



## CALL FOR PARTICIPANTS

### ONLINE COURSE PROPOSAL WRITING FOR THE CULTURAL AND CREATIVE INDUSTRIES

**Deadline: May 4, 2021**

#### WHO WE ARE

The Cultural and Creative Industries Innovation Fund (CIIF) was established in 2017 with an initial US\$2.6 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 creative industries sector. These projects should be focused on:

- supporting the enabling environment for the development of creative industries;
- improving the quality and dissemination of research in the creative industries 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.

CIIF also enables access to quality knowledge products designed for, and designed by, the CI sector such as workshops, toolkits, and professional and business development content through its Community of Practice model.

#### WHO IS THIS COURSE FOR?

**Proposal Writing for the Cultural and Creative Industries** is the first of a suite of free knowledge products geared toward supporting the capacity development of CI stakeholders. The workshop is designed to support independent learning for a range of stakeholders through a four-part workshop series, facilitated by Dr. Keith Nurse. Topics to be covered across the modules include the following:

**Module 1: Developing a Winning Proposal:**



- Process of self-assessment and self-awareness– know what your capabilities are, what your competencies are and what is your value proposition
- Understanding the context, the market.
- Requirements for any type of proposal including three basic premises that should be embedded within your proposal from the application stage
- Illustrating the innovative capacity of projects. Can you make a difference in the landscape with your capabilities and competency?
- Feasibility of the project
- Defining project impact on the business climate and business environment within your business sector and the wider economy

### **Module 2: Leveraging Opportunities in the Creative Ecology:**

- Understanding that the dimensions of the Creative Sector - creation of circular goods and services as well as intellectual property.
- Creative Sector as innovation driver in society
- Impact and Opportunities of Digitisation – E-Commerce and Data
- The Experience Economy

### **Module 3: Innovation, Collaboration and Partnerships:**

- Research and Development
- Identifying spaces for innovation
- Identifying potential collaborations and partnerships (in-sector and externally)
- Market Differentiation

### **Module 4: Building Sustainable Business Models:**

- Understanding Markets (Local, Regional, Global, Diaspora)
- Developing your Value Proposition
- Understanding your Consumer
- Examining your Value Chains
- Types of Financing (Grant Funding)
- Approaches to utilising range of financing mechanisms (Grant Funding, Equity Financing, Venture Capital, Crowd Funding, etc.)

## **WHO IS THE IDEAL CANDIDATE?**

CIIF is seeking applications for the first cycle of **Proposal Writing for the Cultural and Creative Industries** course. We are interested in training up to fifty (50) participants during this training cycle.

- Cultural/Creative Practitioners within the sub-sectors of Fashion and Contemporary Design, Music, Festivals and Carnivals, Audio Visual (Film, Animation, Gaming, etc.), Visual Arts,



Literary Arts, Performing Arts (Theatre, Dance, etc.)

- Individuals with professional experience in their area/s of operation of at least one to two (1-2) years (Emerging) OR five (5) or more years (Established) OR eight (8) or more years (Export ready)<sup>1</sup> in any area or combination of areas from the listings below:
  - Cultural/Creative Practitioner
  - Grant/Proposal Writing Services
  - Project Management
  - Production of CI Goods & Services
  - Training/ Facilitation Services
  - Retail and Distribution of CI Goods & Services
  - Festival Development
  - Intellectual Property Management
  - Marketing and Communications
  - Finance/Accounting
  - CI Policy Development

## WHAT IS THE ELIGIBILITY CRITERIA?

Standard Eligibility Criteria applies

- Applicants must be citizens or residents of one of CDB's 19 Borrowing Member Countries: Anguilla, Antigua and Barbuda, The Bahamas, Barbados, Belize, Cayman Islands, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, St. Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, and Virgin Islands.
- Applicants must be 18 years or older and have access to a stable internet connection and device for the duration of the training (1 month).

## APPLY

Participation is free but potential applicants are invited to register by **11:59pm AST on May 4, 2021** using the [online application form](#).

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<sup>1</sup> \*Emerging are those practicing for under 5 years with only local exhibition and outreach or very limited regional/international outreach; with or without formal background/training

\*Established are those practicing for 5 years or more with significant regional experience, usually with formal training

\*Export Ready are those practicing for 8 years or more with significant regional and international exposure, awards and experience.



## WHEN WILL THE COURSE BEGIN?

Selection of participants will be completed by **May 9, 2021** and successful applicants will be invited to join the e-learning platform and begin accessing course content from **May 10, 2021**. *\*Participants will be expected to complete all four modules by June 8, 2021 after which course access expires.*