitioners, academics, private and or public agencies, regional agencies, or tertiary institutions.

³Returns from this brand will be re-invested into programming for the industry.



- Intersectionality: intersection with other industries should be a key consideration in the design of accelerators.
- Entities should include mentorship or apprenticeship components in the accelerator design.

WHY PARTNER WITH CIIF?

- Access to funding for accelerator.
- Potential grants through CIIF for accelerator participants.
- Access to technical expertise provided by CIIF, including communications support, evaluation of applications, and monitoring and evaluation frameworks.
- Promotion through CIIF communication platforms.

GOALS OF ACCELERATOR PARTNERSHIPS

Partner with the accelerator Programs in CIIF's priority sub-sectors to achieve the following:

1. Enable a larger cadre of professionals within the CI sector to be equipped with enhanced technical skills, business skills, and increased access to resources toward an increased number of beneficiaries from CIIF.
2. Create access for CI practitioners at *Established and Export Ready levels⁴, to existing sub-sector accelerator platforms or develop new platforms that offer technical training, business training and market integration.
3. Enable networking between CI practitioners.
4. Generate preliminary regional sub-sector registries and access existing databases.
5. Negotiate partnerships with additional international platforms.
6. Increase access of accelerator participants to financial resources and sector networks.
7. Streamline regional sub-sector accelerators to further enable measurable sector impact.
8. Create knowledge products including online content for continued training of practitioners where possible.
9. Share CIIF with wider audiences through partners' events.

⁴ **Established Practitioners:** Operating for more than five (5) years and have worked locally as a sound production operation, as well as some evidence of regional/international work; A business model may exist. **Export Ready Practitioners:** Companies registered for at least five (5) years with a formal business plan, evidence of market-tested products and regional work.



WHO ARE THESE ACCELERATORS FOR?

Proposals should include a specific description of the target market within the above mentioned categories of *Established and *Export Ready where relevant. (NB: Definitions for each of these three categories vary based on sub-sector and nature of the accelerator. See footnotes)

We are particularly interested in engaging participants, through accelerator Partners, that are interested in licensing, franchising and trademarks and gaining access to international markets.

Accelerator programmes developed should seek to assist participants in one or more of the following areas:

- Product and Process Improvement including Modernisation of products.
- Standardisation and Quality Improvement including creating specifications for products.
- Product Packaging.
- Research and Development.
- Capacity-Building
- Effective display and marketing of products
- Access to new markets
- Business networking
- Development of export plans or feasibility studies

Entities applying to participate in the accelerator must be willing to allow for monitoring and evaluation of enterprise for impact assessment up to 24 months after the close of the programme and allow for publishing of non-sensitive business information for programme promotional purposes.

APPLY

Potential applicants are invited to participate in virtual stakeholder consultations on **December 22nd 2020** from **2:30-4:30pm (AST)** by registering online via the [Accelerator Consultation Form](#).

To participate in this programme, practitioners are asked to complete the [Online Application Form](#) by **11:59pm (AST) January 11th 2021**.

WHEN WILL THE ACCELERATORS TAKE PLACE



Selection of accelerator Partners will be completed by the end of January 2021 and accelerators are expected to be implemented in the first quarter of 2021.