

FUNDING OPPORTUNITY

Call reference: CREAT4MED_MSME_EG

Call for Cultural and Creative Business Proposals from Egypt

Deadline for submissions: 24 August 2022

Please register to the CREAT4MED Community Platform before submitting your application.

All the guidelines and templates to apply to this call for proposals are available at:

<https://creativemediterranean.org/call-for-cultural-and-creative-business-proposals/>



CREACT  **MED**

CREATIVE MEDITERRANEAN



Are you a creative MSME based in Egypt with an idea ready to launch or expand?

CREACT4MED, an EU-funded project which aims to strengthen businesses within the cultural and creative industries, offers **direct funding to launch or expand cultural and creative businesses in Egypt** that have a high potential to generate innovation and jobs, in particular for young people and women.

The **overall objective** of the CREAT4MED funding scheme is to support selected MSMEs active in the cultural and creative industries to overcome barriers to business development and market access, harness innovation, technology and creativity to improve business operations, and to increase their capacity to create jobs for young people and women.

The **specific objectives** of this call are:

1. To facilitate the development, launch, promotion and improved access to local and international markets of innovative business ideas in the cultural and creative industries through the provision of funding and technical assistance services.
2. To foster social inclusion and create job opportunities, particularly for women and young people, in the provision or preservation of cultural and creative goods, products or services.
3. Create a hub to support young people and women involved in CCI entrepreneurship within the target countries, bringing together incubation, support, education, finance and other actors.

What's in it for entrepreneurs

Successful applicants to this call will benefit from:

- A sub-grant of up to EUR 15,000 in order to implement their project proposal
- Technical Support Services implemented by [CREACT4MED incubators](#)
- Networking opportunities offered through the Mediterranean CCI HUB
- Visibility through the project's website, events and other initiatives

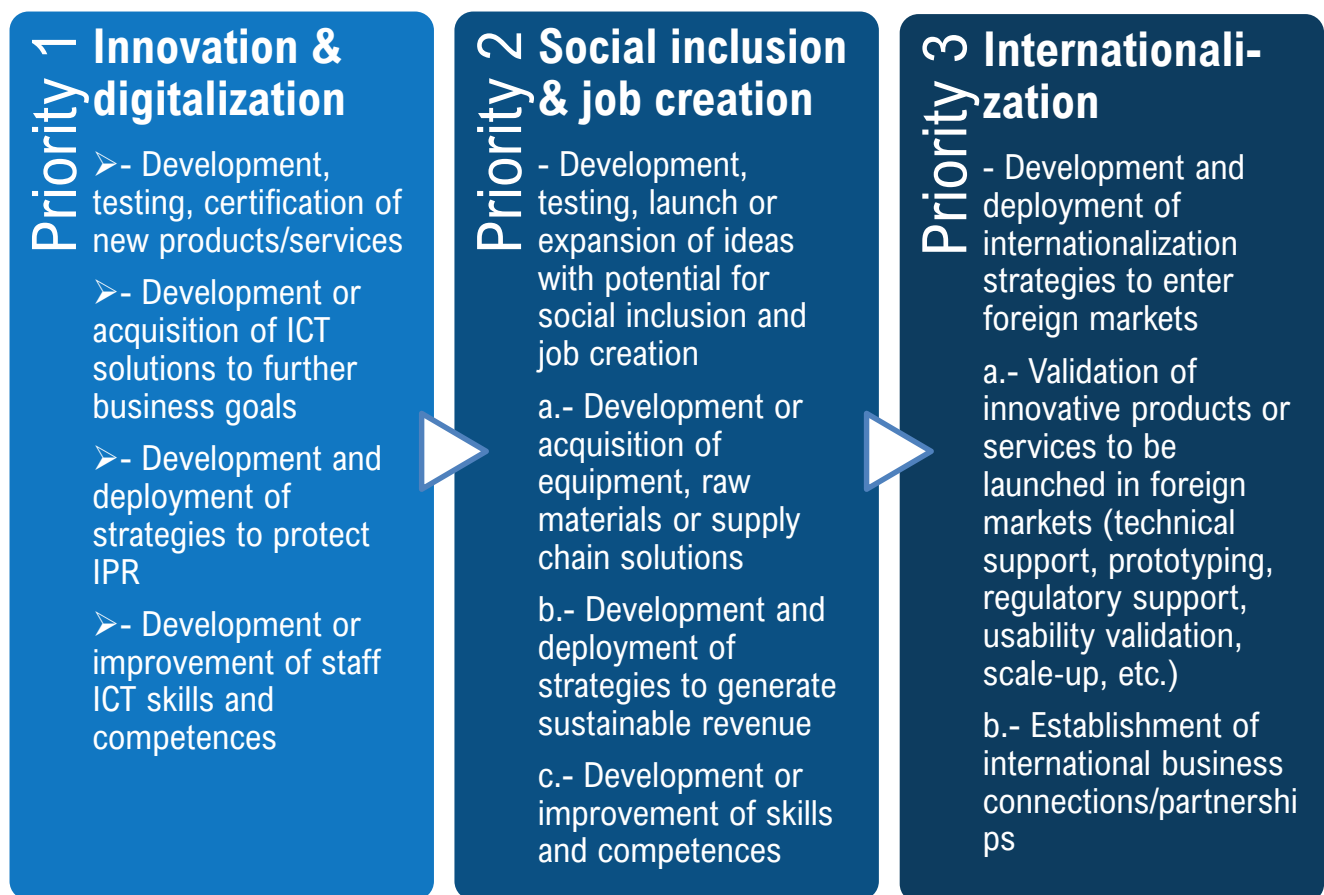
Who can apply?

This call is open to MSMEs based in Egypt active in the cultural and creative industries (CCI). The following conditions must be met to be eligible for funding:

- Be a legal entity registered in the commercial registry of Egypt after 2012. Unregistered entities are welcome to apply to this call, but will be required to commit to registering before any funds can be transferred.
- Be a micro, small or medium-sized enterprise according to Egypt's legal definition: have fewer than 200 employees and a turnover lower than EGP 200 million.
- Be active in the cultural and creative industries.
- Be registered to the CREAT4MED Community Platform.
- Be directly responsible for the preparation and management of the action, not acting as an intermediary.

Indicative eligible activities

Proposed activities should have a maximum duration of 8 months and fall into one or more of the following priorities:



Further details on the eligibility of applicants, activities and costs are provided in the Guidelines for Applicants.

Technical support services

Successful applicants will benefit from incubation services offered by [Nilepreneurs](#):

- **Objective:** The incubation program aims at enhancing women and young entrepreneurs' knowledge and skills and promoting their business through trainings, coaching services, administrative services and mentorship on key aspects including IPR, marketing, legal services, budgeting and pricing.
- **Indicative start date:** December 2022
- **Duration:** 6 months

Application process

Application to this call for proposals comprises the submission of:

- (1) Application form and Proposal outline, including 1) a signed declaration of honor on exclusion criteria and 2) selection criteria and a de-minimis self-declaration
- (1) Mandatory attachments:
 - a. Registration document **or** letter of commitment to register the company within the 30 days following the award of the sub-grant
- (2) Optional attachments:
 - a. Business Model Canvas **or** Pitch Deck
 - b. Certificate of participation to a training/capacity building program relevant to the implementation of the proposal
 - c. Collaboration agreement(s) with other stakeholders

Please read the Guidelines for Applicants carefully before applying to this call. Templates for the documents are available at: <https://creativemediterranean.org/call-for-cultural-and-creative-business-proposals/>

Applications may be submitted in English or French, but the ability to communicate in English is required in order to implement the funded projects. Applications may be sent to creact4med@euromed-economists.org, using the templates provided and indicating clearly the reference of the call (CREACT4MED_MSME_EG) and the name of the applicant entity on the message title.

All documents must be signed and stamped and sent in PDF format before **24 August 2022**.

Timeline for this call for proposals

Publication date:	19 July 2022
Call opening:	21 July 2022
Deadline to ask for clarifications:	14 August 2022
Call closing:	24 August 2022
Invitation to pitch:	12 –19 September 2022
Pitch session:	26 September – 7 October 2022
Notification of award:	Within 1 week of the pitch session

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 creact4med@euromed-economists.org

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Coordinated by the
Euro-Mediterranean
Economists Association
(EMEA)



Funded by the European
Union (90%, 2020-2024)