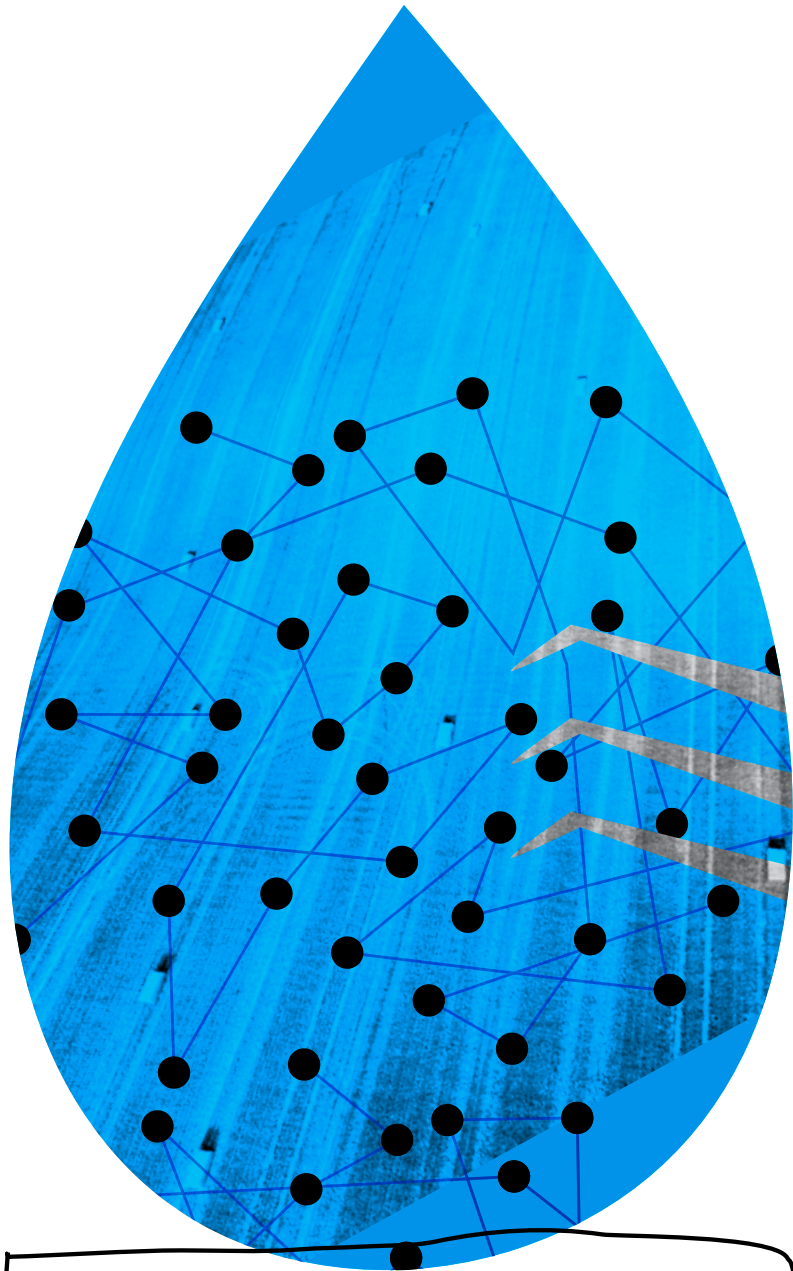




Canada Council
for the Arts

Conseil des arts
du Canada



cultivate grant
BOOKLET

Strategic Innovation Fund

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What is this booklet?

This booklet is a tool to support Indigenous and non-Indigenous artists, arts professionals, cultural carriers, cultural connectors, groups and organizations.

It was designed as a complementary tool to assist you in your understanding of the Council's new Strategic Innovation Fund and its Cultivate component.

What is the Strategic Innovation Fund

Canada Council's innovation strategy reflects our commitment to supporting positive and fundamental change through grants and programs, special funding initiatives, partnerships and collaborations aimed at rebuilding a more resilient, sustainable, equitable, accessible, greener, healthier and connected arts sector.

The Strategic Innovation Fund was designed to support your efforts to build capacity, take risks, try new ideas, share knowledge, find new networks, create prototypes and scale up exciting solutions.

The Strategic Innovation Fund supports a range of projects from the early stages of research and development to the implementation and scaling of large projects with national, sector-wide impact. Collaborations, including those with other sectors, are encouraged.

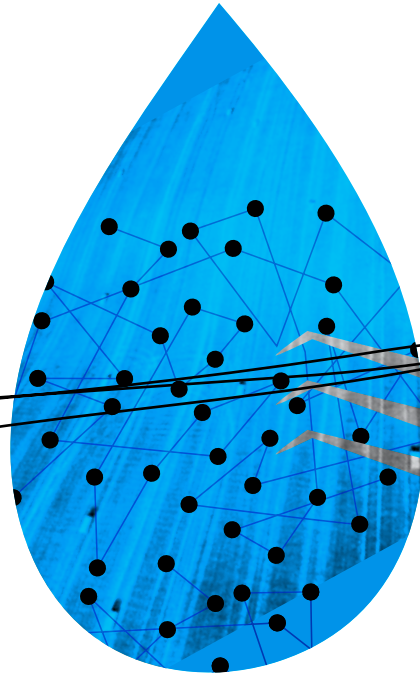
What are the Fund's 9 key strategic areas?

Projects supported by the fund must respond to one or more of the following key strategic areas:

- Strengthening the resilience and sustainability of the arts sector, including new business and revenue models
- Advancing social justice, equity, diversity, and inclusion in the arts
- Increasing the accessibility of arts and culture for people who are Deaf or have disabilities
- Decolonizing the arts sector
- Creating a greener arts sector
- Stimulating the digital transformation of the arts sector (except Seed grant component)
- Improving the health, wellbeing, and financial security of artists and arts professionals
- Building networks and partnerships to strengthen the arts ecosystem and the role of arts in society
- Amplifying the benefit of the arts for thriving communities

Cultivate Summary

Objectives / Grant type	A project grant to help you implement, pilot, and prototype innovation projects that benefit the broader arts sector.
Funding	Up to \$250,000
Eligibility	Individuals, groups and organizations First Nations, Inuits and Metis individuals, groups and organizations
Key strategic Areas	Projects must respond to one or more of the 9 key strategic areas of the Strategic Innovation Fund
Collaboration/Partners	Project must be collaborative and project partner(s) is required
Assessment criteria	Impact 50% Relevance 30% Feasibility 20%
Assessors	External Assessors
Deadlines	2 per year
Results	4 Months
Max # grants	2 grants per year for distinct projects with different activities
Max # applications	2 applications per year for distinct projects with different activities
Contact	innovationfund@canadacouncil.ca



The Cultivate Grant

A grant to help you implement, pilot, and prototype innovative and collaborative projects that benefit the broader arts sector.

What is the Cultivate Grant for?

- To support medium-scale projects to pilot, prototype, test and/or implement new and innovative ideas
- To support projects that explore a concrete solution for a clearly identified systemic issue affecting the arts sector that respond to one or more of the 9 key strategic areas of the Fund.
- To support projects that benefit the broader arts sector

How much can I apply for?

Up to \$250,000 in funding.

Who can apply?

- Artists and arts professionals
- Cultural connectors
- Groups, collectives, organizations

First Nations, Inuit and Métis:

- Arts/cultural professionals
- Cultural carriers
- Groups, Collectives, organizations

[Core grant recipients are eligible for this component]

What can I apply for?

Collaborative projects that:

- aim to rebuild a more resilient, sustainable, equitable, accessible, greener, healthier, and connected arts sector.
- research, planning, development, testing, piloting, prototyping, sharing and/or implementation of projects that respond to one or more of the 9 key strategic areas
- stretch beyond a personal gain or benefit to you, your group or organization and include at least one partner
- demonstrate potential impact for the broader arts sector or a broader target community

What do we mean by collaborative project?

We mean that you must work collaboratively with your partner(s) and that your project must stretch beyond your own needs, your own group or organization and demonstrate potential impact for the broader arts sector or a broader community.

Project partners vs Service providers? What's the difference?

Project partners are involved in the project governance and decision-making process. Project partners assume the risks for the project along with the lead applicant, bring their expertise to the project, and stand to benefit from the project itself.

Service providers are paid to contribute their expertise to the project. This may inform decision making but they are not actively part of the project governance or decision-making process.

Assessment criteria

Impact: 50%

- The project aims for concrete results and significant expected benefits
- The project benefits more than one artist or organization and, ideally, an entire community or arts sector
- There is a plan to share knowledge and results in relevant and appropriate ways

Relevance: 30%

- The project has clearly articulated sectoral challenges or opportunities
- The objectives of the project are aligned with the key strategic areas of the fund
- The proposed activities are relevant, suitable, and consistent with the project's objectives
- The contributing partner(s) are well matched and pertinent

Feasibility: 20%

- The lead applicant, the applicant's partner(s) and the implementation team members have the experience and expertise needed to successfully carry out the project
- The budget is reasonable, the workplan is realistic and aligned with the project's objectives
- The governance set up to carry out the initiative is effective, with aligned and complementary partner(s) and collaborators

Respectful Practices

If your project addresses challenges and gaps related to accessibility, equity, diversity, social justice or decolonization, you must demonstrate that:

- Appropriate cultural protocols for the community or communities involved are being observed.
- You have the active participation, collaboration, involvement, and empowerment of the specific community or communities impacted by the project.

If your response to this criterion is not satisfactory, your application may be deemed unsuccessful.

Curious to know more about how to apply, the eligible expenses the required documents, etc.?

You will find more information on our website and in the [Cultivate guidelines](#).

To help you prepare your application

Some questions to ask yourself

- Why do you want to undertake your project?
- What do you envision as a result, and how will this result aim to offer a significant benefit to the wider sector and beyond?
- How will this desired result be measured and shared more widely for maximum potential impact?
- Who is your project for? Who will benefit?
- Have you demonstrated that your project responds clearly to one or more of the 9 key strategic areas?
- Does it clearly articulate the challenges it means to address?
- Have you chosen the right partners to work with?
- Are you proposing relevant activities considering what you want the project to achieve?
- Why do you believe that this problem is important to tackle? What evidence or research do you need to gather to support your idea?
- Do you and your partners have the capacity and experience to deliver and manage (governance) the project?
- Is your budget detailed and clear?
- How will you manage risk?

Your Budget:

- Don't forget to use the budget notes to justify your expenses!
- Don't forget to list the confirmed key team members and their roles in the budget appendix.
- Your budget needs to be balanced (no surplus, no deficit)

On Required Support Materials

- You must include a detailed work plan, including timeline
- Don't forget the letter(s) of engagement from your partner(s)
- No more than 10 pages for support material!

What do we mean by? Some useful definitions

Innovation

Innovation is about creating and building together a more resilient, sustainable, equitable, accessible, greener, healthier and connected arts sector that is strongly anchored and supported within a more sustainable economic framework. It's about creating change, trying new things, taking risks, changing models and trying new approaches.

- Innovation should not be confused with artistic creativity.
- Innovation tackles key systemic issues in the arts sector, including social inequities.
- Innovation addresses clearly identified challenges and produces fundamental change.
- Innovation is both a process and a goal.
- Innovation is an approach that solves pressing and enduring issues we face as a global society

Resilient

The capacity of the arts sector to develop and work within a changing environment and context and to thrive from that change.

Sustainable

The ability of the arts sector to develop and thrive while considering limited resources and the impact of its activities on the environment and society.

Equitable

An equitable approach promotes fair conditions for all persons to fully participate in society and recognizes that, while all people have the right to be treated equally, not all have experienced or experience equal access to resources, opportunities or benefits.

Accessible

An accessible approach removes barriers for everyone to fully participate in the arts sector and increases access for people who are Deaf or have disabilities.

Green

A green approach develops ways to reduce the impact of our activities on the environment to build a more ecologically sensitive and eco-friendly society.

External assessors

Individuals with relevant expertise to review and assess applications as part of the granting process.

Designated priority groups

Targeted funding will be in place to ensure equitable support for applicants who have self-identified as belonging to one of the Council's designated priority groups.

Indigenous First Nations, Inuit, Metis

The first inhabitants (First Peoples) of a land (including First Nations, Inuit and Métis of Canada), and the philosophies, cultures, cosmologies and rights of those "First Peoples", in accordance with the United Nations Declaration on the Rights of Indigenous Peoples (2007).

Culturally Diverse

The Canada Council for the Arts uses “culturally diverse” to respectfully identify racialized groups that correspond to “visible minorities” under the Employment Equity Act. These are Canadians of African, Asian, Latin American, Middle Eastern and mixed racial heritages (mixed racial heritage includes one of the above groups), who have been historically disadvantaged as a group and may experience discrimination based on colour, culture and race.

Deaf and Disability

Deaf – People with hearing loss, hard-of-hearing, oral-deaf, deaf-blind and late-deafened, many of whom identify as Culturally Deaf – sharing distinct sign languages, traditions, histories, and values. Deaf with a capital “D” represents a range of experiences from being culturally Deaf to having hearing loss and using multiple forms of oral and visual communication.

Disability – Disability is an experience of exclusion or disadvantage. People with disabilities are those with actual or perceived impairments who experience discrimination and disadvantage as a direct result of that impairment, or due to social, policy or environmental barriers. Impairments are physical, mental or learning conditions that have long-term, temporary or fluctuating effects.

Official Language Minority Community

Official Language Minority Communities (OLMCs) are groups of people whose maternal or chosen official language is not the majority language in their province or territory—in other words, anglophones in Quebec and francophones outside of Quebec. For the purposes of its granting programs, the Canada Council defines OLMC individuals, groups and arts organizations as those who self-identify as belonging to one of these groups.

Strategic Innovation Fund:

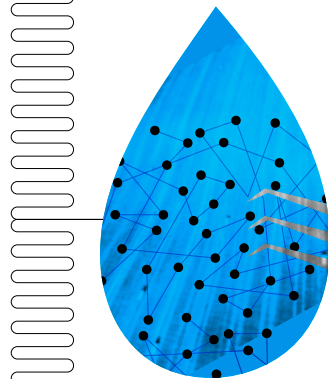
Main Components



Seed Grant

SMALL-SCALE GRANT

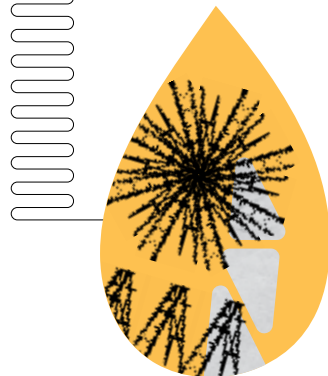
To prepare, experiment, plan, explore, develop.



Cultivate Grant

MEDIUM-SCALE GRANT

To implement, pilot and prototype.

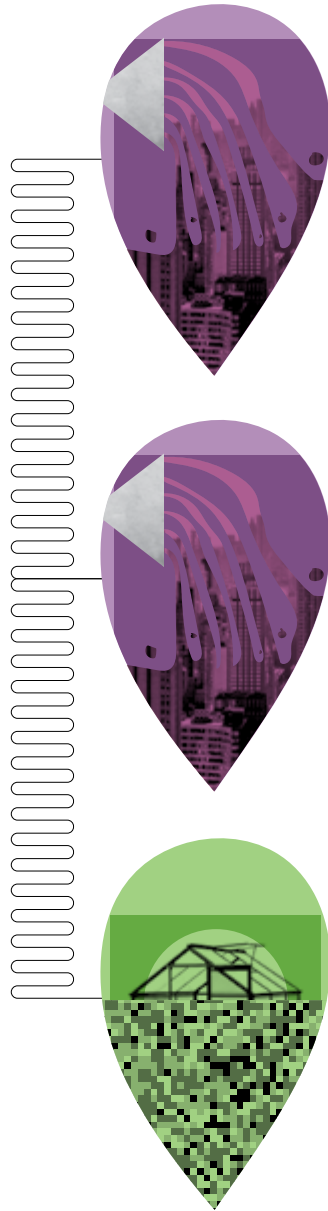


Grow Grant

LARGE-SCALE GRANT

To scale up initiatives that have demonstrated a strong potential for wide impact.

Support Components



Digital Generator

STREAM 1

To build digital capacity and transform business models and operations.

Digital Generator

STREAM 2

To implement recommendations from an external assessment to build digital capacity and transform business models and operations.

Digital Greenhouse

To leverage digital technology to address sectoral and digital challenges.

Additional Resources

Strategic Innovation Fund Outreach and Resources

canadacouncil.ca/funding/strategic-funds/strategic-innovation-fund/outreach-and-resources

Context Briefs

canadacouncil.ca/funding/funding-decisions/decision-making-process/application-assessment/context-briefs

Application Assistance

canadacouncil.ca/commitments/equity/application-assistance

Access Support

canadacouncil.ca/funding/strategic-funds/access-support

Equity

canadacouncil.ca/commitments/equity

Market Access Strategy for Official Language Minority Communities Fund

canadacouncil.ca/commitments/official-languages

Canada Council for the Arts glossary of terms

canadacouncil.ca/glossary

Canada Council for the Arts new Strategic Plan

[2021-26 Strategic Plan | Canada Council for the Arts](https://canadacouncil.ca/2021-26-strategic-plan)

Land Acknowledgement

[Land Acknowledgement | Canada Council for the Arts](https://canadacouncil.ca/land-acknowledgement)

Contact Us!

General questions

info@canadacouncil.ca

1-800-263-5588, ext. 5060

Portal technical support

assistance@canadacouncil.ca

Strategic Innovation Fund questions

innovationfund@canadacouncil.ca



Canada Council Conseil des arts
for the Arts du Canada

This booklet has been created as a complementary tool for applicants to the CCA Strategic Innovation Fund and the Cultivate Grant and is not intended for redistribution.

Canada Council for the Arts, 2022