

**PREVIEW**: Program Guidelines

and Application Form

DIGITAL STRATEGY FUND

Digital Literacy and Intelligence: Single-phase initiatives

**About the Digital Strategy Fund**

The [**Digital Strategy Fund**](http://canadacouncil.ca/funding/strategic-funds/digital-strategy-fund) aims to support Canadian artists, groups and arts organizations in understanding the digital world, engaging with it, and responding to the cultural and social changes it produces. The Fund supports both small-scale activities with short timelines and longer-term complex initiatives.

The Fund includes 3 components:

The [**Digital Literacy and Intelligence**](http://canadacouncil.ca/funding/strategic-funds/digital-strategy-fund/digital-literacy-and-intelligence) component supports the arts sector in building digital knowledge, skills and capacity.

The [**Public Access to the Arts and Citizen Engagement**](http://canadacouncil.ca/funding/strategic-funds/digital-strategy-fund/public-access-to-the-arts-and-citizen-engagement) component funds Canadian artists, groups and arts organizations to improve the public’s access, engagement and participation in the arts through digital means.

The [**Transformation of Organizational Models**](http://canadacouncil.ca/funding/strategic-funds/digital-strategy-fund/transformation-of-organizational-models) component helps arts organizations adapt to the digital environment by transforming the way they work.

The **Digital Literacy and Intelligence** component supports Canadian artists, groups and arts organizations in their efforts to:

* respond more effectively to the challenges, issues and opportunities of the digital era;
* develop and broaden their strategic digital thinking;
* strengthen their ability to translate that thinking into sustainable, concrete actions.

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?_ga=2.93909661.167744849.1497961466-331955508.1497961466)

Single-phase initiatives for which the objectives, timelines and expected results are clearly identified.

**Deadline(s) and notification of results** – consult the [**Deadlines and Notifications of results** page](https://canadacouncil.ca/funding/grants/deadlines)

**Grant amount**

* $1,000 – $50,000
* $50,001 to $250,000

**Application limits**

Applications to the Fund 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).

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

Applicants may submit more than one application for distinct initiatives with different activities.

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

**Applicants — Who can apply?**

The Fund supports collaborative initiatives that stretch beyond your own organization or group and demonstrate benefits to the broader arts sector or artistic community. Initiatives must therefore be proposed by, or for, more than one organization, collective or group of artists.

The lead applicant holds the reporting and fiduciary responsibility to Council. Partners are involved in the initiative’s leadership and direction, as well as participate in its governance. Providers are third parties contracted by the lead applicant or partner to deliver specific aspects of the initiative's work plan.

The lead applicant must be eligible to apply to the Fund, as determined by their validated profile created in the portal. However, initiative partners or service providers do not need a validated profile in order to participate in the initiative.

All partners and service providers must be independent of each other and not be affiliated with other team members.

Types of potential lead applicants to this component:

* professional artists;
* arts professionals (excluding consultants and third-party service providers);
* artistic groups;
* Canadian arts organizations.

**Ineligible applicants**

Ineligible lead applicants to this component:

* consultants and third-party service providers;
* non-Canadian arts organizations.

**Activities – What can I apply for?**

Support for initiatives that help artists, groups and arts organizations in their effort to:

* respond more effectively to the challenges, issues and opportunities of the digital era;
* develop and broaden their strategic digital thinking;
* strengthen their ability to translate that thinking into sustainable, concrete actions.

This component supports both small-scale activities with short timelines and longer-term complex initiatives. Activities must benefit more than a single artist, group or organization. Eligible activities include, but are not limited to, initiatives that:

* **Build**strategic digital knowledge and capacity in identifying and understanding the challenges, issues and opportunities of the digital environment. Examples: group learning on strategic issues, workshops, webinars, hackathons, collaborative digital needs/maturity assessments and digital strategic plans that are not for single organizations, etc.;
* **Gather and connect**with people within or beyond the arts sector to explore digital challenges, issues and opportunities, and to foster collaboration and digital knowledge sharing. Examples: organizing symposia, forums, conferences, communities of practice, etc.;
* **Research and experiment**with collaborative approaches to problem solving, and to build strategic digital knowledge and capacity. Examples: design thinking activities, coaching approaches, conducting studies and strategic foresight, etc.

Activities addressing digital challenges, issues and opportunities related to artistic practice are eligible if the focus is not on the creation and production of artistic work.

**You cannot 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).

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/funding/grants/guide/if-you-receive-a-grant/income-taxes).

**Ineligible activities**

**You cannot submit applications for**the followingactivities, including, but not limited to:

* activities that have already received Canada Council support;
* hiring permanent staff;
* recurring or ongoing activities, such as social media management or day-to-day operations;
* initiatives where the final goal is to digitize documents, collections or archives;
* updating current computer or technological equipment and hardware infrastructure;
* creating or updating personal, corporate or institutional websites;
* purchasing or renting off-the-shelf technological tools or solutions (e.g. ticketing systems, customer relationship management software);
* initiatives to research, create, produce or program artistic work or creations;
* activities conducted for the development of artistic skills;
* activities conducted for the benefit of a single organization, an artist, group or collective.

**Expenses – What is eligible?**

* **For requests up to $50,000:** 85% of eligible costs
* **For requests of $50,001 to $250,000:** 85% of eligible costs

**Eligible expenses**

All expenses **directly related to carrying out the proposed initiative**are eligible, including but not limited to:

* honoraria and fees paid to artists, experts, trainers, facilitators, project managers, consultants and developers directly involved in carrying out the initiative;
* travel, accommodation and per diem costs;
* licensing fees;
* equipment rental costs;
* data acquisition costs;
* public accessibility costs, e.g. sign language interpretation, captioning, audio description, etc.;
* costs of sharing results and transferring acquired knowledge to the community;
* other costs directly related to carrying out the initiative (must be justified).

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

* administrative costs up to 15% of the total grant requested;
* equipment purchase costs up to 15% of the total grant requested;
* content creation and digital media production costs up to 15% of the total grant requested.
* fees and costs related to content creation, artistic creation and media production up to 15% of the total grant requested.

If you propose to purchase equipment, you must specify a provision for the disposal of equipment after the initiative ends.

**Ineligible expenses**

Expenses that **are not directly related to carrying out the proposed initiative** are not eligible, including but not limited to:

* ongoing operating expenses;
* deficit reduction costs;
* expenses for developing and maintaining personal, corporate or institutional websites;
* expenses for off-the-shelf digital solutions, such as ticketing systems, customer relationship management software, etc.;
* expenses incurred prior to the application deadline date (for requests of $50,001 to $250,000);
* expenses incurred prior to your application submission date (for requests up to $50,000);
* expenses related to renovating or constructing a building;
* expenses for which funding has already been granted by the Canada Council or another funder.

**Assessment – How are decisions made?**

Your application will be assessed, based on the weighted criteria below, by a committee of experts in the arts, digital, business or other sectors as well as individuals who have undertaken digital transformation initiatives. Please note that Digital Literacy and Intelligence applications requesting up to $50,000 will be assessed by an internal committee.

**Impact 50%**

* The initiative aims for concrete results and significant expected benefits;
* The initiative benefits more than one artist or organization and, ideally, an entire community or arts sector;
* The initiative is based on consultation or close collaboration among many players and partners from different milieux and sectors, and draws on appropriate expertise;
* The initiative is developed based on openness and sustainability;
* Knowledge and results are shared with the community in relevant and appropriate ways.

**Relevance 30%**

* The initiative improves the digital knowledge and skills of the intended individuals, groups or organizations;
* The initiative develops and enriches the strategic digital thinking of the participants and builds capacity to better respond to digital challenges, issues and opportunities;
* The proposed activities and the technological directions and choices are relevant, suitable and consistent with the initiative’s objectives;
* The contributing partners are well matched and pertinent.

**Feasibility 20%**

* The lead applicant, the applicant’s partners and the implementation team members have the experience and expertise needed to successfully carry out the initiative;
* The budget and work plan are realistic and the proposed resources and deliverables are clear, optimal and adequate;
* The governance set up to carry out the initiative is effective, with aligned and complementary partners and collaborators.

**Required information and support material – What you need to apply**

Required – When applying, you must provide the following:

* Budget, including notes;
* list of key team members (budget appendix);
* detailed work plan, including timeline and major milestones.

Optional – You may also submit as support material:

* letters of engagement from partners;
* user analytics or survey results;
* executive summaries of studies;
* technical specifications, mock-ups or URLs in a Word document or PDF.

*Note: The maximum number of pages for support material is 5 pages in total.*

**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. The grant will be issued in a single payment (100% of the grant amount paid out at the start).

A final report, including proof of communicating results with and transferring knowledge to the community, is due within 3 months of the end of the initiative.

Click [**here**](http://canadacouncil.ca/funding/grants/guide/if-you-receive-a-grant) for more information on the responsibilities of grant recipients.

**Contact information**

You are encouraged to speak with a [**Canada Council Program Officer**](mailto:digitalstrategyfund@canadacouncil.ca) at least two weeks prior to the deadlinebefore submitting an application to this Fund for the first time.

PREVIEW: Application Form

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

mandatory question = required

**GRANT DESCRIPTION**

1. **Give your application a name.**réponse obligatoire(approximately 10 words)   
   The name you provide is for your reference and will identify this grant application in your dashboard.
2. **For groups and organizations, provide the name of the contact person responsible for this application.**
3. **Provide a one-sentence summary of your proposed initiative.** réponse obligatoire  
   If possible, use the format INITIATIVE and DATES. (approximately 25 words)  
   For example, “To complete initiative XXX from day/month to day/month.”  
   This summary will be used in the Canada Council’s official reporting.
4. **Proposed initiative start date**mandatory questionFor requests up to $50,000: this date must be after the date you submit your application. For requests of $50,001 to $250,000: this date must be after the deadline date.
5. **Proposed initiative end date** mandatory question
6. **Brief description of the proposed initiative**réponse obligatoire(approximately 100 words)

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

1. **Context and background** réponse obligatoire(approximately 250 words)

Briefly describe the digital experience you (the lead applicant) and/or partner(s) have to successfully undertake this initiative. Include information such as your mandate, team size, capacity, as applicable. Describe the context in which you work and how this context informed your decision to undertake the proposed initiative.

## Digital knowledge and skills réponse obligatoire (approximately 350 words)

* What are the digital issues, challenges, or opportunities for which you are seeking to build strategic capacity?
* How does the initiative aim to build the participants' capacity to respond strategically to these digital issues, challenges or opportunities?
* If applicable, explain the technological choices and direction of the initiative.

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

## Relevance réponse obligatoire (approximately 250 words)

How have you determined that these issues, challenges or opportunities exist and are relevant?

## Who benefits? réponse obligatoire (approximately 250 words)

## Who will benefit from the initiative? (Artists? Arts organizations? The community?)

1. **Implementation** **team** réponse obligatoire (approximately 350 words)

## Who will be involved in carrying out this initiative?

## Include in your response:

* the lead applicant and initiative partners;
* service providers, consultants and other external expertise;
* the project manager or person responsible for the proposed initiative.

## Provide a description of each team member’s:

* expected contribution to the initiative;
* main fields of expertise or specialization;
* relevant experience.

1. **Leadership and governance**réponse obligatoire(approximately 250 words)

Describe the governance structure in place to ensure effective decision-making and reporting mechanisms among initiative partners. If your initiative includes the purchasing of equipment, please specify a provision for the disposal of the equipment after the initiative ends.

1. **Openness and sustainability** réponse obligatoire(approximately 250 words)Describe how the initiative is based on principles of openness and sustainability.
2. **Outline of proposed activities** réponse obligatoire (approximately 350 words)  
   Provide an outline of your proposed activities.
3. **If applicable, how will you ensure safe working conditions for those involved in this project?** (approximately 100 words)
4. **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)
5. **Detailed work plan** réponse obligatoire

Upload your detailed work plan, including major milestones. This could take the form of a timeline, a calendar, a chart or a table.

1. **Results** **and expected impact** réponse obligatoire(approximately 250 words)

* What are the expected results and deliverables of the proposed initiative?
* What are the expected impacts and benefits of the proposed initiative for the participants, the citizens, the arts sector and the broader community?

1. **Sharing** réponse obligatoire (approximately 250 words)

Describe your plan to share the acquired knowledge and achieved results during the initiative. If your application is successful, your response will be included in Council’s public announcement of results.

1. **Additional information about your initiative** (approximately 250 words)  
   If there is anything that has not been asked that is essential to understanding your initiative, provide it here. Do not use this space to provide additional information related to earlier questions.
2. **If you have applied to a different component for overlapping activities or expenses, please indicate the component and submission date.** (approximately 10 words)

**BUDGET AND APPENDICES**

1. **Complete the Budget and Appendices document.**réponse obligatoire
2. **Grant amount requested** réponse obligatoire

* **Up to $50,000** for applications submitted any time before the start date of your initiative.
* **$50,001** – **$250,000** for applications submitted to the 30 September 2020 deadline.

This amount must match the requested amount in your completed budget. Do not include expenses that are not eligible in this component.

If your application is successful, you might not be awarded the full amount requested.

**REQUIRED DOCUMENTS**

1. **(Optional) Please upload applicable support documents for your application:**

* letters of engagement from partners;
* user analytics or survey results;
* executive summary of studies;
* technical specifications, mock-ups, or URLs in a Word document or PDF.

Note: The maximum for all combined documents is 5 pages.