

FUNDING OPPORTUNITY

Call reference: CREAT4MED\_MSME\_TN

# Call for Cultural and Creative Business Proposals from Tunisia

**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



EURO-MEDITERRANEAN  
ECONOMISTS ASSOCIATION



Co-Funded by the European Union  
بتمويل مشترك من الاتحاد الأوروبي

Are you a creative MSME based in Tunisia 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 Tunisia** that have a high potential to generate innovation and jobs, in particular for young people and women.

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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

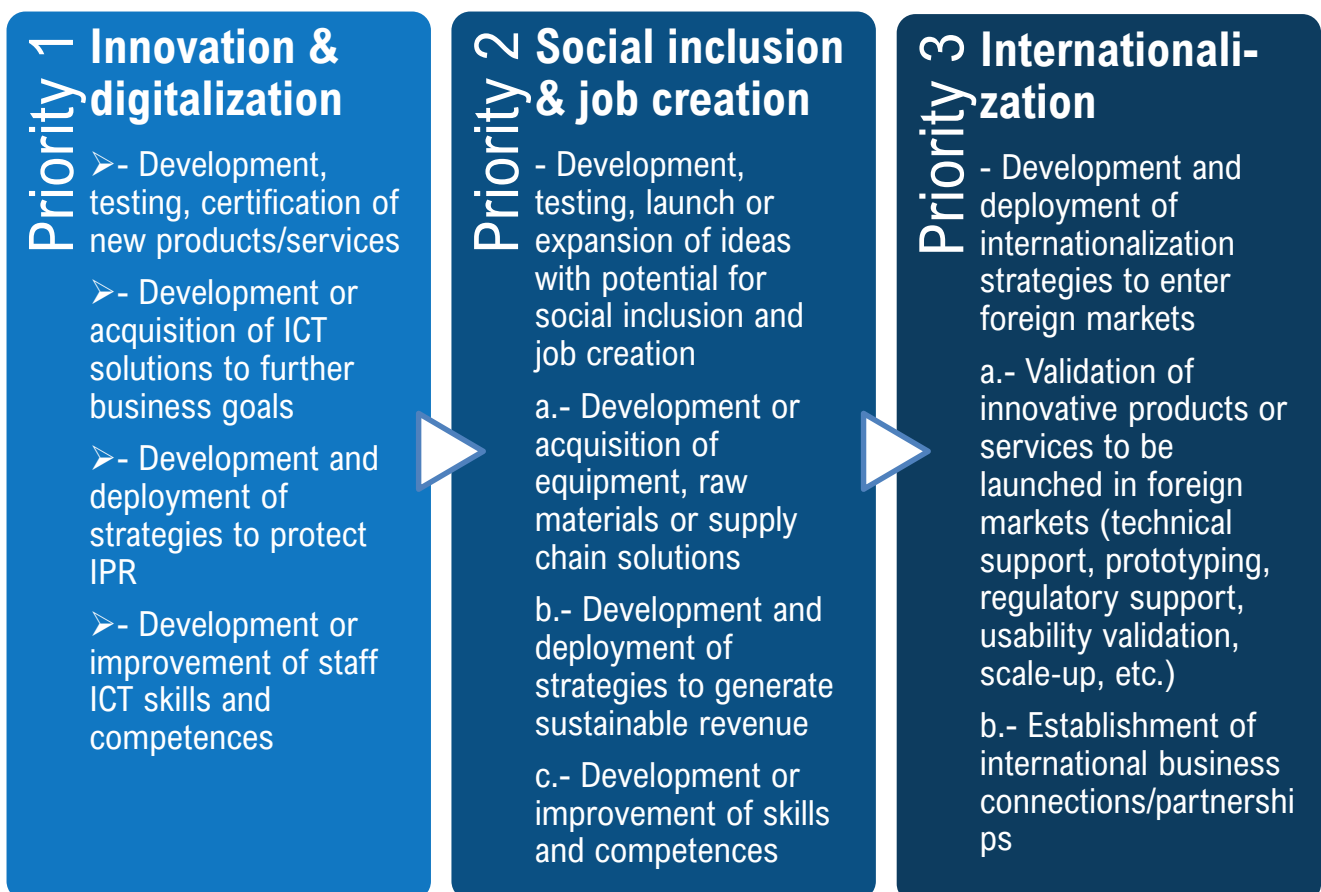
## Who can apply?

This call is open to MSMEs based in Tunisia 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 Tunisia after 2012.
- Be a micro, small or medium-sized enterprise according to Tunisia's legal definition: have fewer than 250 employees.
- 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 [Minassa/INCO Tunisie](#):

- **Objective:** The incubation program aims to contribute to the development, growth and internationalization of 8 Tunisian cultural and creative enterprises through the delivery of a support program that will inform, support and accompany cultural and creative MSMEs towards the deployment of their activities abroad by strengthening their networks, technical and financial skills.
- **Indicative start date:** October-November 2022
- **Duration:** 6 months

Given the topics covered in the incubation program, CREAT4MED recommends applicants from Tunisia to address the Internationalization priority in order to take the most out of all the benefits offered.

## 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](mailto:creact4med@euromed-economists.org), using the templates provided and indicating clearly the reference of the call (CREACT4MED\_MSME\_TN) 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

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

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Coordinated by the  
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