

ACP-EU CULTURE PROGRAMME (CENTRAL AFRICA)
**Créer en Afrique centrale - Support to the Cultural and Creative
Sectors**

GUIDELINES
SECOND CALL FOR PROPOSALS

Deadline for submissions:
Monday, 6 June 2022 at 11.59 p.m. (GMT)

1. PRESENTATION

The **Créer en Afrique centrale** project aims to support the cultural and creative industries (CCIs) in the Central African region. These industries are a driver of sustainable socioeconomic development because they enable people to build professional capacities and foster an enabling environment for better access to markets. The CCIs should be seen as tools to galvanise social cohesion and inclusion and job creation, including among vulnerable communities.

The Créer en Afrique centrale project is launching its second call for proposals with a view to supporting development projects in the CCIs, in their capacity as economic, social, and cultural players. Projects should seek to achieve lasting results and encourage cooperation.

Through a subvention of a minimum of EUR 35.000 and a maximum of EUR 100.000, this financial support will be granted to projects that meet at least one of the following **four priority axes**:

- Axis 1: projects aimed at enhancing the creation and production of goods and services, as well as increasing its quantity and quality.
- Axis 2: projects aimed at supporting market access and dissemination of goods and services.
- Axis 3: projects aimed at promoting visual image education among the public, in particular among young people.
- Axis 4: projects aimed at promoting access to financing through innovative mechanisms.

The call is open to applicants legally registered in one of the following countries: Cameroon, Central African Republic, Chad, Congo, Democratic Republic of Congo, Equatorial Guinea, Gabon and São Tomé and Príncipe. The deadline for submission is **Monday, 6 June 2022 at 11:59 pm (GMT)**.

2. ELIGIBILITY

To be eligible, project proposals must meet the following requirements:

- Projects must involve at least two partners: one must act as lead partner and the other(s) as co-applicant(s).
- The lead partner must be legally for at least three years, in one of the eight target countries (Cameroon, Central African Republic, Chad, Congo, Democratic Republic of Congo, Equatorial Guinea, Gabon, São Tomé and Príncipe) and be active in the cultural and creative industries (CCI) sector¹.
- The co-applicant(s) may be legally established in an African country, other than those listed above, or a member country of the OACP or the European Union.
- The lead partner must have directly implemented at least one project in the cultural and creative sector over the last three years, amounting to at least 50% of the grant amount requested, and must have been directly responsible for the preparation and management of the funded activities.
- For proposals where the amount of European funds requested is higher than EUR 70.000, the lead partner will have to present the annual accounts for the years 2020 and 2021 audited or with a receipt of presentation to the competent tax authorities.
- The lead partner must certify that the organisation and its representative have no outstanding social security or financial obligations (See document « **Third party declaration** »).
- The co-applicant(s) may be organization(s) that is/are not legally established in duly justified cases and if their existence can be proven (e.g. cultural and artistic groups having implemented activities).

¹ The following is a non-exhaustive list of eligible organisation types: companies in the various for-profit CCI sectors (including SMEs/SMIs, cooperatives, social and solidarity economy (SSE)) and CSOs in the CCI; public and private cultural and artistic institutions; public and private training centres; chambers of commerce and trades; public administrations (local, national, regional) responsible in particular for culture, employment, vocational training, business development, and trade.

3. TERMS

The project should last between **12 and 24 months** and should be implemented between **September 1, 2022 and August 30, 2024**.

Project proposals can be written in French, Spanish, English or Portuguese.

The following is a non-exhaustive list of activities for which an application may be submitted. The request may relate to one or more axes:

Axis 1: Projects aimed at enhancing the creation and production of cultural goods and services, as well as increasing their quantity and quality.

- Support for arts education institutions (including new communication technologies), on-the-job training, college apprenticeship, online learning.
- Support given to cultural projects concerning isolated areas and disadvantaged groups, hand in hand with support for beneficiaries (primarily local culture players of a smaller scope, reaching young audiences and isolated parts of countries, in particular public local cultural organisations).
- Support for tangible and intangible cultural heritage (production and circulation of exhibitions, mediation activities facilitating access to sites and/or collections for new audiences, including through multimedia technologies, documentation, information, and awareness-raising activities on heritage).
- Support for production and/or development of cultural creations aimed at encouraging access to a diverse range of cultural expressions and cross-cultural understanding:
 - Creation of cooperation networks at local, regional and international levels to identify and share best practices and knowledge ;
 - Development of media initiatives, including their dissemination on the internet and on social media, or radio or television broadcasts.

Axis 2: Projects to support national, regional and international market access through the widest possible circulation, dissemination and/or promotion of ACP goods and services.

- Support given to markets via festivals, television stations and/or platforms that broadcast a quota of local films, galleries, performance halls, exhibition halls.
- Support for developing online distribution and websites aimed at boosting the value of works (audiovisual, fashion, design, crafts, visual arts, heritage, etc.).
- Support for broadcasting/screening works on the internet, on local and national television channels, in cultural and/or youth centres, in schools, including in rural and isolated areas, etc.
- Support for promoting use of new audiovisual technologies among young people, among others.
- Support for dubbing and subtitling in local and/or foreign languages, developing applications (cross-media) aimed at disseminating cultural content on tablets and mobile telephones.
- Support for building professional capacities and skills to better adapt to international markets (e.g.: administrative, creative and marketing skills ; professional and technical training to strengthen links with the private sector ; support for knowledge transfer, etc.).

Axis 3: Projects aimed at promoting image education among audiences, in particular among young people.

- Support for developing and/or engaging new audiences and for cultural education, particularly aimed at youth audiences, including those who are excluded.
- Support for actions promoting visual image education, in particular for youth and women, and encouraging visual image education on public school syllabuses.
- Support for actions promoting digital transition as part of visual image education, artistic education and cultural education actions.
- Support for developing educational, artistic, cultural and digital partnerships between schools, cultural institutions and digital spaces, as well as cross-sectoral projects.

Axis 4: Projects aimed at promoting access to financing through innovative mechanisms.

- Contribute to increasing cultural operators' access to markets (local, regional and international) and attract investors through:

- Support given to creators and/or artists by providing them with advice, tools, and resources to start up their own business (video games, animated films, platforms, creation, design, web content).
- Support given to existing companies by developing relationships with impact, venture and other innovative funds that enable access to working capital and growth.
- Support for research and/or improving access to financing mechanisms and innovative technological approaches.

If activities are programmed outside the eight target countries, the applicant should justify this choice in the application form and explain the added value for the overall action as well as the local benefits.

4. FINANCING PROVISIONS

For any grant requested under this call for proposals, the amount must be between a minimum of EUR 35,000.00 and a maximum of EUR 100,000.00². The indicative amount available for this call for proposals is EUR 1,175,000³. The grants will cover up to 80% of the total eligible project costs. In duly justified exceptional cases, the contribution may cover up to 95% of the total eligible project costs.

ELIGIBLE COSTS

- Staff costs
- Travel costs
- Daily subsistence allowances, within the ceilings set by the European Union⁴.
- Professional fees of experts
- The cost of purchasing equipment needed to perform the action (limited to 30% of the total eligible direct costs for which EU funding is requested)
- The cost of supplies and materials
- Costs related directly to project implementation requirements (information dissemination, translation, documentation, printing and distributing leaflets, etc.)
- Rental of venues and equipment related to the project.
- Mobility grants
- The cost of the assessment
- The cost of the external audit (this cost will be covered separately by the Créer en Afrique centrale project and must not exceed EUR 2.700)

➤ Eligible indirect costs

Eligible indirect costs are overheads incurred in connection with the beneficiaries' operating and general activities: they are not fully attributed to implementation of the project but are always partially connected to it (e.g. costs related to infrastructure, legal advice, documentation, IT, office supplies, communication, etc.)⁵. These costs are limited to a flat rate of 7% of the total eligible direct costs for the action.

NON ELIGIBLE COSTS

- Debt and debt service charges (interest)
- Provisions for losses, debts or possible future debts
- Costs declared by the beneficiary(ies) in the framework of another action or programme receiving a grant financed from the Union budget (including through the EDF)
- Purchase of land or buildings

² Applicants must pay particular attention to adapting the amount of the financial request to the local context, to the nature of the actions, to the diversity of the local needs to be addressed to their average budget over the last 4 financial years, in particular with regard to the evaluation criteria of the project and its technical and financial viability.

³ Créer en Afrique centrale reserves the right not to allocate all available funds if the applications submitted do not meet the selection criteria.

⁴ https://ec.europa.eu/international-partnerships/system/files/per-diem-rates-20200201_en.pdf

⁵ [Companion Document - European Commission - DG International Cooperation and Development \(europa.eu\)](#)

- Exchange losses
- Loans to third parties
- Contributions in kind (with the exception of voluntary work)
- Salaries of national authorities staff
- Performance bonuses included in staff costs
- Office rental

5. CONTRACT AND TERMS OF PAYMENT

The contracting party will sign a contract with the grant beneficiary. The contract will include details of the activities to be implemented, the contractual value, terms of payment and reporting obligations. Please note that reports should be submitted in French only.

The Créer en Afrique centrale project consortium will directly manage 10% of the grant awarded. This percentage will be allocated entirely to mobility, i.e., networking and training events in Africa and/or other countries that at least one representative of the beneficiary must attend during the implementation of the project.

All payments shall be made by bank transfer to the bank account in the name of the lead partner.

6. APPROXIMATE TIMETABLE

EVALUATION PROCESS	DATE	HOUR
Call for applications for the year 2022	March 2022	
Submitting questions	13 May	
Publication of frequently asked questions	20 May	
1 st online information session	28 April (Click here to register)	11.00 AM (Brussels time)
2 nd online information session	12 May (Click here to register)	11.00 AM (Brussels time)
Deadline for applications	6 June	11.59 PM (Brussels time)
Review stage	June/July 2022	
Publication of results	August 2022	
Contracting and first disbursement	September 2022	

7. EVALUATION CRITERIA

IMPORTANT: Proposals will be evaluated on a scale from 0 to 100 points and classified according to their final score. The minimum threshold is set at 75/100 points.

	Criteria	Definition	Maximum weighting
1.	Pertinence of the project	This criterion assesses the relevance of the project to the objectives of the call for proposals as well as its coherence (structure and feasibility), and in particular: a) the extent to which it improves accessibility, recognition and enhancement of artists and their works; b) the impact on the target beneficiaries (including vulnerable groups: women, children and young people, minorities, migrants, discriminated groups, etc.); c) potential synergies with existing initiatives or organizations and the different professional sectors of culture and beyond; d) engagement of independent local actors, community groups, etc. ; (e) the extent to which it promotes job creation; f) increased training of the people or groups involved, including in the field of image education; g) the level of concreteness, internal consistency, viability and qualitative and temporary feasibility, as well as the capacity for evaluation and self-evaluation; h) the innovative aspect or aspects, including from the point of view of technological innovation; i) the strategy proposed to ensure its sustainability and/or intensify its impact.	30
2.	Quality of the financial offer	This criterion evaluates the project budget with particular regard to: a) the activities adequately set out in the budget; b) the accuracy and consistency of estimated costs with regard to local practices; c) the feasibility of the estimated outcomes in relation to the estimated costs. A clear funding strategy providing evidence of confirmed or potential additional sources of funding (co-financing from applicants) will be positively assessed.	20
3.	Communication strategy	This criterion evaluates the communication strategy of the project, its potential to reach differing target groups and audiences, and to forge synergies, networks and collaborations with other projects and operators. It also evaluates the capacity to raise awareness among its target groups.	20
4.	Potential of the project team	This criterion evaluates the quality and structure of the project team and partners. It also takes into consideration whether the project has a clear added value in terms of: a) transregional cooperation; b) youth and gender equality, particularly within the project team.	20
5.	Experience	This criterion evaluates the technical expertise of the lead partner and co-applicant(s) in the field(s) related to the project to ensure good quality outcomes.	10