



## CALL FOR APPLICATIONS

### ACCELERATOR PARTNERSHIP

#### 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.

#### FESTIVALS & CARNIVALS

**FESTIVALS & CARNIVALS ACCELERATOR FOR ESTABLISHED & EXPORT READY PRACTITIONERS:** CIIF is seeking two separate partners to design and execute two Festivals & Carnivals Accelerators: one at the Established Level and one at the Export Ready Level.

Accelerator programmes should include the following topics:

- Festival Design;
- Intellectual Property;
- Data gathering;



- Revenue Models;
- considerations for different types of festivals both by sub-sector and indigenous or national festivals for example;
- Scaling for export;
- Branding and Marketing;
- Project Management and;
- Models for Collaboration.

These programmes should be designed as sustainable certificate programme with a plan for them to be made available across the region.

In the pilot phase of the Accelerator programme, participants will be invited via competitive application and will be expected to train managers of at least two other festivals. Accelerator designers must thus provide relevant materials to facilitate this ongoing training. Following this pilot phase, practitioners should be able to access the programme at a cost.

- Programmes are required to incorporate a five day face to face component, an online component and internships as appropriate.
- Programmes must have accreditation processes built into their design and collaborate with tertiary level institutions and or national institutions within the region.
- The two partners selected be required to work together to ensure continuity and coherence between the Established and Export Ready programmes.

## 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 CDB communication platforms.

## GOALS OF ACCELERATOR PARTNERSHIPS



Partner with accelerator programmes 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** levels, 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.

## ELIGIBILITY CRITERIA

- Applicants should have a formally registered business.
- Accelerator partners are expected to be entities which collaborate across at least three (3) of CDB's Borrowing Member Countries and can also include additional countries.
- 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.



- 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.

## WHO ARE THESE ACCELERATORS FOR?

Proposals should include a specific description of the target market within the three categories of **Emerging**, **Established** and **Export Ready** which are described below. (NB: Definitions for each of these three categories may vary based on sub-sector and nature of the accelerator.)

### CIIF uses the following broad definitions:

- **Emerging Practitioners:** Current students or persons actively practising for less than five (5) years with or without formal background training. Must be practising for at least one (1) year. Businesses can be formally registered but may not be.
- **Established Practitioners:** Operating for more than five (5) years. Have worked locally and may have worked regionally and internationally but without a sound production operation. A business model may exist and may be understood but not fully tested and proven.
- **Export Ready Practitioners:** Companies registered for at least five (5) years with a formal business plan and products that have been tested on the local market. Entities should have worked regionally. Enterprises that are interested in licensing, franchising and trademarks and gaining access to international markets. Programmes developed may assist participants in standardising products, creating specifications for items, finalising packaging, conducting further research and development, building capacity, modernising and improving products and processes, effective display and marketing of products, accessing new markets, networking, developing 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.

## WHEN WILL THE ACCELERATORS TAKE PLACE?



Selection of partners will be completed by the end of the first quarter of 2020 and accelerators are expected to be implemented by the second quarter of 2020.

## APPLY

Potential applicants are invited to participate in **stakeholder consultations on April 4, 2020** by registering to the [CIIF Consultation](#).

To participate in this programme, practitioners are asked to complete the [Online Application Form](#) by **May 30, 2020**.