



ACP-EU Culture Programme Eastern Africa

# DEFINITIONS OF APPLICATIONS TERMS

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<p><b>Ignite Culture: ACP-EU Culture Programme (Eastern Africa)</b></p>	<p>Ignite Culture: ACP-EU Culture Programme (Eastern Africa), also called Ignite Culture for short, is a new and exciting grant facility for the cultural and creative sectors in 14 countries in Eastern Africa. It is part of the global ACP-EU Culture Programme. Ignite Culture is being implemented by HEVA Fund, in partnership with the British Council Kenya, with the financial contribution of the European Union, and with further support from the Organisation of ACP (African, Carribean and Pacific) States.</p>
<p><b>Eligible countries</b></p>	<p>The 14 Eastern African eligible countries for Ignite Culture are Burundi, the Comoros Islands, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tanzania and Uganda.</p>

<p style="text-align: center;"><b>DEFINITIONS</b></p>	
<p><b>Value chains</b></p>	<p>This refers to the set of activities that are part of a specific industry which deliver a valuable product or service for the market. One example: music production studios, DJ's, music streaming platforms, live music events and others are all part of the music value chain.</p>
<p><b>Fashion</b></p>	<p>This refers to businesses engaged in fashion and accessory design and production, manufacturing of fabrics, inputs, fashion distribution platforms and fashion retail. Participants in this value chain include fashion designers, owners of fashion shop fronts (digital/online and physical), garment manufacturers, manufacturers of fashion inputs, training institutions in fashion, and more.</p>
<p><b>Apparel</b></p>	<p>This refers to businesses concerned with the production, reproduction and sale of clothing of a particular kind, such as school uniform, industrial gear, sportswear and more. This includes factories, manufacturing units, tailors, clothing lines, apparel distribution and retail.</p>
<p><b>Leather goods</b></p>	<p>This includes makers and retailers of articles</p>

	made of leather. Items including bags, shoes, garments, apparel, accessories (belts, wallets, jewellery) and decorative items.
<b>Live music and cultural events</b>	This includes shows, venues, festivals and events suppliers at which live music is performed. This also includes cultural, happenings, events, rituals and ceremonies, if relevant.
<b>Digital media</b>	This includes entertainment content (vlogs, games, series, commercial podcasts, learning content), platforms and distributors of digital content, film production houses, and film and music distributors.
<b>Cultural hair, skin and cosmetics value chain</b>	These are producers, distributors and retailers of cosmetic and beauty products used on skin and hair, that have a traditional or modern connection to cultural processes, ways, rites or rituals, and are marketed as such. These may be free of synthetic additives, or have undergone further processes to increase ease of use, assure users of preservation and more. This value chain can also include practitioners and teachers of these cultural or culturally informed methods.
<b>Event planning and supply</b>	These are businesses engaged in the organizing of commercial social or entertainment gatherings, and associated events.
<b>Festival, fair &amp; market organizers</b>	These are companies that curate and host commercial community and culture-based gatherings for commercial, corporate and entertainment purposes.
<b>Schools of Creative Arts</b>	These are private institutions that offer training and education in any and all of the creative arts, including music, dance, arts and crafts etc.
<b>Visual arts and crafts</b>	These are art forms that create works that are primarily visual in nature, such as ceramics, drawing, painting, sculpture, printmaking, design, crafts, photography, video, film making and architecture.
<b>Performing arts</b>	These are forms of creative activity that are performed in front of an audience, such as drama, music, and dance.
<b>BASIC INFORMATION</b>	

<b>Company name</b>	This is the name of the company as indicated on its official registration documents.
<b>Business type</b>	This is the type of business as indicated on its official registration documents.
<b>Duration of operation</b>	This is the time that has elapsed since the company was registered.
<b>Full-time employee</b>	This is a company worker who receives salary and (where applicable) benefits, and works a minimum of 30 hours a week in the business, or other such duration of full time as defined by their employer.
<b>Part-time employee</b>	This is a company worker who works less than 30 hours a week, or less than the time defined by their employer to be full time. They are not eligible for benefits, and are usually paid per hour/shift.
<b>Company director</b>	This is a member of the company board of directors who manages the company's business, makes strategic and operational decisions, and ensures that the company meets its statutory obligations.
<b>FINANCIAL INFORMATION</b>	
<b>PIN Certificate Number</b>	This is a unique assigned tax identity number assigned to an individual or a legal business entity, as registered with the relevant central country tax revenue body or authority.
<b>Annual revenue</b>	This is income generated from the sales of goods or services before any expenses or costs are deducted, over the course of a business year.
<b>Annual gross profit/surplus</b>	These are any gains a company makes after deducting the total costs associated with making and selling its products from the total annual revenue gained from the sale of these products, over the course of a business year.
<b>Grant amount</b>	This is the amount of money requested as a grant.
<b>Planned use of grant</b>	This is the intended use of grant funds requested.
<b>Suppliers</b>	A party or vendor that supplies raw materials, services or distribution for the applicant company
<b>Bank statement</b>	Official and verifiable report from bank listing all transactions of the primary bank account

	associated with the business. This is not a financial statement in itself, but rather a supporting document for official financial statements.
<b>Mobile money statement</b>	Official and verifiable report from the mobile service provider that a business mobile money account is registered with, listing all transactions of this account. This is not a financial statement in itself, but rather a supporting document for official financial statements.
<b>Financial statement</b>	This are documents that enable an understanding of a business' financial health: these include the income statement, and/or a balance sheet, and/or a cash flow statement. These can be prepared by an accountant from the business' bank account statements, and/or any mobile money statements.
<b>Cash flow statement</b>	Summary of the company's actual incomings and outgoings of cash over an accounting period of one financial year. The exact duration of the financial year may vary from country to country. This document can be prepared by the organisation's accountant, but can only be verified by an independent auditor.
<b>Balance sheet</b>	A statement showing the financial position of the company on the last day of an accounting period, including company assets and liabilities. This document can be prepared by the organisation's accountant, but can only be verified by an independent auditor.
<b>Income statement</b>	Report of the company's revenues and expenses during an accounting period of one financial year. The exact duration of a financial year may vary from country to country.  This document can be prepared by the organisation's accountant, but can only be verified by an independent auditor.
<b>Company Certificate</b>	Proof of business registration provided by the central registry of companies or similar relevant national body/authority.
<b>Tax Return Acknowledgement</b>	Certificate from the relevant central country tax

	revenue body or authority, indicating the company filed returns and paid taxes for the relevant year.
<b>CR 12 (or relevant equivalent document)</b>	Certificate from the central registry of companies or other similar relevant national body/authority indicating the details, directors and shareholders of a company. This document also confirms that the company's records exist at the national central registry of companies, or similar entity.
<b>Financial projection</b>	A forecast of future revenues and expenses for the company. This is usually done for a period of 5 years, and can be prepared by the organisation/business owner themselves, or by an accountant.
<b>Cultural business/organisation</b>	A cultural organisation or business is one whose primary mission and purpose has to do with the traditional or modern ideas, customs, and social behaviour of (a) particular people(s) or society/societies. This can also be referred to as heritage work. This work may have to do with <a href="#">tangible culture</a> or <a href="#">intangible culture</a> . These are both defined in this document.
<b>Creative business/organisation</b>	This is an organisation or business whose primary engagements and outputs lie within the creative arts and allied disciplines. These include a diverse range of methods, processes, showcases, activities and expressions, characterised by originality of thought, inventiveness, and deliberate arrangement of elements to appeal to senses and emotions. Our comprehensive list of sectors and subsectors can be found here.
<b>Visual literacy</b>	This is the ability to recognise, interpret, and make meaning of ideas presented in the form of images or actions. It may also include the ability to communicate using images as a primary form.
<b>Tangible Culture Heritage</b>	This refers to physical artefacts produced, maintained and transmitted intergenerationally in a society. It includes artistic creations, built heritage such as buildings and monuments, and other physical or tangible products of human creativity that are invested with cultural significance in a society. According to the United Nations Educational, Scientific and Cultural Organisation, tangible heritage can be classified into 3 groups: a) movable cultural heritage (paintings, sculptures, coins, manuscripts, and so on)

	<p>b) immovable cultural heritage (monuments, archaeological sites, and so on)</p> <p>c) underwater cultural heritage (shipwrecks, underwater ruins and cities and so on)</p>
<b>Intangible Culture Heritage</b>	<p>This refers to the practices, representations, expressions, knowledge, skills—as well as the instruments, objects, artefacts and cultural spaces associated therewith—that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. Examples of this include oral traditions, performing arts, rituals and so on.</p>
<b>Digital distribution platforms</b>	<p>This is an online service delivery gateway which enables digital, non-tangible, wireless or electronic transmission of digital data by streaming or download (using the internet or any other successor network). This data can be digital goods, works and content, such as audio, e-books, documents, games, PDFs, pictures, software, and video and more. These can be delivered to fixed and/or mobile devices, utilizing other personal communications devices, personal and other music, video, and other audiovisual recorders, or even other digital devices, platforms or services.</p>
<b>Out-of-school, tertiary and secondary level</b>	<p>Out of school: An out of school youth is one aged between 18 and 24, and has not been attending any school for at least the most recent complete school or calendar year. They may be eligible for work, but be unemployed or underemployed.</p>
<b>Secondary level education:</b>	<p>This is a student receiving education that is intermediate in level between elementary school and college. This education usually offered in a high school, offers a mix of general, technical, vocational, or college-preparatory curricula. These students may be minors or of legal age.</p>
<b>Tertiary level education:</b>	<p>This is education at a level above that of secondary or high school, including undergraduate and graduate credentials, and encompassing certificates, diplomas or academic degrees.</p>
<b>Domiciled</b>	<p>A domiciled person or business is legally considered to live and do business in a particular country. This can be by way of permanent registered address, residency or more.</p>

<b>Cultural landscapes</b>	A cultural landscape is a site that reflects specific techniques of land use that guarantee and sustain biological diversity. Others are associated in the minds of the communities with powerful cultural beliefs, and/or artistic and traditional customs, and may embody an exceptional spiritual relationship of people with nature.
<b>Physical cultural infrastructure</b>	This is a building, an office or a physical space that is predominantly dedicated to one or more cultural function(s), including creation, production, distribution, dissemination, training and conservation, and that plays a special supporting role to other factors of production in the cultural disciplines of visual arts, crafts, media arts, performing arts, heritage, museums, archives, libraries, publishing, sound recording, film, audiovisual, radio and television.
<b>Digital cultural infrastructure</b>	This entails the cultural infrastructure, such as exchange and distribution platforms, marketplaces, networking arenas and more, that has emerged, or is emerging, from the use of computer networks for creative and cultural sector work communication, entertainment and business. This can involve new lifecycles of physical or tangible cultures via digital representation, and storage, creation, presentation and distribution of digitally conducive forms such as audiovisuals and related performances or engagements, and innovations of wholly new, internet enabled forms of creative and cultural work, and more.
<b>Social practices</b>	These are everyday life practices, and the way these are typically and habitually performed in (much of) a society. Distinctive social practices that are specially relevant to a community help to reinforce a sense of identity and continuity with the past. They include language, religion, and customs and traditions pertaining to identity.
<b>Food and cuisine practices</b>	These are any activity in which food is involved, ranging from food preparation, gifting food, sharing meals, or cleaning up, referred to as the human food cycle. These can include food preparation traditions, customs and ingredients often combine to create dishes unique to a particular region, as well as food consumption, timings (meal times and occasions/celebrations) growing, preservation, disposal and storage techniques.



<b>Hair, beauty and cosmetic practices</b>	These refer to the cultural heritage practices with regard to the arts or practices of the beautification of the skin, hair, or nails.
<b>Inclusion</b>	This is the practice or policy of providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized, such as those who have physical or mental disabilities and members of other minority groups.
<b>Financial statements</b>	This are formal records of the financial activities and position of a business, person, or other entity. This can offered be via a bank account statement, or a mobile money statement.
<b>CCIs</b>	This is an acronym for the Creative and Cultural Industries.
<b>Young people</b>	The United Nations defines 'youth' as persons aged between 15 and 24.
<b>Government bodies</b>	This is any entity exercising the legislative, judicial, regulatory or administrative functions of or pertaining to a government.
<b>Parastatals</b>	This is a legal entity owned, managed, or controlled by the Government and created to undertake commercial activities on behalf of the Government.
<b>Primary contact person</b>	This is the person who will be contacted by HEVA with regard to the process and outcome of this application.
<b>Full-time employees</b>	Full-time employment is usually defined by an employee's working of a minimum number of hours as defined by their employer. This often comes with benefits that are not typically offered to part-time, temporary, or flexible workers, such as annual leave, sick leave, pension, terminal benefits and health insurance.
<b>Part-time employees</b>	This type of employment carries fewer hours than what an employer considers to be full time. This can also be defined by the nature of the work, such as work that can only be done during certain seasons.
<b>Marginalised groups</b>	Marginalised people are groups and communities that experience discrimination and exclusion (social, political and economic) because of unequal power relationships across economic,

	<p>political, social and cultural dimensions. This can be seen across gender, tribe, religion, socioeconomic class, body ability/disability, mental health status/diagnosis, and more. This results in some people or groups of people have more access to opportunities than others, as well as lack of access to rights, resources, and opportunities.</p>
<p><b>Volunteers</b></p>	<p>A person who does something that they do not have to do, especially helping other people, willingly, usually without being asked to do it, and without being forced to and without expecting payment paid to do it.</p>