STRATEGIC FUNDS AND INITIATIVES:

The Creation Accelerator (Phase 1)

Are you an artist with a great idea or story for a digital creation project? The Canada Council for the Arts and CBC/Radio-Canada are teaming up to offer **The Creation Accelerator**, an exciting opportunity for Canadian artists to develop an original concept to create a digital project for potential distribution on CBC/Radio-Canada’s platforms.

Canadian artists, artistic groups/collectives and organizations with a validated Canada Council profile, working in any [field of practice](https://canadacouncil.ca/funding/grants/guide/apply-to-programs/fields-of-practice), are invited to submit their idea for a standalone, shareable digital work with the potential to engage a broad audience and/or an underserved public. **The Creation Accelerator** welcomes concepts for unique, boundary-pushing content. Pitch your idea for a podcast, web series, short doc, sound art, digital graphic novel, experimental dance video, animation and more. While applications must be submitted in either English or French, you can propose a project that incorporates content in any language, including Indigenous languages.

No prior digital experience is required. CBC/Radio-Canada will provide grant recipients with an orientation to digital creation. CBC/Radio-Canada will also pair successful applicants with an independent producer to further develop their artistic concept, as well as a realistic production and post-production timeline and budget. Alternately, you can identify a producer you would like to work with in your project description, for CBC/Radio-Canada to approve.

**The Creation Accelerator** provides the arts sector with a new entry point to digital platforms. Designed to support the development, creation and sharing of original digital content, **The Creation Accelerator** aims to:

* Stimulate digital innovation and the discoverability of arts content in Canada
* Encourage Canadian artists, artistic groups/collectives and organizations to bring digital thinking into the creation of their work
* Provide artists, artistic groups/collectives and organizations with the means to take greater risks and develop projects beyond the scope of their usual [field of practice](https://canadacouncil.ca/funding/grants/guide/apply-to-programs/fields-of-practice)
* Advance Canadian artists, groups/collectives and organizations’ knowledge of, and experience with, digital approaches
* Bolster access to original, artistic digital content by, and for, Canadians

A two-phase pilot, **The Creation Accelerator** consists of a development phase (Phase 1) and a production phase (Phase 2).

In Phase 1, up to 20 successful applicants will receive a grant of up to $50,000 to work with an independent producer to develop their original concept for consideration in Phase 2. Successful applicants will be notified in January 2020, and must be available to undertake and complete Phase 1 by May 2020.

In Phase 2, up to 10 projects from Phase 1 will be selected for further support of the full creation and production of their original project for potential distribution on CBC/Radio-Canada’s platforms. In exceptional cases, some advanced projects may be invited to apply for direct entry to Phase 2 of **The Creation Accelerator**.

Individuals who are Deaf or who have disabilities, including those living with mental illness, and require accommodation at any stage of the application process may be eligible for [**additional assistance**](http://canadacouncil.ca/commitments/equity/application-assistance).

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

**Deadline** – 16 October 2019

**Grant amount** –up to $50,000

**Notification of results** – January 2020

**Application limits** – you can submit one application

Applications for this grant do not count towards the maximum number of applications that can be submitted to the Canada Council each year (from 1 March – 28/29 February).

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/Default2.aspx)at least 30 days before you want to apply.

# APPLICANTS - who can apply

Types of potential applicants to this initiative include:

* artists, curators and writers
* [new and early career artists](https://conseildesarts.ca/pleins-feux/2019/02/necap)
* artistic groups and collectives
* artistic organizations

Artistic organizations presently receiving core grants are eligible to apply to this initiative. Your eligibility to apply is determined by the validated profile created in the Canada Council portal.

# ACTIVITIES - what you can apply for

You can apply for costs to research and develop a proposal for a shareable, standalone digital work. These costs must include the contracting of an independent digital producer to develop the project concept, as well as a production and a postproduction timeline and budget. CBC/Radio-Canada will pair successful recipients with an independent producer. Alternately, you can identify a producer you would like to work with in your project description, for CBC/Radio-Canada to approve. Eligible costs can also include the creation of sample content or a demo.

Successful recipients of this first phase of **The Creation Accelerator** will be invited to submit an application to Phase 2 of the initiative for funding to create and produce their shareable, standalone digital work.

**You can’t apply for** activities that occur before the application deadline 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).

**INELIGIBLE ACTIVITIES**

* Research, creation and production of work with no plans for digital sharing or online discoverability
* Research, creation and production of digital content that is not arts based in nature (e.g. communications or marketing material)

When determining your project start date, individuals should be aware that according to the Canada Revenue Agency (CRA), expenses incurred in the year immediately before a grant is received are only deductible from the grant if they are incurred after the artist has received notification that the grant will be paid. For more information about income taxes and your grant, please refer to our [website](http://canadacouncil.ca/).

# EXPENSES - what is eligible

* Up to $50,000 for direct costs related to the activity.

All applicants will be considered for a grant of up to $50,000 for direct costs related to the research and development of the proposal, including artist fees. These costs include fees to contract and pay an independent producer for the development of the project.

Successful recipients will receive their Phase 1 grant in 2 instalments. The first instalment of $5,000 will be issued upon acceptance of the terms and conditions of the grant. The second instalment will be issued upon receipt and approval of both a signed contract with an independent producer, and a budget for the development of the proposal.

# ASSESSMENT - how decisions are made

If eligible, your application to **The Creation Accelerator** initiative will be assessed by an [internal committee](https://canadacouncil.ca/glossary/internal-committee), which will include representatives from both the Canada Council and CBC/Radio-Canada.

Applications will be assessed on the following weighted criteria, and must receive a minimum score in each category to be considered for a grant:

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

* Potential of the project to be shared and discovered by a broad public and/or an underserved public
* Suitability of the project for a digital platform
* Potential of the project to advance artistic practice

**Artistic Merit 30%** (minimum score of 15 out of 30)

* The artistic interest and originality of the project in a digital context
* The artistic quality of your previous work

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

* Capacity and experience to undertake the project

# REQUIRED INFORMATION AND SUPPORT MATERIAL - what you need to apply

Once registered in the portal, you will need to provide information about:

* your project and its suitability for a digital platform
* the key artist(s) leading the project
* your project plan, including timeline for Phase 1

You will also need to include:

* recent sample(s) of your previous works
* biographies and an agreement or a letter/email that indicate confirmation of the participation of artistic collaborators, if applicable
* biography and an agreement or letter/email that indicate confirmation of the participation of an independent producer, 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.

Phase 1 of the project must be completed May 2020. A final report will be due 3 months after you complete the project.

# CONTACT INFORMATION

If you require additional information or guidance, contact a **Canada Council Program Officer** 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.

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## 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. **For groups and organizations, provide the name of the contact person responsible for this application.**
2. **Provide a one-sentence summary of your project.** If possible, use the format ACTIVITY, EVENT (if relevant) and DATES. (approximately 25 words) 

For example, “To develop the concept for a web series from January/2020 to May 2020.”

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

1. **Project start date**

This date must be after the application deadline date.

1. **Project end date**

If your application is successful, you must be willing to undertake and complete Phase 1 of your project by May 2020

1. **What art form(s), style(s), genre(s) and/or expression(s) are most relevant to this application?** (approximately 25 words)

This information helps the Canada Council collect examples of art forms and practices in Canada and will not be used for assessing your application.

1. **Describe the concept for your project, including how it could be shared on a digital platform. Explain the inspiration for your project or why you wish to undertake it at this time.** (approximately 750 words)
2. **If successful, you must work with an independent digital producer to develop your project. Indicate if you want the CBC/Radio-Canada to pair you with an independent producer. Alternately, if you have already identified a digital producer that you would like to work with on the development of the project, provide details.**

🞏 If successful, I would like the CBC/Radio-Canada to pair me with an independent digital producer for the research and development of my project.

1. **How will this project advance your artistic practice? What makes your concept original and relevant?** (approximately 250 words)

Consider the following questions, as applicable: What types of artistic risks will you be taking? Will you be using a digital form in an innovative way? Does the project involve other areas of artistic exploration or innovation?

1. **Who do you intend to reach with this project? How is it relevant to a broad and/or underserved public?** (approximately 250 words) 
2. **Outline your plan and timeline to develop your project proposal. If applicable, include information on the key artists and/or digital producer you will be working with to develop your project proposal. Please include a brief description of the producer’s experience in successfully producing projects.** (approximately 250 words) 
3. **If you are hiring artists to develop your project proposal, explain how you determine the fees to be paid. If applicable, how will you ensure safe working conditions for those involved in this project?** (approximately 250 words)

If you are hiring artists, you must pay professional artist fees. This may be governed by industry standards or union rates.

1. **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)
2. **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. **If you have applied to a different component for overlapping activities or expenses, please indicate the component and submission date.** (approximately 10 words)

## BUDGET

1. **Grant amount requested** 

🞏 I request up to $50,000 for costs to research and develop a proposal for a shareable, standalone digital work, including artist fees and the costs to contract and pay an independent digital producer.

1. **Grant instalments** 

🞏 I understand that, if my application is successful, my grant will be paid in 2 instalments. The first instalment of $5,000 will be issued upon acceptance of the terms and conditions of the grant. The second instalment will be issued upon receipt and approval of both a signed contract with an independent producer and a budget for the development of the proposal.

1. **Provide a brief overview of your anticipated project costs.** (approximately 250 words) 

## REQUIRED DOCUMENTS

1. **If your project involves artistic collaborators, provide their biographies and an agreement or a letter/email that indicates confirmation of their participation. If you have identified an independent producer for your project, provide their biography and an agreement or a letter/email that indicates confirmation of their participation.**

## SUPPORT MATERIAL

1. **You must submit at least 1 item of support material.**

Support material should be your current work/activities with a relationship or relevance to the grant application; it may also include the work/activities of other key artists or partners. You may choose to include earlier work/ activities to provide a context for your application.

Assessment committee members are instructed to view as much material as they need in order to make an informed decision; generally this is up to 10 minutes.