

Ref. No.-

Date/Time of Receipt-

(For Official Use)

文創產業發展處

Cultural and Creative Industries Development Agency

Application for Government Funding under the
CreateSmart Initiative (CSI)

Project Title	:	
	:	
Applicant Organisation	:	

Note for Application

Applicant organisations are advised to read the CreateSmart Initiative Guide ("CSI Guide"), which is available on the Cultural and Creative Industries Development Agency's website at <https://www.ccidahk.gov.hk>, to understand the features, terms and conditions before completing this Application Form.

To : The Government of the Hong Kong Special Administrative Region ("Government")
as represented by the Cultural and Creative Industries Development Agency
(CCIDAHK)

CreateSmart Initiative Funding Support

(This Application Form is provided in English and Chinese. It may be completed in either English or Chinese.)

We, whose particulars appear in Section A of this Application Form, hereby apply to the Government for funding support of the applicant organisation's project ("Project") and enclose a Project proposal, a proposed budget and provide the following information relevant to the Project in support of this Application.

Section A

Particulars of the Applicant Organisation and Collaborating Parties

1. Applicant Organisation Information

(The applicant organisation should be a body or company established or incorporated under the Hong Kong laws including the Companies Ordinance (Cap 622). The applicant organisation will be required to provide copies of the following documents or other valid evidence showing that it is a going concern.) ¹

- Latest Business Registration Certificate;
- Full set of the latest annual financial statement or audited accounts; and
- Certificate of Incorporation (if applicable).

1.1	Name in English	:
1.2	Name in Chinese	:
1.3	Year of Establishment	:
1.4	Nature of Business	:
1.5	Registered Address	:
1.6	Office Telephone No.	:
1.7	Mobile No.	:
1.8	Webpage	:
1.9	Business Registration No.	:
1.10	Certificate of Incorporation No.	:
1.11	Fax No.	:
1.12	Email Address	:
1.13	Expiry Date	:
1.14	Date of Incorporation	:

(# Fill in as appropriate)

¹ Please note that all applicant organisations are required to submit the documents listed under paragraph 1, unless (a) the applicant organisation is a Government Bureau or Department or (b) the CreateSmart Initiative Secretariat has recommended to the Government that an exception be granted.

2. Collaborating Parties (Including Sponsors) (if applicable)

No.	Eng. Name / Chi. Name	Role In Project	Nature of Business	Eng. Address / Chi. Address / Web page	Tel. No. / Fax No. / Email Address	Contact Person Name / Position

Section B

Project Brief

1. Project Title

1.1	Project Title in English : (not more than 150 characters)
1.2	Project Title in Chinese : (not more than 150 characters)

2. Project Abstract

(A brief summary of the purpose, content, end products, deliverables and benefits of the Project.)

2.1	English (not more than 2000 characters):
2.2	Chinese (not more than 2000 characters):

3. Project Theme

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4. Project Objective(s)

(Please tick as appropriate. You may choose more than one option.)

		Remarks
☐	Nurturing a pool of creative human capital which will form the backbone of our creative economy.	
☐	Facilitating start-ups and development of creative establishments.	
☐	Generating demand for innovation	

	and creativity and expanding local market size for creative industries.	
☐	Promoting creative industries on the Mainland and overseas to help explore outside markets.	
☐	Developing creative clusters in the territory to generate synergy and facilitate exchanges.	
☐	Promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community.	
☐	Pursuing industrialisation of individual cultural and creative sectors. (Please specify in item 17 "Supplementary Information" of Section C)	
☐	Other Creative objective (e.g. Promoting cross-sectoral and cross-genre collaboration): (Please specify.)	

5. Overall Schedule

- 5.1 **Commencement date** : _____
(dd/mm/yyyy)
- 5.2 **Completion date** : _____
(dd/mm/yyyy)
- 5.3 **Project duration** : _____
(month)

6. Project Milestones

(Please set out the major tasks to be completed in each stage.)

Period		Milestones
From (dd/mm/yyyy)	To (dd/mm/yyyy)	

7. Project Coordinator

(Please provide the curriculum vitae of the Project Coordinator under the Attachment section.)

7.1	Name in English :		
7.2	Name in Chinese :		
7.3	Position/Relation with Applicant Organisation :		
7.4	Department (if any) :		
7.5	Organisation Name :		
7.6	Telephone No. :	7.7	Fax No. :
7.8	Mobile No. :	7.9	Email Address :

8. Project Team of the Applicant Organisation and/or Major Implementation Party

No.	Eng. Name / Chi. Name	Position / Relation with Applicant Organisation	Organisation Name / Department (if any)	Tel. No. / Fax No. / Mobile No. / Email Address

Section C

Project Details

1. Background and Concept

(Please provide background information, concept, purposes and relevant details of the project.)

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2. Project Enhancement (For Repeated Project Only)

(Please provide details of project enhancement in this project edition.)

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3. Project Achievement (For Repeated Project Only)

(Please provide details of project achievement in previous project edition(s), including post-project development of the direct beneficiaries.)

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4. Project Deliverable(s)

(Please describe key deliverables one by one and specify the scale of deliverables, implementation details and target beneficiaries of each deliverable.)

Project Deliverable (1): (Consistent with the information provided in item 6 of Section B)	
Date/Period:	
Duration: (e.g. one day, two weeks)	
Venue:	
Format: (Physical / Online / Hybrid)	
Content: (e.g. tentative training /workshop / seminar topics, tentative speaker list, study tour / delegation itinerary, enrollment method, entry requirement, target group of participants, showcase content, size of showcase, number of booths, number of exhibits, number of instalment for subsidies to beneficiaries, etc.)	
Target Beneficiaries:	

(e.g. creative industries practitioners, SMEs in cultural and creative industries, general public)	
Expected Number of Attendance: (e.g. number of audiences / visitors / participants)	
Expected Quantifiable Outcome: (e.g. number of business contacts / enquiries, business deals, social media reach and views)	

(Please add the above table to this form as necessary.)

5. Product Income Sharing

☐ **Yes** (Please fill out Annex 1.) ☐ **No**

6. Selection Criteria and Mechanism

(If the project deliverables involve shortlisting, please describe in detail the selection criteria and mechanism to be applied in the project.)

Selection Item (1): (e.g. participating units, exhibits, competition entrants, etc.)	
Date/Period:	
Rounds:	
Eligibility:	
Selection Criteria with % Weighting:	
Selection Mechanism: (e.g. composition of selection panel, judges, public voting, etc.):	

(Please add the above table to this form as necessary.)

7. Implementation Plan

(Please provide details of the division of works in various stages including preparation, recruitment, execution and dissemination of project results.)

Role of Applicant:	
Composition of Project Steering Committee (if applicable):	
Role of Project Steering Committee (if applicable):	
Role of Implementation Agent (if applicable):	
Role of Advertising Agency (if applicable):	
Others (please specify):	

(Please add rows to this table as necessary.)

8. Promotion Plan

(Please provide details of the promotion plan including types of promotion, promotion channels, timeline, etc.)

Promotion (1): (e.g. website, roadshow, advertising on transportation, out-of-home advertisements, KOL, etc.)	
Date/Period:	
Duration: (e.g. one day, two weeks)	
Venue (if applicable):	
Content:	
Expected Number of Reaches / Views:	

(Please add the above table to this form as necessary.)

9. Summary of Major Figures

(Please summarise the number of beneficiaries and the expected quantifiable outcomes of the deliverables from Section C item 3 below.)

	Targeted Major Figures
Expected number of attendance of all deliverables	
Expected number of viewings/ hits on project websites and/ or social media platforms	
Expected number of business contacts/ enquiries	
Expected number of business deals	
Expected number of nurturing opportunities to create for creative talents and start-ups	
Expected number of exhibitions and performances in Hong Kong and outside Hong Kong	
Expected number of participants in study tours/ delegations outside Hong Kong	
Expected number of cultural and creative products/ works to promote or produce	

10. Organisation and Expertise of the Project Team of the Applicant Organisation and/or Major Implementation Party

(Please describe the structure, composition and expertise of the Project Team/Major Implementation Party, including the manpower resources to be put in by the applicant organisation. If there is a need to engage external consultant or outsourcing, please set out the reasons and the proposed recruitment/tender method.)

(Please also provide the Curriculum Vitae of the Project Team/Major Implementation Party under Section E.)

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10.1 Will the Project Coordinator work on more than two CSI projects within the same project period? If yes, please provide details.

10.2 Will the Project Team of the Applicant Organisation and/or Major Implementation Party work on more than two CSI projects within the same project period? If yes, please provide details.

11. Exemption Requests

(e.g. exemption from the open recruitment / procurement requirement)

Exemption item(s)	Justification

(Please add rows to this table as necessary.)

12. Differentiation from Other Projects

(Please elaborate in what way this project is different from similar projects held in the past or by other organisations.)

13. Follow-up Action

(Please indicate whether there would be any follow-up action or plan after completion of the project, e.g. to publish a record of the project or to hold similar projects in future for different sectors.)

14. Brief descriptions of your organisation

(Please describe briefly the status, history, mission, business nature and staffing structure of your organisation and how your organisation relates to the creative industries.)

15. Experience in organising similar projects in the past five years

(Please describe briefly the timing, location, nature, funding sources and results of such projects, if any.)

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16. Intellectual Property Rights

(Please indicate whether this Project would generate or involve any intellectual property rights. If so, please provide details, including the nature and handling method.)

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17. Supplementary Information (if any)

(Please provide any information that would help support this application but is not covered above.)

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18. Has this project been engaged or will engage in seeking financial support from other public funding sources?

(Note: Projects which are covered under the scope of Film Development Fund and other dedicated Government funding schemes, and those which will receive or have received funding from other Government sources will NOT be considered. To avoid double subsidy, project elements which will receive or have received funding from other Government or known funding sources will NOT receive funding from the CSI either. For details, please refer to the CSI Guide.)

☐ No					
☐ Yes	Name of Funding	:			
	Amount of Funding (if applicable)	:			
	Status	:	☐ Approved	☐ Disapproved	☐ Pending application outcome

Section D

Project Budget

(Please study Chapters IX and XI of the CSI Guide on the relevant requirements.)

1. Expenditure

1.1 Manpower Cost

<u>Post/Rank</u>	<u>No. of staff</u>	<u>Pay Mode</u>	<u>Duration</u>	<u>Rate</u>	<u>Total</u>	<u>Justifications</u> (including relation with applicant organisation, and type of employment)
				(HK\$)	(HK\$)	
Sub-total (HK\$):						

1.2 Equipment Cost

<u>Item</u>	<u>Quantity</u>	<u>Unit cost</u>	<u>Total</u>	<u>Justifications</u> (New purchase /Rental/Share)
		(HK\$)	(HK\$)	
Sub-total (HK\$):				

1.3 Other Direct Costs*

<u>Item</u>	<u>Quantity</u>	<u>Unit cost</u>	<u>Total</u>	<u>Justifications</u>
		(HK\$)	(HK\$)	
Audit Fee				
Sub-total (HK\$):				

*Please refer to Chapter IX of the CSI Guide for details about “Audit Fee”.

2. Amount of Sponsorship

(It is recommended to submit proof of the sponsorship together with this application as far as possible.)

<u>Sponsoring Organisation</u>	<u>Cash</u>	<u>Equipment</u>	<u>Consumables</u>	<u>Total</u>
		(in cash-equivalent)		
	(HK\$)	(HK\$)	(HK\$)	(HK\$)
Total (HK\$):				

3. Income

(All income, other than sponsorship, should be set out in this sub-section.)

<u>Item</u>	<u>Total</u>	<u>Details</u>
	(HK\$)	(e.g. Number of participants and income per head)

Total (HK\$):	
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4. Net Amount Requested from the CSI

<u>Total Expenditure</u> (HK\$)	-	<u>Total Sponsorship</u> (HK\$)	-	<u>Total Income</u> (HK\$)	=	<u>Net Requested Amount</u> (HK\$)

Section E

Attachments for the Project

(For each attachment to this application, please list out the relevant section, file title and file description, e.g. a copy of the Business Registration Certificate refers to Section A, paragraph 1.)

Section	Paragraph	File Title	File Description	File name

Sample

Section F

Classification of the Project

1. Project Type

(Please tick the appropriate box(es).)

- ☐ **Research and Publication**
 - ☐ **Platform Development**
 - ☐ **Exhibition/ Trade Show/ Roadshow**
 - ☐ **Competition/ Awards**
 - ☐ **Festival**
 - ☐ **Conference/ Workshop/ Seminar/ Forum/ Symposium**
 - ☐ **Study Mission/ Delegation**
 - ☐ **Employment Programme**
 - ☐ **Others: (Please specify)**
-

2. Industry Sector(s)

(Please tick the appropriate box(es).)

- ☐ **Architecture**
 - ☐ **Advertising**
 - ☐ **Digital Entertainment - Comics**
 - ☐ **Digital Entertainment - Animation**
 - ☐ **Digital Entertainment - Game**
 - ☐ **Music**
 - ☐ **Printing and Publishing**
 - ☐ **TV and Broadcasting**
 - ☐ **Design**
 - ☐ **Short Film**
 - ☐ **Specific industry sector: (Please specify)**
-

3. Target Users/ Audience

(Please tick the appropriate box(es).)

- ☐ **General public**
- ☐ **Industry sector in general**
- ☐ **Specific industry sector: (Please specify)**
- ☐ **Creative industries in general**
- ☐ **Specific creative sector: (Please specify)**

Sample

Section G

Undertaking and Declaration

- * In consideration of the Government considering and /or approving this Application for Government Finance, the applicant organisation hereby undertakes, warrants, declares and agrees and with continuing effect that –
- (1) the applicant organisation has carefully read and fully understood the CSI Guide and the Government Disclaimers in Section H of this Application Form;
 - (2) the applicant organisation is eligible to apply for Government Finance according to the eligibility criteria prescribed by the Government in the CSI Guide;
 - (3) the proposed project of the application is original without any constituted or potential act of infringement of the intellectual property rights of other individuals and/or organisations;
 - (4) without prejudice to and notwithstanding any specific request for information and documents in this Application Form, the CSI Guide or otherwise, to the best of its knowledge and belief, the information and documents provided to Government in connection with its Application, whether in its own hand or not, ("**Information**") are true, up-to-date, accurate and complete in all respects. The applicant organisation has not withheld, and is not aware of, any material facts or circumstances that have not been disclosed to Government and which might influence the assessment of its Application or the decision of Government as a prudent financier in considering whether or not to provide Government Finance to the applicant organisation;
 - (5) this Application may not be processed by the Government if the applicant organisation fails to provide all the Information required by the Government;
 - (6) all persons whose personal or other data have been included in the Information provided to the Government have consented to the provision of such data to the Government for such purposes and for disclosure to such parties as referred to in Chapter XII of the CSI Guide;
 - (7) the applicant organisation is not involved in any litigation, arbitration or administrative proceedings (whether inside or outside Hong Kong) and no claim (whether inside or outside Hong Kong) is presently in progress or pending or threatened against the applicant organisation or any of its assets;
 - (8) the applicant organisation undertakes to inform the Government immediately if any Information provided in connection with this Application is no longer applicable, true, accurate or complete;
 - (9) the Government reserves the right to, at any time, obtain further Information or document from the applicant organisation;
 - (10) (i) neither the applicant organisation nor any of its officers, employees and agents has or will have any association or connection with any staff member of the Cultural and Creative Industries Development Agency or any member of the CSI Vetting Committee which may reasonably be considered to give rise to a situation where the financial, professional, commercial, personal or other interests of such persons, conflict or compete, or may conflict or compete, with such member's duties to Government in relation to the CSI; or

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- (ii) the applicant organisation has declared in writing in this Application the full extent of any association or connection which it or any of its officers, employees or agents has as described in (10)(i);
 - (11) the applicant organisation fully understands that non-disclosure or misrepresentation of any information provided by the applicant organisation would entitle the Government to reject its Application;
 - (12) this Undertaking and Declaration shall be governed by and construed in accordance with the laws of Hong Kong and the applicant organisation and the Government shall irrevocably submit to the exclusive jurisdiction of the Courts of Hong Kong;
 - (13) the applicant organisation has read the provisions of this Undertaking and Declaration carefully and fully understood its obligations and liabilities under this Undertaking and Declaration;
 - (14) to avoid conflict of interest, the applicant organisation should to their best knowledge declare whether they are directly or indirectly related to any member of the CSI Vetting Committee or any staff from the CSI Secretariat; and
 - (15) the applicant organisation has not applied for or received any double benefit from the Government for this application, any false declaration would lead to termination of the project, refund of any grant approved, and/or prosecution.

Section H

Government Disclaimers

- (1) Whilst the information provided by the Government in the Application Form and in the CSI Guide has been prepared in good faith, it does not claim to be comprehensive or to have been independently verified. Neither the Government, nor any of its officers, agents or advisors, accepts any liability or responsibility as to, or in relation to, the adequacy, accuracy or completeness of the information contained in the Application Form, the CSI Guide or any other written or oral information which is, has been or will be provided or made available to any applicant organisation; nor do they make any representation, statement or warranty, express or implied, with respect to such information or to the information on which the Application Form or the CSI Guide is based. Any liability in respect of any such information or any inaccuracy in the Application Form or the CSI Guide or omission from the Application Form or the CSI Guide is expressly disclaimed. Nothing in the Application Form, the CSI Guide nor in any other written or oral information which is, has been or will be provided or made available to any applicant organisation should be relied on as a representation, statement or warranty as to the intentions, policy or action in future of the Government, its officers or agents.
- (2) The submission of any proposal by an applicant organisation shall be taken to be an acceptance of the terms and conditions as set out in the CSI Guide and of the Government Disclaimers in Section H of this Application Form.
- (3) The Government reserves the right, without prior consultation or notice, to change the proposed terms and conditions of this Fund Scheme. The Government also reserves the right to terminate any or all negotiations in its discretion before executing any binding contract with a successful applicant organisation.

Guidelines on Application

General

1. The applicant organisation shall submit the Application Form duly completed in either English or Chinese.
2. All monetary figures should be in Hong Kong currency.
3. Applicant organisations are advised to read the CreateSmart Initiative Guide ("CSI Guide"), which is available on the Cultural and Creative Industries Development Agency's website at <https://www.ccidahk.gov.hk>, to understand the features, terms and conditions before completing this Application Form.
4. The applicant organisation must submit the following documents (if applicable) together with the completed Application Form, including but not limited to :
 - (a) business registration certificate of the applicant organisation (and proof of exemption from tax under section 88 of the Inland Revenue Ordinance if applicable); ²
 - (b) certificate of Incorporation of the applicant organisation; ²
 - (c) latest financial statement or audited accounts of the applicant organisation; ²
 - (d) (where applicable) agreements signed between the applicant organisation and third-party financiers / sponsors proving that third-party financing / sponsor for the Project has been secured to the satisfaction of the Government;
5. The CreateSmart Initiative Secretariat will verify the eligibility of the applicant organisation and all the information in the application. The Secretariat may require the applicant organisation, where necessary, to clarify the information provided and/or submit supplementary information.

² Please refer to paragraph 8 for exceptions.

Section A

6. The “Applicant Organisation” means the principal organiser of the Project proposed. If the Project involves more than one party, you should state clearly in the Application Form which is the principal applicant and which is/are the Collaborating Party(ies).
7. Applications from organisations not incorporated in the Hong Kong Special Administrative Region will NOT be considered.
8. Please note that all applicant organisations are required to submit the documents listed under paragraph 4, unless
 - (a) the applicant organisation is a Government Bureau or Department; or
 - (b) the Secretariat has recommended to the Government that an exception be granted.
9. If the applicant organisation is incorporated at least 18 months before the date of its Application, it shall submit to the Government a copy of its latest audited accounts. If the applicant organisation is incorporated less than 18 months before the date of its Application, it shall submit a copy of its latest financial statement.
10. According to Sections 18 and 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance, Cap. 486 (PDPO), the person who fills out the application form has a right of access and correction with respect to the personal data provided including the right to obtain a copy of the personal data provided in this application form.
11. Please refer to Chapter XII of the CSI Guide for details about “Personal Data”.

Section B

12. The CSI will fund projects with objectives that are in line with our strategic directions to drive the development of the creative industries, namely -
 - (a) Nurturing a pool of creative human capital which will form the backbone of our creative economy;
 - (b) facilitating start-ups and development of creative establishments;
 - (c) generating demand for innovation and creativity and expanding local market size for creative industries;
 - (d) promoting creative industries on the Mainland and overseas to help explore outside markets;
 - (e) developing creative clusters in the territory to generate synergy and facilitate exchanges;
 - (f) promoting Hong Kong as Asia’s creative hub and fostering a creative atmosphere in the community;
 - (g) pursuing industrialisation of individual cultural and creative sectors; and
 - (h) other creative objective (e.g. promoting cross-sectoral and cross-genre collaboration)

Section C

13. Please state relevant experience of the applicant organisation’s Project Coordinator and any other project team members/major implementation party,

including working experience, achievements, etc.

14. The applicant organisation shall have checked the availability of the persons concerned and obtained their consent before entering their names in the Application Form.

Section D

15. To avoid double subsidy, project elements which will receive or have received funding from other government sources will not receive funding from the CSI. The applicant organisation will NOT be eligible for funding from the CSI if other financial support (whether in the form of equity or loan financing, grant or sponsorship or any other form) from the Government has been granted for the same elements of the project, unless the CSI Vetting Committee recommends the Government that an exception be granted. The following example can be considered as reference :

A project to be held at a venue under the auspices of the Leisure and Cultural Services Department (LCSD). LCSD has agreed to waive the cost of renting the venue.

The above example is used only for illustration purpose. The Government has no obligation to grant funding from the CSI to a project similar to the above example. It will depend on the unique circumstances of each application and will be approved / rejected on a case-to-case basis.

16. Manpower
 - i. Only manpower cost directly arising from the Project will be considered.
 - ii. The funding support should not be used to pay any emolument to a person who is already on the payroll of the project applicant.
 - iii. Please refer to Chapter XI of the CSI Guide for details.
17. Equipment
 - i. Equipment means the equipment to be used for carrying out the Project.
 - ii. Please refer to Chapter XI of the CSI Guide for details.
18. Other Direct Costs
 - i. Please refer to Chapter XI of the CSI Guide for details.
19. Income means the fees charged for services rendered to the industry. The applicant organisation should state clearly under the "Justifications" column all the assumptions and bases of projection on which the income figures are calculated.
20. Net Amount Requested is the total Project cost after deducting the funding from other sources and expected income generated during the project period. Interest income generated from the funding support should also be included as part of the fund in the financial statement and should be used solely for the purpose of the Project.

Section G

21. "Government Finance" means the money that will be or may be provided by the Government to the applicant organisation under the CSI, subject to the provisions in the CSI Guide.

Enquiry

22. Enquiries regarding the application for funding support under the CSI should be addressed to the CSI Secretariat :

Cultural and Creative Industries Development Agency
CreateSmart Initiative Secretariat
30/F, Immigration Tower
7 Gloucester Road
Wan Chai, Hong Kong.

Tel : (852) 2294 2774
Fax : (852) 3165 1389
E-mail : createsmart@ccidahk.gov.hk
Website : <https://csi.ccidahk.gov.hk>