

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

GUIDELINES
THIRD CALL FOR PROPOSALS

Deadline for submissions:
Thursday 22 December 2022 at 11.59 AM (CET)

1. PRESENTATION

The “Programme ACP-EU Culture - 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.

This call for proposals contains three lots. Proposals can only be submitted for one of the following lots:

- **Lot 1:** Projects aimed to improve the creation and production of cultural goods and services, to support market access and dissemination of goods and services or to promote image education among audiences, in particular young people.
Small-scale projects: minimum grant amount 15,000.00 Euros and maximum grant amount 29,000.00 Euros.
Large-scale projects: Minimum grant amount 30,000.00 Euros and maximum grant amount 70,000.00 Euros.
- **Lot 2:** Transnational projects that aim to encourage the mobility of artists and cultural and creative operators.
Small scale projects: Minimum grant amount 15,000.00 Euros and maximum grant amount 29,000.00 Euros.
Large scale projects: Minimum grant amount 30,000.00 Euros and maximum grant amount 70,000.00 Euros.
- **Lot 3:** Projects aimed at developing skills and tools to support CCIs in the banking, finance and investment sectors in Central Africa
Small scale projects: Grant amount minimum 15,000.00 Euros and maximum 29,000.00 Euros
Large scale projects: Grant amount minimum 30,000.00 Euros and maximum 115,000.00 Euros.

The indicative amount available for the 3 lots is 1.200.000 Euros¹.

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 **Thursday 22 December at 11.59 AM (CET)**.

2. ELIGIBILITY

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

Lot 1: Projects aimed to improve the creation and production of cultural goods and services, to support market access and dissemination of goods and services or to promote image education among audiences, in particular young people.

- Projects must involve at least two partners: one must act as lead partner and the other(s) as co-applicant(s).
- The leader should be active in the cultural and creative industries (CCI)².

¹ Créer en Afrique Centrale reserves the right not to allocate all available funds if the applications submitted do not meet the selection criteria.

² Cultural and creative sectors: all sectors whose activities are based on cultural values or artistic and other creative expressions, whether individual or collective. These activities may include the development, creation, production, dissemination and conservation of goods and services embodying cultural, artistic or other creative expression, as well as related tasks such as education or management. They will have the potential to create innovation and employment, in particular through intellectual property. These sectors include architecture, archives, libraries and museums, arts and crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design (including fashion), festivals, music, literature, performing arts, books, publishing, radio and visual arts (Art. 2 of the legal basis for the Creative Europe programme); 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.

- 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).
- 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.
- 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).
- Projects already implemented or in the process of being implemented are only eligible if they are projects with several phases, which can be considered as "new projects" or "projects enriched" by the funding. Applicants must clearly demonstrate that the grant application is for a new phase of the project and specify the steps involved.

Lot 2: Transnational projects that aim to encourage the mobility of artists and cultural and creative operators.

- Projects must involve at least two partners: one must act as lead partner and the other(s) as co-applicant(s).
- The leader should be active in the cultural and creative industries (CCI)³.
- 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).
- The co-applicant(s) must be legally established in a country other than that of the lead partner. This can be an African country, an OACP member country 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.
- 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).
- Projects already implemented or in the process of being implemented are only eligible if they are projects with several phases, which can be considered as "new projects" or "projects enriched" by the funding. Applicants must clearly demonstrate that the grant application is for a new phase of the project and specify the steps involved.

Lot 3: Projects aimed at developing skills and tools to support CCIs in the banking, finance and investment sectors in Central Africa

- 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).
- 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.
- The lead partner must certify that the organisation and its representative have no outstanding social security or financial obligations (See document « **Third party declaration** »).
- 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.
- Projects already implemented or in the process of being implemented are only eligible if they are projects with several phases, which can be considered as "new projects" or "projects enriched" by the

³ Idem

funding. Applicants must clearly demonstrate that the grant application is for a new phase of the project and specify the steps involved.

3. TERMS

The project should last between **8 and 12 months** and should be implemented **between 1 March 2023 and 28 February 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.

Lot 1: Projects aimed to improve the creation and production of cultural goods and services, to support market access and dissemination of goods and services or to promote image education among audiences, in particular young people.

- 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 intercultural understanding.
- 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 promoting use of new audiovisual technologies among young people, among others.
- 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.).
- Support for actions promoting digital transition as part of visual image education, artistic education and cultural education actions.

Lot 2: Transnational projects that aim to encourage the mobility of artists and cultural and creative operators.

- Support for activities contributing to the establishment, improvement or dissemination of networks of emerging and/or consolidated professionals active in the cultural or artistic sector, to foster cooperation, exchange and networking, in particular, at the regional level between different types of stakeholders.
- Support for activities contributing to sectoral studies in the field of cultural industries to promote sustainable and inclusive development.
- Support for awareness-raising activities and capacity building of local governments on CCIs as a driver for socio-economic and sustainable development.
- Support for co-creation activities, and artistic residencies for artists and cultural professionals in Central Africa to evolve their creations and exchange their experience and knowledge with others, build capacity in co-creation, use of new technologies, etc.
- Support for participation in festivals, professional meetings, and regional workshops aimed at the professionalisation of actors

Lot 3: Projects aimed at developing skills and tools to support CCIs in the banking, finance and investment sectors in Central Africa

- Support for the development of the skills of the banking sector, finance and private investors in investing in CCIs.
- Support for the structuring networks of financial institutions (including micro-credit, foundations etc.) and/or private investors supporting the development of CCIs and cultural and creative operators in Central Africa

- Support for actions to carry out feasibility studies for the establishment of guarantee and investment funds for the benefit of CCIs in the sub-region, ensuring diversity of sectors
- Support for the diversification of the products of existing investment funds and micro-finance institutions to include CCIs, ensuring the diversity of their sectors
- Support for campaigns to support and raise awareness of private investment in CCIs
- Support for the development of services to assist businesses in the creative sectors to be "investment ready" and/or assist cultural operators in negotiating and managing third-party loans/investments
- Support for the development of mini-loans for the maximum duration of the projects supported
- Support for the development of purchasing groups in the CCI sector
- Support for the development of solidarity loans and participatory financing in the CCI sector, in particular through the creation of or partnership with dedicated platforms
- Support for technical assistance missions to set up honorary loans

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

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)

➤ Indirect eligible costs

Indirect eligible 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.). 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
- Exchange losses
- Loans to third parties

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

- 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 consortium of the project “Créer en Afrique Centrale” 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	September 2022	
1 st online information session	3rd November Registration link	11.00 AM (Brussels time)
2 nd online information session	17th November Registration link	11.00 AM (Brussels time)
Deadline to submit questions	19th November	
Publication of frequently asked questions	30th November	
Deadline for applications	22 December 2022	11.59 AM (Brussels time)
Review stage	January 2022	
Publication of results	February 2022	
Contracting and first disbursement	February 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