Strategic Funds and Initiatives

Digital Greenhouse

### Outcomes

* A diversity of artists, arts professionals, groups and organizations have resources and opportunities to develop new skills, knowledge, and innovation capacity.
* A diversity of artists, arts professionals, 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 Greenhouse** is a digital innovation initiative for Canadian individuals, groups and organizations. It supports short-term projects that leverage digital technology to address sectoral and digital challenges, including:

* the development of new digital tools and solutions that increase the resilience, sustainability, and discoverability of the arts sector
* the development of sector-wide and cross-sector collaborations, partnerships, and networks to support innovative digital business models, revenue models and monetization strategies
* sectoral approaches aimed at strategically increasing the digital/data literacy and ongoing digital transformation of the arts sector
* addressing challenges and exploring digital solutions related to accessibility, equity, diversity, decolonization, social justice, and climate responsibility created by, or relevant to, the digital world
* addressing challenges and exploring solutions related to the lack of access to digital infrastructure for remote regions and Northern and under-represented communities.

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.

### Notification of results – Consult the [Deadlines and Notifications of Results page](https://canadacouncil.ca/funding/grants/deadlines)

### Grant amount – Up to $50 000

### Application limits

* You can apply to this initiative twice in one year (1 January to 31 December) for distinct projects 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/) 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:

* artists and arts professionals
* cultural connectors
* artistic groups and collectives
* artistic organizations
* First Nations, Inuit and Métis artists, arts/cultural professionals, cultural carriers, groups, collectives, for-profit organizations and not-for-profit 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 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.

In addition to the Council’s designated priority groups, we also encourage applications from youth (18 to 35) and other historically underserved and marginalized communities, including 2SLGBTQ and gender-diverse communities, women, and artists at intersections of multiple identities.

### Activities - What can I apply for?

Eligible activities that leverage digital technology to address sectoral and digital challenges include, but are not limited to:

* **research and planning activities:** feasibility studies, consultation, strategic foresight, research, etc.
* **development activities:** development of collaborations and new ways of working, development of piloted solutions, development of tools and applications, etc.
* **implementation and testing activities**
* **evaluation and knowledge sharing activities:** conferences, symposia, workshops, toolkits, webinars, etc.

Partnerships are encouraged but not required. Projects must have the potential to benefit the wider sector.

**Ineligible activities**

* activities that do not address digital challenges or do not have a strong digital component (see if you might be eligible in the [Sector Innovation and Development](https://canadacouncil.ca/funding/grants/supporting-artistic-practice/sector-innovation-and-development) component of the Supporting Artistic Practice Program)
* regular and ongoing operating activities
* creating or updating personal, corporate, or institutional websites
* creating, producing, programming, or presenting artistic work

**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).

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).

### Expenses – What is eligible?

Up to 100% of eligible costs

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

* honoraria and fees paid to artists, experts, trainers, facilitators, project managers, consultants and developers directly involved in carrying out your project
* travel, accommodation and per diem costs
* software licensing fees
* equipment rental costs
* research expenses, including purchase of data sets and impact measurement
* 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 your project (must be justified)

The following expenses are also eligible, but combined cannot exceed 15% of the total grant:

* administrative costs
* equipment and software purchase costs. For more information about capital expenditures, consult our [glossary](https://canadacouncil.ca/glossary/capital-expenditures)
* content creation costs

If you amortize 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 budget 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 carrying out the proposed project** are not eligible, including, but not limited to:

* ongoing operating expenses
* salaries of permanent staff
* deficit reduction costs
* start-up costs for the creation of a new organization
* 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.
* purchase of furniture or general office equipment
* capital construction or renovation costs
* expenses incurred prior to your application submission date
* expenses for which funding has already been granted by the Canada Council.

### Assessment - How are decisions made?

If eligible, your application to **Digital Greenhouse** will be assessed by internal or external assessors on the following weighted criteria and must receive a minimum score **in each category** to be considered for a grant.

Applications will be assessed on the following weighted criteria:

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

* The project develops or supports sector-wide and cross-sector collaborations, partnerships and networks to support digital transformation
* The project aims for concrete results and significant expected benefits
* The project proposes sustainable solutions that accelerate sectoral recovery or advance the resilience of the arts sector
* Knowledge and results are shared with the community in relevant and appropriate ways
* The applicant has outlined a plan for measuring the impact of the project

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

* The project proposes innovative solutions to clearly identified challenges, gaps and objectives related to the digital world
* The proposed activities and the technological directions and choices are relevant, suitable, and consistent with the project’s objectives

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

* The team leading the project has the expertise and capacity required to successfully carry out the project
* The budget is reasonable, the work plan is realistic and aligned with the project’s objectives

**Accessibility, equity, diversity, social justice, decolonization and access for remote regions and Northern communities (if applicable to the project)**

If your proposed project addresses digital challenges and gaps related to accessibility, equity, diversity, social justice, decolonization, or the lack of access to digital infrastructure for remote regions and Northern and under-represented communities, you must demonstrate that:

* appropriate cultural protocols for the community/communities involved are being observed
* you have the active participation, collaboration, involvement, and empowerment of the specific community/communities impacted by the project

### If your response to this criterion is not satisfactory, your application may be deemed unsuccessful.

### Required information - What you need to apply

Required – When applying, you must provide the following:

* budget including budget notes
* list of key team members
* detailed work plan, including timeline

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.

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 3 months after you complete the project.

### Contact information

If you require additional information or guidance, contact digitalgreenhouse@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. For groups and organizations, 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 complete project XXX from day/month to day/month”.

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. Context and background \* (approximately 200 words)

Briefly describe the context in which you work and how this context informed your decision to undertake the proposed project

1. Sectoral and digital challenge \* (approximately 250 words)

What are the sectoral challenges, gaps or opportunities related to the digital world that you wish to address through this project?

1. Anticipated benefits \* (approximately 200 words)

What are the anticipated benefits of your project? How will your project accelerate sectoral recovery or advance the resilience of the arts sector?

1. Who will benefit? \* (approximately 100 words)

Who will benefit from your project? (Artists? Arts organizations? The arts sector? The broader community?)

1. Briefly outline your work plan including timeline. \* (approximately 250 words)

Identify key steps and the dates for their completion.

1. How will you measure the impact of your project? \* (approximately 100 words)
2. How will you share the results of your project with the community? \* (approximately 100 words)
3. Expertise and capacity \* (approximately 100 words)

Describe the digital experience you and/or your partners (if applicable) have to successfully undertake this project.

1. Partner groups or organizations, if applicable.

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

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

1. How will you ensure safe working conditions for those involved in your activities? \* (approximately 100 words)
2. If your proposed activity addresses digital challenges or gaps related to accessibility, equity, diversity, social justice, decolonization, or the lack of access to digital infrastructure for remote regions and Northern communities, please describe your relationship to these challenges or communities. How will you ensure that appropriate cultural protocols are being observed? How will you ensure that you have the active participation, collaboration, involvement, and empowerment of the specific community/communities impacted by the project? (approximately 200 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 100 words)

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

## TYPE OF ACTIVITY

1. Proposed research and planning activities \*

Check all that apply:

* Planning, feasibility study, consultation, analysis
* Research, studies, data gathering
* Exploration with digital tools and technologies
* Strategic foresight
* Not applicable
1. Other activities related to research and planning activities (please describe) (approximately 100 words)
2. Proposed development activities \*

Check all that apply:

* Development of collaborations, partnerships, and networks
* Development of new business model
* Development of new revenue model or monetization strategy
* Development of digital solutions
* Development of new digital management or governance approaches to improve openness and connectedness
* Not applicable
1. Other activities related to development activities (please describe) (approximately 100 words)
2. Proposed implementation and testing activities \*

Check all that apply:

* Development of minimum viable product (MVP)
* Development of piloted solutions
* User testing
* Implementation of solution
* Not applicable
1. Other activities related to implementation and testing activities (please describe) (approximately 100 words)
2. Proposed evaluation and knowledge sharing activities \*

Check all that apply:

* Evaluation of implemented solutions
* Evaluation of impact
* Workshop, webinar, group training, toolkit
* Dissemination of information (for example, blog, newsletter, vlog)
* Not applicable
1. Other activities related to evaluation and knowledge sharing activities (please describe) (approximately 100 words)
2. 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:

* Sharing knowledge
* Strategizing for the future
* Improving collection and analysis of data
* Shifting perspectives around technology
* Enhancing visibility and discoverability of Canadian arts and culture
* Building digital capacity and access for arts groups and organizations that serve Indigenous, Northern and equity seeking communities
* Increasing sectoral digital literacy, skills, and capacity
* Adoption of new and innovative ways of working
* Building new partnerships and networks

## BUDGET

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

Up to $50 000

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. (Optional) Please upload applicable support documents for your application:
* letters of engagement from partners, if applicable
* user analytics or survey results
* executive summary of studies
* technical specifications, mock-ups, or URLs in a Word document or PDF.

*Only submit a maximum of 5 pages for combined documents. If you submit more than the 5-page maximum allowable, the assessment committee will only look at the first 5 pages.*