



ACP-EU Culture Programme Eastern Africa

# FREQUENTLY ASKED QUESTIONS (FAQs)

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**NOVEMBER 2022 APPLICATION CALL**

## FAQs

### 1. How do I apply for financing?

We are excited to welcome your application! Applications for this grant fund's cycle 3 open on **Tuesday, 22nd November 2022**. We use an application platform called [Submittable](#). To apply for Ignite Culture you will first need to register an account with [Submittable](#), log in and then proceed to fill in your application form. Make sure you use an email account that you will have full access to when registering your account on Submittable. The following pointers will also be helpful:

- I. Check that you are eligible for this funding. Eligibility criteria is listed on our website [here](#), and in the application form itself;
- II. [Watch the how to apply video](#). This video has critical information and must be watched before submitting your application;
- III. Fill out the official online application form to describe the project you are proposing;
- IV. Submit all required supporting documents. **The following 2 documents must be submitted as per the 2 templates we have provided: a company profile and a project budget.** You will have to upload your own organization financial statements as they already exist. These include organizational and project audits containing at least the following three financial statements; income statement, balance sheet and cash flow statement. Details about all these are in the application form.
- V. Follow Ignite Culture programme updates, events and news: on Facebook [Ignite Culture EA](#), Twitter [@ignite\\_ea](#), Instagram [@ignite\\_cultureea](#) and Medium <https://medium.com/@igniteculture>
- VI. Any official communication about the status of your application will be made via Submittable. Keep an eye on your Submittable inbox.

### 2. Does my type/area of business qualify for financing?

Ignite Culture has been designed to cover a wide range of creative and cultural businesses and organisations in their very early stages, all the way to middle level and growth stage businesses. We list these different sub-sectors in our eligibility criteria, which can be found in the Guidelines for Application document (available for download on the [HEVA Fund](#) and [British Council](#) websites).

### 3. What kind of financing does the *Ignite Culture: ACP-EU Culture Programme (Eastern Africa)* offer?

Ignite Culture offers grant financing to creative and cultural businesses and organisations in 14 Eastern African countries (find the full list of countries [here](#)). The project must be proposed by a solo applicant from one of those 14 countries. The project must also be implemented in one or more of those 14 countries. If applying as

a group of businesses or organisations, the organisation which is the lead applicant must make the application. The lead applicants must be from one of these countries and the project activities will need to benefit target populations in the ACP countries in the region. Lead applicants may apply with co-applicants from another African country, (including those outside the group of 14 eligible countries in Eastern Africa) or an EU state.

This grant is intended to enable organisations to successfully develop new ventures, programs and projects for their target communities and demographics, which will go a long way to making their own work and the work of their target communities sustainable. Prospective applicants should direct any financial support toward the following activities:

- increase the quality and/or quantity of creative and cultural goods and/or services
- improve visual literacy of audiences, visibility of makers and access to new markets for creative and cultural goods and services from Eastern Africa
- build appropriate, industry-ready skills and capacity for young people entering the cultural and creative sectors
- improve the capacity and knowledge of Eastern Africa's creative and cultural practitioners on policy, legal and financing frameworks impacting the sector and increasing their ability to advocate for more supportive policy and legal structures

#### **4. How long is this fund available for?**

Ignite Culture will be available for 3 granting cycles: Cycle 1 in August 2021, Cycle 2 in July 2022, and a Cycle 3 in November 2022. This application call is for Cycle 3 in November 2022.

#### **5. Within what timeframe should all proposed projects be implemented?**

All proposed projects from Cycle 3 of the Ignite Culture call for applications must be implemented within a maximum of 6 months. Any project that exceeds 6 months will be disqualified.

#### **6. How old does my organisation have to be to apply for Ignite Culture?**

Your organisation has to have been registered no later than 31st December 2017 and must have audited statements either for a half year period or full year period for the year 2017 and/or 2018. However, if your organisation is younger than this and is still interested in Ignite Culture, you can apply as part of a group with an organisation which was registered on or before 31st December 2017.

## 7. How much money can I apply for under Ignite Culture?

Applicants may apply for grant funding starting from €30,000 up to a maximum €180,000. For the purpose of application this is divided into three tiers:

Tier 1 - Applicants can apply for a fixed amount of €30,000

Tier 2 - Applicants may apply an amount between €31,000 and €90,000

Tier 3 - Applicants may apply an amount between €91,000 and €180,000

The lead applicant organization must have directly implemented 50% within the creative and cultural sector the amount of the grant requested, at any time between Jan 2017 and December 2018.

*This means that if you are requesting for 100,000 euro, you need to demonstrate that you have handled at least 50,000 Euro in project budgets between 1st January 2017 and 31st December 2018.*

Please note that you will have to submit financial statements to show how much money you have handled in the past.

## 8. How will I know if my business has made a successful application?

You are applying for Ignite Culture on a platform known as Submittable. Through Submittable, you will be notified at the following points in the application process:

- I. When you submit a complete application form
- II. When you pass the business panel evaluation and are moving on to creative panel evaluation. Businesses that do not pass the business panel will be notified that they did not pass.
- III. When you pass creative panel evaluation and are being invited to come and pitch your project. Businesses that did not pass the creative panel will be notified that they did not pass.
- IV. When you have passed your pitch and are going forward into due diligence.

Businesses that did not pass the pitch stage will be notified that they did not pass.

Businesses that do not pass the due diligence stage will be notified that they did not pass.

Upon passing due diligence, you are considered a successful applicant. At this point you will be invited to a conversation to discuss project milestones and confirm the grant amount which will be offered, and to start discussions on your Ignite Culture contract.

## 9. What does applying as a group/consortium entail?

This means you want to apply as a group of businesses or a group of organisations to do a project together. One business or organisation would have to function as the lead partner. This lead partner will submit the application on behalf of the group. The lead partner would also sign the contract if the application is successfully selected for funding, and be primarily responsible for receiving, distributing and accounting for project financing, sharing data on the project, and general reporting about the project.

The lead partner organisation or business must be domiciled in one of the 14 eligible countries (find details about these countries [here](#)). The project would also have to be implemented in these 14 countries.

The other partnering organisation(s) can come from: the same country; or any other of the 14 countries; as well as any other ACP country in [Central](#), [West](#) and [Southern](#) African regions; or any EU Member State.

As part of the group application, the lead applicant will have to submit a completed company profile for each proposed partner organisation. A full template for the company profile is provided to fill in within the application. In addition, the partner organisations can be called to contribute to the application and collaborate on filling it in, on the fund application platform. However, only the lead applicant will be able to do the final submission.

## 10. If we are applying as a group, how much can we apply for together?

If you are applying as a group so that you can ask for a bigger amount, you must submit financial documents which show that all the participating organisations have handled at least half of the amount you are applying for as a group.

## 11. What does a multi-country approach/reach mean?

This refers to a project which will be implemented to beneficiaries in more than one country, in the 14 countries listed as beneficiaries of Ignite Culture. For example: An applicant may be domiciled in Madagascar, which is one of the 14 countries. The business may decide to apply in a group with an organisation in Djibouti. The business could also implement its proposed project, by itself, in both Madagascar and Djibouti. Either of these would demonstrate a multi-country approach and reach.

## 12. What counts as a Chartered Educational and Training Institution?

This refers to an institution that has a charter given to it by its relevant national,

regional or international body or authority, giving it permission to operate as an educational and/or training institution offering professional education services. Charters are most common with tertiary educational institutions, such as universities, colleges and polytechnics.

### **13. What does it mean for an applicant to have a percentage financial contribution to the project they are applying for?**

A percentage financial contribution to the project budget is to cover a part of the project work, because the applicant is also making a contribution worth a certain amount. For example: if a project were to have a budget of 100,000 euro, and its applicant opts to make a contribution to the project from their own finances of 2,000 euro, the applicant will then be applying for 98,000 euro, and will say that they are making a 2% contribution to the project they are applying for.

Please note that a financial contribution to the project does not affect the applications eligibility or strength.

### **14. What is project co-financing?**

Project co-financing refers to when other partners are also contributing to the budget for a project. For example: if a project were to have a budget of 100,000 euro, and its applicants have successfully applied for co-financing of 15,000 euro, the applicant will then be applying for 85,000 euro, and will say that they are making a 15% contribution to the project they are applying for via co-financing.

### **15. Are organisations allowed to subgrant the money they apply for?**

This option is not available.

### **16. How can I access further support on how to fill in the budget template and other finance related requirements during application?**

We have created a [video playlist on Youtube named Ignite Culture](#) under the [@HEVAFund Youtube](#) channel. In this playlist you will find guide videos which include: *filling in the budget template, audited financial statements explained, eligibility requirement - 50% funding ask explained, common mistakes to avoid, and the how to apply - a step by step guide*. Watch these videos for a detailed explanation on what to do and what to avoid. The guide videos will greatly improve your chances of application success!

### **17. How can Ignite Culture Support FilmMakers/Digital Content Developers in East Africa?**

The ACP-EU Culture Programme is funding a specific mechanism in support of audiovisual co-production. Please find below 3 information factsheets, about the 3

organisations acting as intermediate in this funding scheme (playing the same kind of role as British Council, to be clear). Audiovisual co-production is covered in full by these separate facilities.

- [ACP: DEENTAL](#)
- [ACP: CLAP](#)
- [ACP: World Cinema Fund Berlinale](#)

As such, with the strict exception of audiovisual production, Ignite Culture can cover all the other possible activities and needs related to audiovisual work and creation. These include: training, capacity building, networking, support to festivals, broadcasting, subtitling and doubling, scriptwriting, communication, dissemination, audience development, distribution, and access to market. Purchase or rental of material, equipment or spaces will not be considered as a main project or activity, but can be included in a wider budget as a necessary cost for the achievement of a wider project.

<i>Eligible countries</i>	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.
<i>ACP West Africa Countries</i>	Benin, Burkina Faso, Cape Verde, Gambia, Ghana, Guinea, Guinea Bissau, Côte d'Ivoire, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, Togo
<i>ACP Central Africa Countries</i>	Cameroon, Central African Republic, Congo, Gabon, Equitorial Guinea, Democratic Republic of Congo (DRC), Sao Tome and Principe (STP), Chad
<i>ACP Southern Africa Countries</i>	Zambia, Zimbabwe, Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Eswatini (formerly Swaziland)

**18. Can I apply for Ignite Culture if I had successfully applied in a previous application cycle?**

Yes, you are welcome to apply for Ignite Culture even if you have successfully applied in a previous application call. So long as you meet the application requirements.

**19. Can I apply for Ignite Culture if I had unsuccessfully applied in a previous application cycle?**

Yes, upon revision of your previous application you are welcome to apply for the Ignite Culture even if you have unsuccessfully attempted to apply in a previous application call. So long as you meet the application requirements.

**20. How many times can my organization apply for the 2022 Ignite Culture call for applications?**

Applicants may submit one (1) application per application cycle.

**21. How can I get regular updates and news about Ignite Culture?**

Follow us on social media:

Twitter: [@ignite\\_ea](https://twitter.com/ignite_ea)

Instagram: [@ignite\\_cultureea](https://www.instagram.com/ignite_cultureea)

Facebook: [Ignite Culture](https://www.facebook.com/igniteculture)

Medium: <https://medium.com/@igniteculture>