Strategic Funds and Initiatives

Digital Generator: Stream 2

### Outcomes

* A diversity of arts groups and organizations have resources and opportunities to develop new skills, knowledge, and innovation capacity.
* A diversity of arts groups and organizations adapt to new and innovative ways of working.
* A diversity of arts groups and organizations leverage strategic thinking and digital technology to transform their operations and develop innovative business models.

Digital capacity building of arts groups and organizations that serve Indigenous, Northern, under-represented and marginalized communities is supported.

### Overview

**Digital Generator** is a short-term initiative to support Canadian arts groups, collectives, and organizations to build their digital capacity and transform their business model and operations.

A digital approach can transform the way you operate and offers the opportunity to:

* deepen your relationship with your public and engage new audiences and markets
* collect and analyse data to gain insights into your public and understand your impact
* improve specific areas of business with digital technology to lower costs and increase efficiency
* generate new revenue streams
* collaborate and connect with others
* build new partnerships and networks to improve digital capacity

transform your business model for long-term sustainability.

Digital Generator supports digital capacity building for Canadian arts groups and organizations. This initiative offers 2 streams.

[Stream 1](https://canadacouncil.ca/funding/strategic-funds/digital-generator#stream1) provides support to:

* measure the digital readiness of your group or organization (for example digital maturity assessment)
* identify the digital gaps and possibilities for your group or organization (for example digital needs assessment, digital security assessment, technical audit)
* create a plan for leveraging digital opportunities (for example digital strategic plan, discoverability plan, business model redesign)
* create a plan for increasing the digital public accessibility of your group or organization and work (for example digital accessibility audit, plan for Web Content Accessibility Guidelines [WCAG] compliance)
* increase the digital skills of your staff (e.g. workshops, training)

conduct research or undertake planning for the creation and governance of shared digital resources (for example consultation, business model design, governance plan).

Stream 2 provides support to:

* implement recommendations resulting from a digital assessment, audit or plan that are designed to transform your operations and increase the digital capacity of your group or organization

implement and develop shared digital resources that benefit more than one group or organization.

To be eligible for Stream 2, you must provide a copy of a completed digital assessment, audit or plan with recommendations designed to transform your operations and increase your digital capacity. This document must have been completed with the support of appropriate external expertise. If you do not have a completed digital assessment, audit or plan, consider applying to [Stream 1](https://canadacouncil.ca/funding/strategic-funds/digital-generator#stream1).

**These guidelines are for Stream 2.**

If you are the lead applicant of a group or collective, you may be eligible for [Application Assistance](http://canadacouncil.ca/commitments/equity/application-assistance) to pay someone to help you with the application process if you are experiencing difficulty and self-identify as:

* an artist who is Deaf, hard of hearing, has a disability or is living with a mental illness

a First Nations, Inuit or Métis artist facing language, geographic and/or cultural barriers.

### Grant type – [project](http://canadacouncil.ca/glossary/project)

### Deadline(s) – Any time before the start date of your project.

### Grant amount

* Up to $50 000 for projects that benefit a single group or organization

Up to $100 000 for collaborative projects that benefit multiple groups or organizations

### Notification of results – Usually within 4 months of submitting your application

### Application limits

* You can receive a maximum of 1 grant from this stream for the benefit of your own group or organization. You can receive 1 additional grant for a different project that benefits multiple groups or organizations.
* You can apply to this steam twice in one year (1 January to 31 December). However, you can only submit a new application once you have received the results for your previous application.

This grant does not count towards the number of project grants needed to be eligible for a Canada Council core or composite grant.

### I want to apply – What else do I need to know?

If you have not already done so, you must register in the [portal](https://apply.canadacouncil.ca/) before you apply. Please note that profile validation can take up to 15 business days.

### Applicants - Who can apply?

Types of potential applicants to this initiative include:

* artistic groups and collectives
* artistic organizations

First Nations, Inuit and Métis groups, collectives and organizations

Organizations presently receiving core grants are eligible to apply to this initiative.

Targeted funding will be in place to ensure equitable support for applicants who have self-identified using the checkboxes in the Canada Council’s portal as belonging to one of the Council’s designated priority groups, which include applicants from culturally diverse, Deaf and disability, official language minority, and Indigenous communities.

### Activities - What can I apply for?

You can receive funding to implement recommendations resulting from a digital assessment, audit or plan designed to transform your operations and increase your digital capacity. Eligible activities include implementing tools, solutions and strategies related to transforming your operations and/or business model. These include, but are not limited to, projects aimed at improving:

* online discoverability, digital marketing and user analytics
* data analytics and business intelligence
* digital collaboration and team productivity
* information management, including cloud computing
* the capacity for digital creation and production
* e-commerce and digital distribution solutions
* digital accessibility and standards compliance
* cyber security

the ability to implement new business models.

Larger grants between $50,000 and $100,000 are available for collaborative projects that develop shared resources that benefit more than one group or organization.

If you are applying for a collaborative project with a requested amount above $50,000, you must demonstrate that the project will have a concrete impact beyond your own group or organization and significantly transform the operations of your partners. In addition to the activities listed above, eligible implementation activities include, but are not limited to:

* enabling System Interoperability and API (Application Programming Interface) development
* implementing new digital solutions and/or business models in response to digital opportunities, including resource sharing and shared governance
* activities related to customization and solution development of shared tools and resources

developing collaborative networks and communities of practices to support digital transformation.

**You can’t apply for** activities that occur before your project start date, those that receive funding from another Canada Council program or those on the [general list of ineligible activities](http://canadacouncil.ca/funding/grants/guide/apply-to-programs/general-list-of-ineligible-activities).

### Expenses – What is eligible?

Up to 100% of eligible costs

Expenses **directly related** to the activities above, including:

* professional service fees paid to external consultants, experts and training providers to implement recommendations (current staff or board members cannot provide this service)
* travel, accommodation and per diem expenses for the external consultants and experts (if an onsite visit is needed to complete the work)
* costs of employee training and change management activities related to the project implementation
* non-capitalized equipment and software purchase costs (purchase of software and mobile applications, etc.)
* research expenses, including purchase of data sets and impact measurement
* public accessibility costs
* administrative allowance for general administration costs (maximum of 5% of total expenses)

sharing the results with the broader community.

The following capital expenditures are also eligible, but subject to certain limits:

equipment and capitalized software purchase costs up to 20% of the total grant awarded.

If you amortize [capital expenditures](https://canadacouncil.ca/glossary/capital-expenditures) such as equipment and software expenses, please only include the amortized portion for the duration of the project in the budget. You must include a clear explanation in the notes section about your amortization calculation. There are specific accounting rules for determining if and how to capitalize purchases. Canada Council staff cannot provide accounting advice. For more detailed information, please speak with an accountant.

### Ineligible expenses

Expenses that are **not directly related** to the activities above are not eligible, including, but not limited to:

* ongoing operating expenses or regular activities
* costs related to simple redesign or updates to websites
* salaries of permanent staff
* deficit reduction costs
* costs of repairs
* furniture or general office equipment purchases
* capital construction costs
* expenses incurred prior to the application submission date

expenses for which funding has already been granted by the Canada Council.

While your project can implement recommendations aimed at improving your capacity for digital creation and production, costs related to creating, producing or programming artistic work are not eligible.

### Assessment - How are decisions made?

Your application to **Digital Generator: Stream 2** will be assessed by an internal or external assessment committee on the following weighted criteria, and must receive a minimum score **in each category** to be considered for a grant:

**Relevance 50%** (minimum score of 35 out of 50)

* The project addresses recommendations resulting from a digital assessment, audit or plan

The proposed activities and technological choices are relevant and based on current digital best practices

**Impact 30%** (minimum score of 15 out of 30)

* The project aims at concrete results
* The project has the potential to transform the applicant's operations and increase their digital capacity
* The applicant has outlined a plan for measuring the impact of the project

The project will improve the applicant's capacity to serve Indigenous, Northern, under-represented or marginalized communities

**Feasibility 20%** (minimum score of 10 out of 20)

* The proposed external expertise is relevant and suitable

A reasonable budget and realistic workplan

If you would like to be considered for strategic measures including targeted funding available for designated priority groups (applicants from culturally diverse, Deaf and disability, official language minority, and Indigenous communities), your applicant profile must self-identify as such in the portal.

### Required information - What you need to apply

You will need to provide information about:

* your project and its potential impact
* your timeline

your budget.

You will also need to include:

* a copy of the digital assessment, audit or plan that provides the recommendations that your project addresses

letters of engagement from partners, if applicable.

### Grant payment and final reports

If your application is successful, the first step in receiving your grant payment is to complete the Grant Acceptance Form. Click [here](http://canadacouncil.ca/funding/grants/guide/if-you-receive-a-grant) for more information on the responsibilities of grant recipients.

If your application is successful, your response to question 1.6 in the application form (brief description of the proposed initiative) will be included in the Canada Council’s public announcement of results.

A final report is due within 3 months of the end of the proposed activities.

### Contact information

If you require additional information or guidance, contact [digitalgenerator@canadacouncil.ca](mailto:digitalgenerator@canadacouncil.ca) before submitting your application.

PREVIEW: Application form

This is not an official application form. You must use the portal to apply.

Use simple text formatting if you prepare your application outside of the portal. Formatted text uses additional characters, and some formatting may be lost when copied over.

**\*** = required

## GRANT DESCRIPTION

1. Give your application a name. \* (approximately 10 words)

The name you provide is for your reference and will identify this grant application in your dashboard.

1. Provide the name of the contact person responsible for this application. \* (approximately 10 words)
2. Provide a one-sentence summary of your project. If possible, use the format ACTIVITY and DATE. \* (approximately 25 words)

For example, “To upgrade our cyber security in January 2022”.

This summary will be used in the Canada Council’s official reporting.

1. Start date \*

This date must be after the date you submit your application.

1. End date \*
2. Brief description of the proposed initiative \* (approximately 100 words)

If your application is successful, your response will be included in the Canada Council’s public announcement of results.

1. What are the main recommendations from the digital assessment, audit or plan that you want to implement in your proposed project? \* (approximately 250 words)

You will be prompted to upload a copy of this document in the required documents section.

1. Proposed activities: What areas of your operations do your recommendations seek to improve? \*

Check all that apply:

* Online discoverability, digital marketing and user analytics
* Data analytics and business intelligence
* Digital collaboration and team productivity
* Information management
* Increased capacity for digital creation and production
* E-commerce and digital distribution solutions
* Digital accessibility and standards compliance
* Cyber security
* Implementing a new business model
* System interoperability and API development
* Implementing shared digital solutions, tools and resources
* Collaborative networks and communities of practice supporting digital transformation
* Other activities (describe below)

1. Other activities (approximately 25 words)

Other activities (please describe)

1. What impact will this project have on your ability to address operational challenges and leverage digital opportunities? How will you measure the impact of this project? \* (approximately 500 words)
2. Who will benefit? \* (approximately 100 words)

Who will benefit from your project beyond your own group or organization? How might your project improve your capacity to serve Indigenous, Northern, under-represented or marginalized communities?

1. Provide the name of any experts, consultants or training providers you plan to hire to undertake these activities, if applicable. (approximately 100 words)

Experts, consultants and training providers must be external to your group or organization. You cannot hire current staff or board members.

1. If applicable, how and why did you select proposed external experts, consultants or training providers? If you do not yet have this information, how do you plan to identify and select an appropriate service provider? \* (approximately 100 words)
2. Briefly outline your work plan including timeline. \* (approximately 250 words)

Identify key steps and the dates for their completion.

1. Partner groups or organizations, if applicable. (approximately 100 words)

If you are undertaking a collaborative project to develop shared resources that benefit more than one group or organization, provide the information below other confirmed groups and organizations. If you have more than 10 groups or partners, only provide information for up to 10 key partner groups or organizations.

|  |  |  |  |
| --- | --- | --- | --- |
| Group or org name | Website | Municipality | Postal code |
|  |  |  |  |

1. If you are undertaking a collaborative project that benefits more than one group or organization, describe how this project will directly impact and transform the operations of these groups or organizations. (approximately 100 words)
2. If you are undertaking a collaborative project that benefits more than one group or organization, describe the project governance structure you will use to ensure effective decision making and reporting mechanisms among the project’s stakeholders. (approximately 100 words)
3. If your proposed activity touches upon Indigenous traditional knowledge, linguistic or cultural intellectual property, please describe your relationship to this content and how appropriate protocols are/will be observed or addressed. (approximately 100 words)
4. If there is anything that has not been asked that is essential to understanding your application, provide it here. (approximately 250 words)

Do not use this space to provide additional information related to earlier questions.

1. Anticipated benefits \*

Your answer to this question will be used for research and measurement purposes. It will not be used to assess your application.

What are the anticipated main benefits of your proposed project? Check all that apply:

* Reaching new audiences and markets
* Engaging the public in digital ways
* Improving collection and analysis of data
* Increasing or diversifying revenues
* Increasing internal efficiency
* Increasing the accessibility of your digital content
* Increasing internal digital skills, knowledge and innovation capacity
* Integration of digital strategies or roles into your operational framework
* Adoption of new and innovative ways of working
* Building new partnerships and networks
* Building digital capacity for Indigenous, Northern, marginalized or under-represented communities
* Other (describe below)

1. Other anticipated benefits (approximately 25 words)

Other anticipated benefits (please describe)

## BUDGET

1. Complete the Budget document. \*
2. Grant amount requested \*

* Up to $50 000 for applications that benefit single groups or organizations

Up to $100 000 for collaborative projects that benefit multiple groups or organizations

This amount must match the requested amount in your completed budget. If successful, you might not be awarded the full amount requested. Do not include expenses that are not eligible in this initiative.

**$**

## REQUIRED DOCUMENTS

1. Applicants must submit:

* a copy of the digital assessment, audit or plan that provides the recommendations that your project addresses; and
* letters of engagement from partners, if applicable.