

CREATIVE BC

**INTERNATIONAL INDUSTRY INITIATIVES PROGRAM
GUIDELINES 2020-2021**

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WHAT IS THE INTERNATIONAL INDUSTRY INITIATIVES PROGRAM?

Creative BC provides professional expertise and business support to strengthen BC's creative industries. The International Industry Initiatives Program is intended to support initiatives, events and trade missions that provide export development opportunities for BC's Creative Industries. For initiatives and events in BC and Canada, please apply through our [domestic program](#).

ELIGIBLE APPLICATIONS

Creative BC (CrBC) acknowledges the unprecedented challenges applicants may be facing due to the global impact of COVID-19. We are committed to working with industry on solutions that will allow applicants to execute their initiatives, events and trade missions or a version thereof.

In order to be eligible, applicants must be:

- A Canadian based not-for-profit organization, government agency or creative industries association;
- Governed by a Board of Directors (where applicable);
- Engaged in the production of programs and initiatives consistent with CrBC's objective of developing the province's creative industries; and
- An organization whose principals, directors and officers are in good standing with CrBC.

ELIGIBILITY AND SELECTION

Eligible international initiatives and events include, but are not limited to, trade missions, networking sessions, panels, B2B matchmaking and export readiness training. Virtual initiatives and events that run either as a lead up to, in partnership with, or companion to an approved international festival, conference or market may also apply.

In selecting applicants, CrBC will take into consideration:

- The applicant's proven track record for producing initiatives and events export development focus;
- Whether the applicant's proposal includes partnerships with government, community partners, industry stakeholders or expert consultants; and
- The applicant's affiliation to the proposed community being served by the initiative or event.

Ineligible events and initiatives normally include:

- Events or initiatives for youth that are not directly associated with the motion picture, interactive digital media or publishing sectors;
- Live performance, (theatre, music, dance);
- Film Festival Screenings;
- The development or production of creative content or projects (i.e. films, web series, PSAs, commercials, episodic television, educational videos, etc.);

- Funding for individual professional development or academic pursuits; and
- Capital purchases (i.e. property, equipment, vehicles, etc.).

FINANCIAL PARTICIPATION

CrBC will award a one-time non-recoupable advance to successful applicants. For fiscal year 20/21 (April 1, 2020 – March 31, 2021) CrBC's contribution will not exceed 50% of the total budget. Applicants must secure at minimum 50% of the total budget with either federal funding, sponsorship dollars, administration fees, etc. CrBC reserves the right to reduce the award based on the applicant's final report and cost report for the initiative or event.

APPLICATION PROCEDURES

Please submit a complete [online application](#) together with the required support documentation including a brief Project Proposal*

Project Proposals should be approximately 3 pages and include the following:

- 1.) **Introduction of the Applicant Organization:** What is the organization's mandate?
- 2.) **Project Description:** What is the Project? Who is it for? What are the business development opportunities? (i.e. Trade mission; BC producers; Networking and sales)
- 3.) **Objectives:** Details of the desired outcome and how success will be measured? (i.e. Key performance indicators and how they will be taken)
- 4.) **Design:** What is needed to deliver the project? (i.e. Transportation, registration fees, marketing materials, project manager, etc.)
- 5.) **Budget and Finance Plan:** What is the cost of the project and how do you plan to fund it? (Please provide a summary. You will be asked for a detailed budget as a separate attachment in the online application)
- 6.) **Evaluation:** How you plan to report Project outcomes to Creative BC? (i.e. Survey results, written report, etc.)

Please apply well in advance of the proposed initiative or event. Processing time for submissions is approximately 8 weeks. Applicants should ensure that their support materials clearly convey the strengths of their application with respect to business development opportunities and diversity. Diversity can be demonstrated through geographic region, genre, activity, cultural, or gender representation, and other means. It is anticipated that the total request for funding will exceed the funding available.

*Exceptions may be made in the case of federal funding agencies and departments (i.e. Telefilm Canada).

ADVANCE OF FUNDS

A successful applicant will enter into an agreement with CrBC (the “Agreement”). The Advance is non-recoupable (except as noted below under Forfeiture and Default and within the Agreement) and draw-down conditions will be based on the individual applicant’s proposed schedule of activities and outcomes, as outlined in the Agreement.

RESPECTFUL WORKPLACE

The Canadian Human Rights Act protects employees from harassment based on race, national or ethnic origin, colour, religion, age, sex, sexual orientation, marital status, family status, disability or pardoned conviction. Applicants must confirm that they are in compliance and will comply with their obligations to ensure it maintains a respectful workplace free of bullying and harassment, including compliance with the Workers’ Compensation Act, and applicable Occupational Health and Safety Regulations, Policies and Guidelines. Applicants will make available to Creative BC, on request, all its policies, procedures and guidelines, as well as evidence that such policies, procedures and guidelines are being implemented in compliance.

INDIGENOUS INITIATIVES

It is recommended that any applicant applying with an Indigenous initiative read: [On Screen Protocols & Pathways](#): A Media Production Guide To Working With First Nations, Metis, And Inuit Communities, Cultures, Concepts & Stories (available on the imagineNATIVE website) prior to submitting their application.

FORFEITURE AND DEFAULT

If the applicant is successful in securing funding from CrBC, all reasonable efforts must be made to produce the event or initiative. The applicant will give CrBC fifteen (15) days prior notice if, due to unforeseen circumstances, the event or initiative will not take place in whole or in part. The applicant will provide CrBC with a detailed account of funds raised and costs incurred to date and enter into negotiations to rebate CrBC a fair and reasonable portion of any funds advanced.

Should an eligible applicant be placed in default according to the terms of the Agreement, the applicant, its principals and any parent or subsidiary companies will be limited in their ability to access further funding from CrBC. Recipients of financial support are required to publicly acknowledge Creative BC and The Province of British Columbia in all promotional materials associated with the initiative or event.