



CULTURAL AND CREATIVE INDUSTRIES INNOVATION FUND (CIIF)
OPEN GRANT CALL
CARIBBEAN STOCK PHOTOGRAPHY: DIGITAL BUSINESS SOLUTION

GRANT AMOUNT: USD100,000

APPLICATION DEADLINE: May 30, 2025 @ 11:59 p.m. AST

WHO WE ARE

The Cultural and Creative Industries Innovation Fund (CIIF) was established in 2017 with an initial USD2.6 million in capitalisation from the Caribbean Development Bank. It is intended to be a multi-donor fund, which will support the development of the Creative Industries (CI) sector in the Caribbean. CIIF's goal is to enable the Region's cultural and creative industries to be globally competitive.

CIIF's Technical Assistance and Grants are disbursed under three main streams and focus on five main subsectors: Audiovisual (incl. animation, gaming and film), Fashion and Contemporary Design, Festivals & Carnivals, Music and Visual Arts.

Upon completion of its pilot cycle of operations in February 2023, delivering technical and grant funding support to over 500 stakeholders across 19 CDB Borrowing Member Countries (BMCs)-, CIIF was re-operationalised in September 2023 with a recapitalisation of USD1.8 million to continue its operations to 2027.

WHAT WE DO

CIIF provides grant funding for innovative projects within the CI sector. These projects should be focused on:

- supporting the enabling environment for the development of CI;
- improving the quality and dissemination of research in the CI sector;
- enhancing or creating data intelligence or data collection methods in ways that can move the sector forward; and
- enhancing the technical capacity of creative entrepreneurs.

Projects must demonstrate a significant measure of innovation, collaboration and sustainability.

GRANT OBJECTIVE

To award an entity with funding to design/procure a business model for a Caribbean Stock Photography digital business solution; coordinate the implementation of a testing phase in collaboration with Regional multimedia professionals/bodies including Photographic Societies/Membership.

PROJECT SOLUTION REQUIREMENTS

The proposed solution should include the following design features to ensure effectiveness, usability, engagement and digital payment capabilities.

- **BUSINESS MODEL:** A business model that facilitates sustainable revenue generation, scalability, content acquisition, licensing and distribution of Caribbean multimedia content for commercial use.
- **CONTENT ACQUISITION & MANAGEMENT:** A framework for acquisition and management of quality and accessible multimedia content including image, video, audio and animations) for uploads and downloads.
- **TECHNICAL CAPACITY:** Capacity to build a digital solution that supports web, mobile and desktop devices and facilitates different media file formats, hosting and storage for content, e-commerce and content delivery with scalability features.
- **USER EXPERIENCE (UX):** Intuitive navigation, interactive elements and adaptability to different screen devices.
- **FUNCTIONALITY:** User account features, analytics and search options
- **DIGITAL SECURITY:** Adherence to standard data protection and regulation compliance, user privacy and content protection.
- **TESTING & MAINTENANCE:** Pre-launch testing across devices and browsers to ensure functionality and detailed plan for maintenance to keep solution current and secure. Platform onboarding, training and preparation support via a project additionality feature for minimum of (50) content creators across CDB's 19 Borrowing Member Countries (BMCs) in testing phase. Establishment of appropriate channels for users to log feedback.
- **FINANCIAL MANAGEMENT CAPACITY:** Comprehensive budget estimate that includes all design, development and launch costs (testing, hosting, legal, marketing, software, etc.).
- **PROJECT IMPLEMENTATION CAPACITY:** A detailed implementation plan which outlines assigned resources and timeline activities for a 12-month phased project from development to launch.

OTHER PROJECT COMPONENTS

- **MARKETING STRATEGY:** Marketing plan that includes stakeholders sensitisation/membership campaign activities.
- **STAKEHOLDER TRAINING & ENGAGEMENT:** Hosting of industry consultations as part of phased development/testing (photographic societies, etc.)

TIMELINE

The project design and launch should be completed in one (1) year.

ELIGIBILITY CRITERIA

- Applicants should have a formally registered business.
- Applicants should be citizens of [CDB's Borrowing Member Countries](#)
- Applicants/Entities should have at least five (5) years' experience in software development including the design and development of digital e-commercial platforms.
- Entities should have experience designing and operating digital e-commerce platforms
- Entities are expected to source/provide adequate cross-sectional skillsets required for the project for example, creative software development, business development and marketing skills.
- Entities should include testing and training components with supporting instructional content as part of the project to serve as a CIIF Additionality Mechanism.
- Applications must include a business plan/model framework that will enable long-term growth and investment beyond the 1-year grant funded period of implementation.

Successful applicants must be willing to allow for monitoring and evaluation of enterprise for impact assessment up to 24 months after the close of the programme and allow for publishing of non-sensitive business information for programme promotional purposes.

FUNDING INFORMATION

Up to USD100,000 will be awarded through CIIF's Enabling Environment Grant stream; Entities applying should be able to contribute co-financing (in-kind, etc.) amounting to at least 10% of the total project budget. Grants will be disbursed in tranches with payments tied to project component deliverables and reporting requirements.

EVALUATION, AWARD & CONTRACT INFORMATION

All project applications will be assessed at least four (4) weeks after the application submission deadline. Shortlisted applications will be assessed by an external Evaluation Panel consisting of industry professionals/experts who will recommend the highest scoring application/project for the grant award based on approved established assessment criteria. All applicants will be notified of the outcome at least two (2) months after completion of final evaluation.

Grant awardees will be required to collaborate with CIIF to design a detailed Terms of Reference (TOR) covering the project deliverables that will inform the contractual requirements.

APPLY NOW: <https://bit.ly/3SaAmce>

CONSULTATIONS:

Potential applicants are invited to participate in a Virtual Group Consultation on **Wednesday 14 May, 2025** from **1:00-2:00pm AST**.