

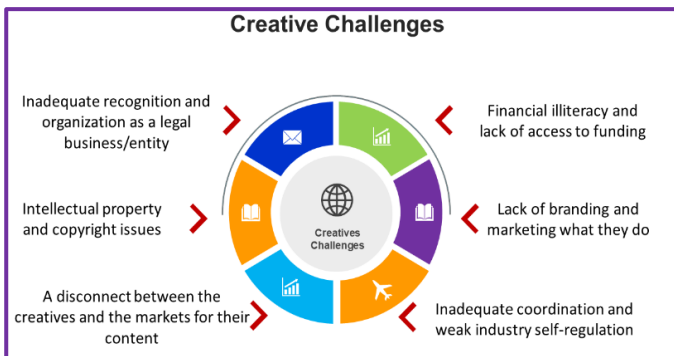


Open Call

INNOVATION CHALLENGE!
CREATIVES! CULTURAL ARTISTS! ARTISANS!

CONTEXT

Culture and the creative industries, which include arts and crafts, advertising, design, entertainment, architecture, books, media and software, among others, are a vital force in accelerating human development. If well-nurtured, the creative economy can trigger sustainable human development and socio-economic transformation and growth. In many countries in Africa, for example, we are seeing the creative industry contribute significantly to Gross Domestic Product (GDP), with Nigeria as a notable case which rebased its economy on the significant contribution of the creative industry such as ‘Nollywood’.



The potential for the industry notwithstanding, it faces numerous challenges both at a micro and macro level. It is incontestable, for instance, that Uganda has very creative youth. The challenge, however, has been turning these creative ideas into functioning and sustainable legal entities or formal businesses capable of employing Uganda’s very young population.

Most creatives, for instance, tend to neglect the financial aspects of their businesses which creates challenges when it comes to applying for grants, bids or even keeping track of profit margins, which furthers inhibits

the financial viability and sustainability of their businesses. Furthermore, unlike abroad where intellectual property is recognized and paid for; Ugandan creatives face a challenge of proving the feasibility of the art (as business) not only by government, but also partners and financial institutions such as banks. This is due to lack of copyrighting and trademarking sensitization among the creatives and the high costs of legal services. Lastly, there still exists a very huge gap between the creatives and a market willing to pay for what they produce at an amount to help them live off their creativity. So, challenges remain regarding what to commercialise, where to sell it, who to sell to and how to sell their content and work - basics of enterprise and entrepreneurship.

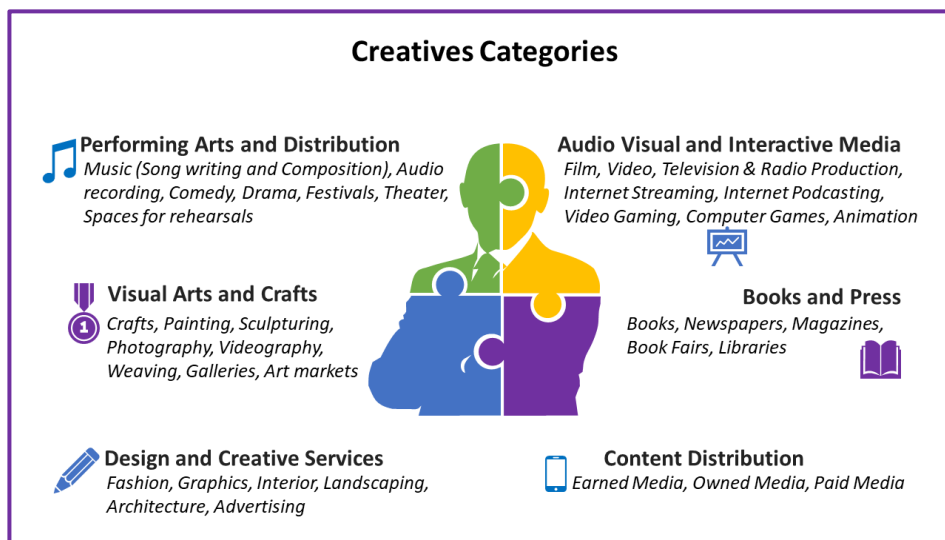
UNDP’S OFFER ON THE CULTURE AND CREATIVES

The 74th session of the UN General Assembly which, in November 2019, declared this year – 2021 - the International Year of CREATIVE ECONOMY for Sustainable Development. UNDP is well placed to support the culture and creatives industry and is already developing a number of initiatives in line with this. The UNDP Country Programme for 2021-2025, for instance, has prioritized inclusive and sustainable growth with a major focus on the youth. The UNDP is already implementing i) the Youth for Business Facility on Innovation and Entrepreneurship; ii) SMEs4Trade with a focus on harnessing the African Continental Free Trade Area (AfCFTA), (iii) the PEARL Innovation Challenge in Tourism, (iv) a Rapid Project to Harness Nature and Technology to recover and build back a resilient tourism sector. (v) The UNDP has also developed a project proposal on Youth Re-Skilling and Entrepreneurship Training to tackle critical skills gaps. All these have dimensions seeking to promote and support the creative industry.

Specifically, the UNDP seeks to support the creative sector through a special purpose vehicle / a dedicated creatives arts facility that will provide a more structured approach to creatives, including catalytic financing, and business/technical advisory services, promoting south-to-south co-operation, amongst others. This will be anchored in our programmatic offers to Uganda, that is, the Inclusive and Sustainable Growth, the Digitalization, Innovation and Smart Cities, Nature, Climate and Energy, and the Governance and Peace Programmes over the 2021-2025 cycle with a strategic focus on the youth. The facility

would support establishing strategic and inclusive platforms for engagement, structuring blended financing instruments, sharing best practices and experiences, skilling and human resource capacity development, building an enabling regulatory environment, and tackling other challenges of creative economy.

CATEGORIES TO BE SUPPORTED UNDER ROUND ONE: 2021



To achieve the above objective, and as immediate relief to this industry, which is facing significant challenges due to the Covid 19 Pandemic, the UNDP is partnering with NASE to identify and nurture up to 400 creative individuals and businesses in the following categories; Performing Arts and Distribution, Audio-visual and interactive Media, Visual Arts and Crafts, Design & Creative Services, Design and Creative Services, and Content Distribution.

Wild Card: The above list of categories is not exhaustive. Indeed, because of the broadness of the creatives and cultural industry, we have provided for a Wild Card Category which includes other aspects of the creative industry such as culture and natural heritage, Books and Press, among others. This category therefore seeks to support any other creative ideas that do not fit into the above six (6) categories.

Judging Criteria: Specifically, Round One will be looking for ideas that demonstrate Originality, Creativity and Authenticity, Reach and Impact, Commercial Viability and potential for job creation or economic impact and lastly, Aesthetic Value - the product should blend elements of beauty and function.

BENEFITS OF PARTICIPATION

During Round 1 (2021), the UNDP is looking to support 400 creative projects – no idea is too big or small. Given the nature, breadth and variety of the creatives sector, successful individuals or groups will receive support of varying proportions and in some cases based on their specific needs. This support will include, but not limited to mentoring, incubation expertise, access to tools and equipment and financial support in the form of grants between \$3,000 and \$5,000. Selected projects will also receive support with securing intellectual property. In exceptional cases, the UNDP will exercise its discretion and increase this amount and vary the structure of support depending on the business’ specific needs as well as impact and scale of the project.

HOW TO APPLY

This open call goes to

1. Individual creatives of any gender and age, legally living and operating in Uganda. Women are encouraged to apply.
2. Associations can also apply on behalf of verifiable targeted individual creatives who may be constrained to apply individually.

To apply, visit www.ug.undp.org and complete the registration form by Tuesday 7th September 2021.

For inquiries, please send an email to: y4bf.ug@undp.org