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ثقافة - ALL  
AROUND داير  
CULTURE ما يدور

# CALL FOR APPLICATION Cultural Alliances

Deadline for submission:  
Thursday, 14 January 2021  
16:00 Beirut time

In the framework of **All-Around Culture**, a programme co-funded by the European Union, Culture Resource (Al-Mawred Al-Thaqafy) is pleased to launch the open call for the Cultural Alliances component.

The component will support up to **12 Cultural Alliances** consisting of 36 cultural entities, who are seeking to strengthen their adaptive capacities and to engage in setting up a collaboration within alliances as well as wider partnerships on the local, national and regional levels with the aim to strengthen the cultural ecosystem and to facilitate and increase access to culture within their contexts.

Each **Cultural Alliance** consists of **1 established entity** as lead applicant and **2 emerging entities** working within the same country. The call primarily targets **cultural and artistic entities** who are based and/or are actively engaged with wide and diverse audiences beyond the urban centers.

The Cultural Alliances component will offer a **grant of up to €110,000** for each alliance to support the stability of entities and foster their investment in sustainable collaboration. Each alliance will also benefit from **tailor-made learning modules** including mentorship, training, and workshops among others to improve the alliances managerial, collaborative, and strategic competences. Finally, the component promotes **regional collaboration** by providing opportunities for alliances to participate in other components of the All-Around Culture programme in order to expand their professional networks.

## WHO IS ELIGIBLE TO APPLY?

- The Cultural Alliances call for applications is open to cultural and artistic entities working in the following Arab countries: **Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia, and Libyan & Syrian** entities based in those countries;
- All applying entities should be legally registered in their country of residence;
- The lead applicant must be an independent (non-governmental) well-established entity with solid experience working within the Arts & Culture sector;
- The remaining 2 partners should be emerging independent cultural and artistic entities;
- The three applying entities must be working within the same country or two different regions of the same country separated by borders (created, for example, by foreign occupation or political partition) regardless of whether these borders are internationally recognized;
- Entities **cannot apply** as part of more than one alliance.

## Profile of the Established Entities

- Legally registered and in operation for at least 5 years;
- Access to sufficient sources of funding and/or adopts a successful business model;
- Strong local network especially with active stakeholders;
- Ensuring a hub role locally for cultural and artistic entities;
- High public outreach with existing wide audiences;
- Developing and/or having an alternative, cross-cutting, and socially-engaged practices (e.g. legal, social, environmental fields, etc.);
- Strong capacity in cultural productions (e.g. festivals);
- Holding expertise, providing services and facilities (e.g. training, access to physical space, etc.); and
- Experience working with youth and/or working in remote areas and/or secluded groups in society with high potential to impact their surroundings.

## Profile of the Emerging Entities

- Legally registered and in operation for at least 1 year;
- Grass-root based and/or enjoying a strong resonance with local communities;
- Looking for national and regional exposure and cross border collaborations;
- Potential for significant public outreach and influence;
- Enjoying a strong local network with cultural and artistic talents;
- Ability to implement innovative and multidisciplinary practices; and
- Holding relevant projects with youth and/or in underserved areas and/or with the least-favored segments of the population.

## At the Level of the Alliance

As part of the selection process, each alliance is requested to submit with the application form a draft collaboration concept note that reflects the organizations' ability and motivations for carrying out the alliance and its role in shaping the cultural environment. The collaboration concept note will be assessed based on the following criteria:

- The relevance of the proposed alliance to its social/cultural context and its impact on the local community;
- The added value of the alliance on the partner entities and the potential of collaboration beyond the All-Around Culture programme;
- The feasibility of the proposed concept and the best practices applied;
- The involvement and engagement of partner entities in the development and implementation of the proposed joint activities;
- The capacity to share knowledge and expertise among partner entities and with the other Cultural Alliances; and
- The potential to strengthen the national cultural ecosystem by holding a more dynamic and adaptable role through the proposed collaboration.

## WHAT DOES THE ALL-AROUND CULTURE PROGRAMME OFFER TO THE CULTURAL ALLIANCES?

1. **Financial Support:** a grant will be provided to support the stability of entities and foster their investment in sustainable collaboration to facilitate and increase access to culture within their contexts. Each alliance will receive a grant of up to €110,000 (up to €60,000 per well-established entity and grants of up to €25,000 for each emerging cultural entity). The grant would cover **general support and joint organizational development activities** ensuring the effective operation of the alliances.
2. **Regional Workshop:** 60 cultural and artistic entities will participate in a regional workshop to learn new theories and explore different approaches to help them mapping ecosystems in their countries.
3. **Learning Frameworks:** tailor-made learning modules and cross-cutting topics will be provided to the Cultural Alliances based on their needs through a multitude of approaches including **mentorship, training, and workshops among others**. Throughout the All-Around Culture programme, Cultural Alliances will be able to improve their managerial, collaborative, and strategic competences, in order to play a more active role supporting their peers and in strengthening the cultural ecosystem.
4. **Regional Collaborations:** participating in other components of the All-Around Culture programme will enable the Cultural Alliances to build and widen their network and scope of activities and to develop their respective profile.

## WHAT DO THE CULTURAL ALLIANCES OFFER TO THE ALL-AROUND CULTURE PROGRAMME?

1. **Long-term Commitment:** Cultural Alliances will be strongly involved in diverse activities related to the All-Around Culture programme during its 4-year implementation period by providing services, facilities, or expertise (e.g. sharing knowledge and good practices, offering access to space, participating as trainers, jurors, or mentors).
2. **Collaboration:** intention to evolve and to develop sustainable collaborations with different active stakeholders with the aim to strengthen the cultural ecosystem on national level.
3. **Mapping Ecosystems:** interest and willingness from the Cultural Alliances to develop and explore different mapping approaches and to actively use them in mapping the cultural ecosystems in their countries of residence.

4. **Showcasing:** by the end of the implementation period, the Cultural Alliances will present their collaboration experience to the local cultural and artistic community through a showcasing event (added value, lesson learned, best practices, etc.).

## EVALUATION PROCESS

The application deadline is set for **Thursday, 14 January 2021**. After the application period closes, a preliminary screening of the applications will be performed to ensure that applicants meet the eligibility criteria and have complied with all application requirements. All the eligible applications will be submitted to an independent **external jury** who will be responsible for the selection of alliances based on a unified set of criteria.

During the 2nd Quarter of 2021, **20 shortlisted alliances** consisting of 60 cultural & artistic entities will be invited to participate in a regional workshop to further develop their collaboration concept notes. Guidance from experts and peers using different methodologies will be provided to enable participants to better establish their alliances and their joint action plans.

The 20 Cultural Alliances will be invited after the workshop to resubmit the developed collaboration concept notes which will then be reassessed by the external jury members and up to **12 Cultural Alliances will be selected** to take part in the programme and receive the financial support.

## TIMELINE<sup>1</sup>

**Deadline for submissions:** Thursday, 14 January 2021 at 16:00 Beirut time

**First round of selection:** March 2021

**Regional workshop of Cultural Alliances:** May 2021

**Submission of developed collaboration concept notes:** June 2021

**Final results announcement:** July 2021

**Grants agreements:** August 2021

**Support & mentorship:** September 2021 till August 2023

**Submission and review of the final reports:** September - November 2023

## HOW TO APPLY

Please follow the below steps in order to create an account and register on the online applications platform:

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<sup>1</sup> The mentioned dates are tentative and are subject to change.

1. Cultural Alliances open call is available on this [page](#).
2. The lead applicants have the option to save their application and get back to it at a later stage by clicking “Save my progress and resume later”. Applicants will be requested to add an email and password in order to be able to resume working on their forms later.
3. The application form must be filled out in **Arabic** unless mentioned otherwise in the application.
4. The alliance must submit its collaboration concept note in **Arabic**. It is also recommended to submit a copy of the collaboration concept note either in English or French.
5. Entities may submit the supporting documents either in **Arabic, English, or French**.
6. After submitting the application form, a confirmation email will be sent to the applicants’ mail.

## CONTACT INFORMATION

For your inquiries, you can check the FAQs on the All-Around Culture [website](#). You can also attend our online Q&A sessions in **November & December 2020** (specific dates to be announced).

For any further questions or clarifications, please feel free to contact us on the following email: [culturalalliances@mawred.org](mailto:culturalalliances@mawred.org).