FUNDING OPPORTUNITY

Call reference: CREACT4MED_MSME_JO

Call for Cultural and Creative Business Proposals from Jordan

Deadline for submissions: 24 August 2022

Please register to the CREACT4MED 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 Jordan 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 Jordan** with a high potential to generate innovation and jobs, in particular for young people and women.

The **overall objective** of the CREACT4MED 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 is 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

Whocan apply?

This call is open to MSMEs based in Jordan with experience in the Cultural and Creative Industries.

The following conditions must be met to be eligible for funding:

- Be a legal entity registered in the commercial registry of Egypt, Jordan, Lebanon, Morocco, Palestine or Tunisia after 2012.
- Be a micro, small or medium-sized enterprise or civil society organisation according to the definition in the country of registration
- Be active in the cultural and creative industries
- Be registered to the CREACT4MED 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:

Priority 1 Innovation & digitalization

➢- Development, testing, certification of new products/services

➢- Development or acquisition of ICT solutions to further business goals

➢- Development and deployment of strategies to protect IPR

➢- Development or improvement of staff ICT skills and competences

Priority 2 Social inclusion & job creation

- Development, testing, launch or expansion of ideas with potential for social inclusion and job creation

a.- Development or acquisition of equipment, raw materials or supply chain solutions

b.- Development and deployment of strategies to generate sustainable revenue

c.- Development or improvement of skills and competences

Priority 3 Internationali-zation

- Development and deployment of internationalization strategies to enter foreign markets

a.- Validation of innovative products or services to be launched in foreign markets (technical support, prototyping, regulatory support, usability validation, scale-up, etc.)

b.- Establishment of international business connections/partnerships

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 TTi:

- **Objective:** The incubation program aims at assisting 10 women entrepreneurs working on the cultural and creative industries in validating their business model, prototypes, products and MVPs through a series of support services including mentoring, training, business linkages and access to finance with the final goal to grow their start-ups, complete some sales cycles and increase revenue.

- **Indicative start date:** October 2022

- **Duration:** 3 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. Interested candidates can submit an application to creact4med@euromed-economists.org, using the provided templates and indicating clearly the reference of the call (CREACT4MED_MSME_JO) 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**.

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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:	7 October - 11 November 2022
Pitch sesion:	14 - 18 November 2022
Notification of award:	Within 1 week after the pitch session

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creact4med@euromed-economists.org

https://creativemediterranean.org/

https://www.facebook.com/CreativeMediterranean

https://twitter.com/creact4med

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