



CREATIVE EXPORT CANADA

Webinar

*« We will begin momentarily.
Please stand by... »*



Welcome to YOUR webinar session!

*We thank you for your interest and
participation*

The Creative Export Canada Team

Webinar Sections

- Introduction
- **Creative** Export Canada (CEC) Objectives
- Available Funding
- Eligible Recipients
- Eligible Projects
- Ineligible Activities
- Ineligible Expenses
- Application Process & Deadline
- Evaluation Checklist
- Key Documents
- Reminder
- Timing
- Available Tools

1.

Introduction



WELCOME!

We hope that you will find the following presentation useful and that we will be able to:

1. Answer your questions
2. Provide guidance

Suggestions to improve this webinar? Please write to:

pch.ecc-cec.pch@canada.ca

WEBINAR LOGISTICS

Today's webinar is available in "Listen-mode" – Questions at the end

Audio will only be available over your computer speakers. You can view and listen to the presentation through your computer or handheld device

Make sure your computer speakers are turned on and turned up and that they are not muted.

For assistance during the webinar, email pch.ecc-cec.pch@canada.ca

2.

CEC Objectives



Objective 1:

Support projects that generate export revenues

It must be clear in your application that your project can generate export revenues

Objective 2:

Support projects that help the discoverability of Canadian works around the world

We want Canadian content to stand-out internationally. We understand that in some cases, risk needs to be taken to develop new ideas...

3.

CEC Funding



*\$7M annually over
5 years*

Government contributions up to \$2.5M per project

- ➔ Annual call for submission via a competitive process
- ➔ Duration of projects can be up to 2 years
- ➔ CEC recipients can get funding for a maximum of 3 years (consecutive or not)
- ➔ Successful applicants will enter into a contribution agreement with CEC

Please note that the government has the right to audit the recipients' use of funding

4.

CEC Funding



Continued...

CEC limits public funding to **75%**

What does it mean?

When projects receive funding from more than one government source (federal, provincial, territorial or municipal), the total amount of public funding cannot exceed 75% of the total costs of the project

Example

Total cost of project = \$150,000

∴ maximum government funding possible \leq \$112,500

5.

CEC Eligible Recipients



Canadian for-profit organization

- *Supported by complete incorporation documentation*
- *A startup or established business with a maximum of \$500 million in annual revenues*



Canadian not-for-profit organization

- *Supported by complete incorporation documentation*



Canadian Indigenous organization

Regardless of the field of operations...

6.

CEC Eligible Projects



Your project MUST:

- ✓ Support CEC Program objectives (discoverability and monetization)
- ✓ Benefit one or more of the following creative industries:
 - Audiovisual
 - Design (exhibit design, fashion design, product design, public art design & urban design)
 - Interactive digital media
 - Music
 - Performing Arts
 - Publishing (books and periodicals)
 - Visual Arts
- ✓ Own the IP, or have secured the rights of usage
- ✓ Have private capital
- ✓ Demonstrate projected **export revenues** with an **export plan** showing how revenues will be generated
- ✓ Demonstrate that the proposed project is at maturity and **export-ready**

7.

CEC Ineligible Activities



The following is not eligible for funding:

- 👉 Projects that consist of travel only (such as to an event or business meeting)
- 👉 Projects where the IP is not held in Canada
- 👉 R&D
- 👉 Development of technology (project needs to be at maturity)
- 👉 Illegal material (as defined in the Criminal Code)
- 👉 Offensive material

8.

CEC Ineligible Expenses



The following expenses are not eligible for funding:

- 👎 Applicant's regular business activities
- 👎 Capital expenditures not related to the project
- 👎 In-kind expenses
- 👎 Lobbying, public relations, policy development and influence
- 👎 Costs incurred due to the preparation of a business plan, export plan or documentation needed to apply for funding
- 👎 Hospitality and related expenses
- 👎 Translation and interpretation expenses higher than 10% of the total amount of funding requested
- 👎 Administrative expenses higher than 15% of total eligible project expenses
- 👎 **Any expenses incurred before June 8, 2018 – for FY 2018-2019**

9.

CEC Application Process & Deadline



What is the Statement of Interest form?

A way to seek feedback on your proposed project

** Note: a statement of interest does not count as an official application*

How to apply?

Complete the full application package and submit by the CEC application deadline

Application deadline for FY 2018-2019: September 14, 2018

! Remember that the Application Guidelines are an important source of information: it is divided into sections, including a section for definitions of language and terminology used by the program.

10.

CEC Application Process & Deadline



Continued...



The CEC Program is a **COMPETITIVE PROCESS**, which means that each application will be compared and evaluated against other applications received



Evaluation method is based on a set of standard criteria. A calibration approach will be used to ensure projects are evaluated fairly between the various sectors and genres

Merit criteria:

- Potential to generate export revenues
- Direct benefit to one or many Canadian creative industries
- Capacity to expand or replicate project
- Partnerships/collaborations
- Innovation factor

Diversity and Inclusion:

CEC has chosen to recognize organisations who can demonstrate that they support diversity and inclusion

11.

CEC Evaluation Checklist



This is a great checklist

- Does your project meet CEC objectives?
- Does your project affect one or more creative industries?
- Does your project have a positive impact on Canadian creative industry(ies)?
- Can your project be replicated or expanded into other markets? Is it more than a « one-time » initiative? Is your project supported by clear and sound financial data?
- Can you demonstrate having the capacity to deliver the project in a timely manner? (e.g.: relevant experience, positive past results and financial structure)
- How secure are your export revenues?
- Does your project include key collaborations and/or partnerships? (if applicable)
- Does your project employ innovative approaches to achieve it's objective?
- Does your organization have measures in place to foster diversity in the workplace?

12.

CEC Key Documents



In order to avoid delays, please include **ALL** required documents:

- ✓ General Application Form
- ✓ Project Proposal
- ✓ Project Budget (CEC template)
- ✓ Financial statement(s)
- ✓ **Export Plan** supporting your project
- ✓ Proof of legal status (if first time Canadian Heritage applicant)
- ✓ Letters of confirmation from all funding sources for the project
- ✓ Business deals (if applicable)
- ✓ Partnership agreements (if applicable)
- ✓ Proof of inclusivity and diversity considerations in your organization (if applicable)

13.

Reminder



A good proposal includes:

- ✓ A clear outline of what the project involves
- ✓ Realistic objectives and measureable outcomes
- ✓ Evidence that the project is well researched and that activities are rooted in a business plan and export plan

14.

CEC Timing



When asking questions via our mailbox...

We will answer within two business days



When applying, submit a **COMPLETE** application...

- ✓ We will acknowledge receipt of your application within **2 weeks** of the date the application is received by the Department

15.

CEC Available Tools



CEC Website + PCH Website

- CEC information
- **CEC VIDEO! Coming soon**
- Creative Export Strategy information
- Other Canadian Heritage Programs

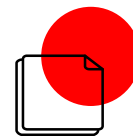


CEC Email Box

For CEC questions, please contact our team

Please contact us at:

pch.ecc-cec.pch@canada.ca



CEC FAQs

Coming soon



CEC « one-page » Summary

Coming soon

CEC Successful Projects

Coming in 2020 – Check our Website!



CEC Team

We can help!



Webinars

(live)

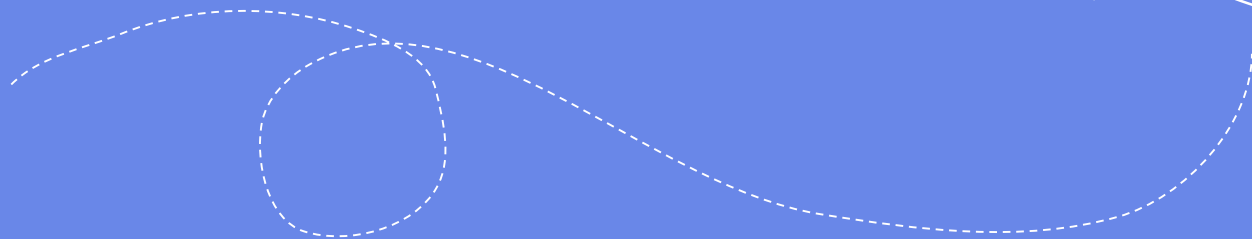
More Webinars to be organized

A top-down view of a wooden desk with a silver laptop, a white coffee cup, and several pieces of crumpled paper. The scene is lit with a warm, orange-toned light.

**We want to hear from you now, do you have any questions for us?
Please send your questions to our email address:**

pch.ecc-cec.pch@canada.ca

(not the WEBEX chat box)



CREATIVE EXPORT CANADA

THANK YOU!

<https://www.canada.ca/en/canadian-heritage/services/funding/creative-export-canada.html>