

PREVIEW: Program Guidelines

and Application Form

DIGITAL STRATEGY FUND

Digital Literacy and Intelligence: Multi-phase initiatives

The **Digital Literacy and Intelligence** component of the Digital Strategy Fund 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, and strengthen their ability to translate that thinking into sustainable, concrete actions.

**Grant type**

[**Project**](http://canadacouncil.ca/glossary/project?_ga=2.93909661.167744849.1497961466-331955508.1497961466)

Multi-phase initiatives, for which the objectives and intentions are clearly established and require an iterative approach to achieve desired results.

**Deadline** — 19 September 2018

**Grant amount** – $251,000–$500,000

**Notification of results** — February 2019

**Restrictions**

Candidates may only submit one application to the fund per deadline.

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.

**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**

Types of potential applicants to this component:

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

Your eligibility to apply to this fund is determined by the validated profile you have created in the portal.

The Canada Council strongly encourages applicants to collaborate with service providers and inter-sectoral partners, as well as with artists or consultants from various sectors who could make significant contributions to their initiative’s success. These partners will be considered part of the implementation team even if they are unable to either submit an application themselves or act as a lead applicant in the context of the Fund. All partners and service providers must be independent of each other and not be affiliated with other team members.

**INELIGIBLE APPLICANTS**

* Consultants and third-party service providers
* Non-Canadian arts organizations

**ACTIVITIES – what you can apply for**

**Eligible activities include (but are not limited to):**

* development of digital visions and strategies that go beyond a single organization;
* development of digital know-how;
* development of digital talent and expertise;
* symposia, forums, webinars, design-thinking workshops, coaching approaches;
* training or ideation workshops that use participatory methodologies;
* experimentation with and mastery of new digital tools or technologies;
* coding and open data development workshops in order to improve the discoverability of works, artists or organizations;
* research and development of protocols and standards addressing specific digital challenges;
* adoption and development of open-source systems;
* workshops on developing digital content and improving knowledge of online users;
* use of metadata;
* development of user-based experiences;
* studies, business intelligence, and networked sharing of digital training, knowledge and innovation.

**INELIGIBLE ACTIVITIES**

**You cannot submit applications for** activities that have already received Canada Council support, i.e. activities supported under the Council’s regular granting programs, including but not limited to:

* hiring permanent staff;
* day-to-day management of social media;
* projects where the final goal is to digitize documents, collections or archives;
* updating current computer equipment;
* creating or updating websites;
* purchasing/renting solutions or basic technological tools such as ticketing systems or customer relationship management software;
* projects to research, create or produce digital artwork or creations.

**EXPENSES — what is eligible**

* 85% of eligible costs up to $500,000

**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 and consultants directly involved in carrying out the initiative;
* travel, accommodation and per diem costs;
* licensing fees;
* equipment rental costs;
* data acquisition costs;
* access costs for Deaf or disabled artists, experts, trainers and consultants;
* costs of sharing results and transferring acquired knowledge to the community;
* administrative costs up to 15% of the total grant requested;
* equipment purchase costs up to 15% of the total grant requested (must be justified);
* other costs directly related to carrying out the initiative (must be justified).

**INELIGIBLE EXPENSES**

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

* operating expenses;
* deficit reduction costs;
* expenses for developing and maintaining permanent websites;
* expenses for ticketing systems, customer relationship management software, etc.;
* expenses incurred prior to the deadline date;
* 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 decisions are 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.

**Impact 50%**

* The initiative aims for concrete results and significant expected benefits;
* The initiative benefits many artists or organizations and, ideally, an entire community or arts sector;
* The initiative is based on extensive consultation or close collaboration among many players and partners from different milieux and sectors;
* The initiative is developed based on open access sustainable development, as applicable;
* Knowledge and results are shared with the community in desirable, 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 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 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.
* The milestones for determining the continuation or termination of the various phases of the initiative’s implementation are clear and realistic.

**ADDITIONAL INFORMATION**

* Initiatives for which the objectives and intentions are clearly established and require an iterative approach to realize.
* These initiatives are inherently riskier. By nature, they offer grant recipients enough time, space, flexibility and adaptability to experiment and adjust.
* These applications will include an overall vision for the project and outline each phase of implementation.
* Applicants may decide to end a project before all the phases have been completed.
* Applicants will include clear and realistic milestones and objectives for determining whether to continue or end various phases of the initiative’s implementation.
* The Canada Council may decide to stop funding the next phases of a project if it has not reached the predetermined milestones.
* For complex projects or projects with complex partnerships, the Canada Council will decide whether to invite applicants to verbally present their application. If this is required, you will be contacted directly.

**Required Information And Support Material - what you need to apply**

When applying, you must provide the following:

* budget (appendix);
* list of key team members (appendix);
* timeline.

You may also submit:

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

**GRANT PAYMENT AND FINAL REPORTS**

If your application is successful, the first step to receiving your grant payment is to complete the Grant Acknowledgement Form.

The grant will be issued in several payments:

* 100% of the grant amount for the first phase will be paid out at the start of the phase.

For subsequent phases:

* 100% of the grant amount for subsequent phases will be paid out at the start of each phase, once the following deliverables have been received and approved:
  + the preceding phase’s final report;
  + proof of communicating results with and transferring knowledge to the community;
  + the initiative’s revised timeline, as applicable;
  + the revised budget, as applicable;
  + other documents as required by the Council.

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 project.   
  
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) before 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

**For grant applications from $251,000 – $500,000.**

**GRANT DESCRIPTION**

1. **For groups, provide the name of the contact person responsible for this application.**
2. **Give your application a name.** (approximately 10 words)mandatory question

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

1. **Proposed initiative start date**mandatory question

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

1. **Proposed initiative end date**
2. **Brief description of your initiative and overall vision of the proposed initiative**(approximately 100 words)
3. **Detailed description of your initiative** réponse obligatoire (approximately 500 words)

Please provide a detailed description of your initiative, including responses to the following questions:

* What are the objectives of the proposed initiative?
* How does the proposed initiative meet the objectives of the Fund, and/or the component?
* Why is the initiative being undertaken at this time?

1. **Results and Impactréponse obligatoire**(approximately 100 words)   
   What are the concrete results and expected impacts of phase 1 your initiative?
2. **Audience / client group targeted by the proposed initiative** réponse obligatoire(approximately 125 words)  
   Who will the initiative benefit (target audiences, users or client groups)?
3. **Implementation team** réponse obligatoire (approximately 1000 words)  
   Who are the key members of the implementation team? Describe in detail for phase 1 and briefly for subsequent phases, members already known. Include in your response:

## principle partners, service providers, artists, consultants and other contributors

## a brief description of each one’s:

## expected contribution to the initiative;

## main fields of expertise;

## relevant experience.

1. **Leadership and governance** réponse obligatoire (approximately 250 words)   
   Describe the leadership and governance structure for the proposed initiative.  
   Include in your response:

## a profile of the project manager / person responsible for the proposed initiative;

## the planned decision-making and reporting mechanisms.

1. **Technology** réponse obligatoire (approximately 500 words)  
   Describe the technological directions of the proposed initiative, including:

## principle concepts and plans (technology, platforms, data, etc.);

## how they support the initiative’s objectives;

## how they will be developed based on open access;

## what the user experience will be (if applicable).

If your initiative does not include specific technology at this time, indicate “n/a”.

1. **Sustainability**réponse obligatoire(approximately 250 words)  
   Describe how the initiative is designed to be sustainable
2. **Sharing knowledge and results with the arts sector** réponse obligatoire (approximately 250 words)  
   How will the knowledge and results obtained during the first phase of the initiative be shared with the arts sector?
3. **Implementation plan** réponse obligatoire (approximately 500 words)  
   Outline the proposed initiative’s implementation plan, including the timeline and main milestones for the overall project, as well as the specific milestones for phase 1.
4. **Optional:** You can also upload an electronic copy of your implementation plan from the previous question
5. **Additional information about your initiative** (approximately 250 words)  
   If you feel that an essential aspect of your initiative has not been covered above, provide it here. For example, you can explain the specific requirements of your practice or its regional context.

**BUDGET AND APPENDICES**

1. Complete the Budget and Appendices document. Description: réponse obligatoire
2. **Grant amount** **requested** Description: réponse obligatoire$250,000 to $500,000This amount must match the requested amount in your completed budget.  
   If successful, you might not be awarded the full amount requested.

**REQUIRED DOCUMENTS**

1. Attach an implementation timeline for your application **réponse obligatoire**
2. Attach user survey/analysis findings; executive summary of studies; mock-ups, technical specifications or URL addresses in a Word or PDF file, as applicable.