

Digital MAPS Grant Application Form

Applicant information

Name:

Are you an organization or an individual (check [X] the right answer):

☐ Individual

☐ Organisation

In what city and country are you located:

Participation in the Digital MAPS programme requires partners to designate a “focal point”¹ who will represent the partner in all workshops and activities. Please tell us who your focal point should be and their role in your team. If, in addition to the focal point you believe that other (senior or junior) members of your team can benefit from the programme or would like to attend some of the workshops, please list them and describe their role in your team:

Participation costs and budget

A budget of up to **[INSERT BUDGET IN LOCAL CURRENCY]** will be allocated by the British Council to Digital MAPS participants. This sum will cover the costs of participation (if any) and a mini-grant to produce content which is in line with the strategy developed by participants during the programme.

Please note that while participation costs will be granted automatically to participants who claim them, mini-grants will be awarded by a committee which will evaluate the participants' strategies and proposals.

Eligible costs:

Participation costs	Content production mini-grant ²
<ul style="list-style-type: none"> Salary of a focal point (half-time) for up to 6 months; 	<ul style="list-style-type: none"> Consumables (e.g. SD cards, cables, paint etc.), props, and accessories which are

¹ Candidates are expected to dedicate a “focal point” to the project for 6 months on a 50% basis. The British Council is offering to cover the salary of the focal point (see below). If you are an individual, the focal point should be yourself or a senior member of your team involved in strategy. If you are an organisation, the focal point can be a member of your team provided that they have sufficient authority and autonomy to make decisions on behalf of the organization (in relation to content production, dissemination, strategy). The focal point will attend all programme workshops and will coordinate your team's activities with the British Council.

² Please note that the acquisition of audio-visual production equipment (e.g. cameras, microphones) other than consumables is not eligible under the mini-grants. The participant should own or have access to the required production equipment.

<ul style="list-style-type: none"> • <u>Per diem for other team members</u> to attend offline and online meetings and workshops; • Transportation costs; • Internet allowance. 	<p>used in content production;</p> <ul style="list-style-type: none"> • Transportation costs related to production; • Fees for technicians (e.g. sound engineers, video/sound editors), actors, writers, graphic designers, artists, collaborations with content creators and influencers; • Social media ads.³
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It should also be noted that this budget is a pre-defined lump sum. Participation costs may not exceed 4075% of the total budget. All participation costs claimed will be deducted from the total budget, thus reducing funds available for a mini-grant. If for example, the total budget is 8,000, and the participant claims participation costs of 8006000, then they will be able to apply for receive a mini-grant of up to 27,0200.

We strongly encourage participants to make in-kind contributions to the network, for example by sharing their experiences and skills free-of-charge with other media-arts actors who are part of the regional network (e.g. by animating workshops for network members). In-kind contributions can also take the form of a total or partial waiver of participation costs as this will increase the budget available to the participant's content production mini-grant.

Please refer to the attached visual timeline to determine your expected participation costs in light of the attendance requirements during each phase of the Digital MAPS programme.

Participation costs	Quantity	Unit	Unit rate ([Insert local currency])	Total
<u>Salary of the focal point (50%)</u>	<u>6</u>	<u>Month</u>	<u>500</u>	<u>3000</u>
<i>Attendance per diem</i>	<i>10</i>	<i>Day</i>	<i>20</i>	<i>200</i>
<i>Transportation allowance</i>	<i>5</i>	<i>Lump sum</i>	<i>5</i>	<i>25</i>
<i>Internet allowance</i>	<i>6</i>	<i>Monthly subscription</i>	<i>30</i>	<i>180</i>
Total participation costs				<u>3405</u>
Total available budget				<i>8000</i>
Remaining budget for a mini-grant ⁴				<u>47595</u>

³ But we strongly encourage participants to rely on organic audience strategies.

⁴ Remaining budget = Total budget – Participation costs

Part 1 – Supplier Response

Organisational outlook and network contribution – 30%		
ID	%	Requirement
OO01	8%	<p>If you are an organization, please state the average age of your team (staff, members, volunteers) and of your executive board.</p> <p>If you are an individual, please state your age.</p> <p>Response:</p>
OO02	8%	<p>Are there any societal issues you have addressed through your content or that you would like to address in the future? Are there any causes you are passionate about?</p> <p>Are you concerned about any forms of polarization, conflict, marginalisation or discrimination in your country? How interested are you in using technology to address these issues? Please name the issues you find most problematic.</p> <p>Response:</p>
OO03	8%	<p>Do you consider Gender Equality, Diversity and Inclusion as part of your core values?</p> <p>Response:</p>
	6%	<p>How do you think you would benefit from being part of a regional network of Middle East & North Africa media-arts actors?</p> <p>Are you interested in sharing your knowledge, experience, skills or resources with these actors? If yes, how would you do that?</p> <p>Response:</p>

Content production experience and capacity – 30%		
ID	%	Requirement
CP01	10	<p>Please describe the content you are producing and make sure you address the following points:</p> <ul style="list-style-type: none"> - What type of content (e.g. videos, artworks, poems, music etc.) do you produce? Please include a link of the content that best represents you or you are most proud of. - What are the main issues/topics addressed by your content? - Where do you publish your content? Please list the different channels (e.g. YouTube, TikTok, website, Facebook, Instagram etc.) you use. Please indicate if

		<p>you are publishing your content via your own channels/pages or if you collaborate with other platforms who publish your content. Please name those channels and include a URL.</p> <ul style="list-style-type: none"> - How often do you publish content? <p>Response:</p>
CP02	10	<p>If you work with a team, please provide information on the profiles of the team members who are involved in your content production, post-production, dissemination/marketing, and community management. Please mention their role (e.g. Community Manager, Video Editor) and briefly describe their level of experience and skills. For each team member, please indicate the nature of your relationship (e.g. employees, partners, freelancers, consultants, interns, volunteers).</p> <p>Response:</p>
CP03	10	<p>Please provide a description of the main pieces of equipment you use for content production. Do you believe it is sufficient to produce your type of content? Do you own this equipment or do you borrow/rent/share access to this equipment with another content creator/organization?</p> <p>Response:</p>

Audience and community management – 40%

ID	%	Requirement
CM01	14	<p>Please describe your main audience. Please address the following points:</p> <ul style="list-style-type: none"> - Proportion of young people (aged under 35) in your channels' audience (e.g. Facebook, YouTube, Instagram); - Proportion of women in your channels' audience; - Describe any specificities of your audience (e.g. they come from a specific region, they share specific opinions or values or identities, cultures, socio-economic background). <p>Are there any categories of people you would like to reach through your content but have difficulties reaching? Please describe these categories and explain your difficulties.</p> <p>Response:</p>
CM03	13	<p>What are your strategies for growing and engaging with your audience? Do you grow your audience organically (e.g. by word of mouth, through collaborations and partnerships with influencers or media platforms)? To what extent do you rely on ads to grow your content's visibility? If you are active on different social media platforms, please indicate if you have different strategies for each platform.</p> <p>Have you ever used research or data to better understand your audience or to develop your strategies?</p> <p>Response:</p>

CM04	13	<p>How many subscribers/fans follow the social media channels you publish your content on? Include channels you collaborate with.</p> <p>How many views does your content generate on average? How many views did your most successful content generate?</p> <p>Response:</p>
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