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| WB-UK Creative economy sector development fund APPLICATION FORM |

Please complete the application form below and provide any necessary supporting information. **Applicants must refer to the WB-UK Creative Economy Sector Development Application Toolkit before submitting a proposal.**

Applications should be submitted to [apply.wbukfund@britishcouncil.org](mailto:apply.wbukfund@britishcouncil.org) by 23:59 CET on **18 July 2025**. Applications received after this deadline will not be accepted.

The WB institution should submit the application on behalf of the partnership.

If you require any assistance completing this document, please e-mail us at: [enquiries.wbukfund@britishcouncil.org](mailto:enquiries.wbukfund@britishcouncil.org)

1. **Partner details and experience**

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| **1.1. Western Balkans partner/s** *(please insert additional partner info box if needed)* | | |
| **Name(s) of lead organisation/institution:** |  | |
| **Contact person:** |  | |
| **Job title of contact person:** |  | |
| **Institution address:** |  | |
| **Contact person’s phone number** | Country code | Phone number |
|  |  |
| **Contact person’s e-mail:** |  | |
| **Organisation web address:** |  | |

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| **1.2. UK partner/s** *(please insert additional partner info box if needed)* | | | |
| **Name(s) of organisation/institution:** |  | | |
| **Contact person** |  | | |
| **Job title of contact person** |  | | |
| **Institution address:** |  | | |
| **Contact person’s phone number** | Country code | Phone number |
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| **Contact person’s e-mail:** |  | |
| **Organisation web address:** |  | |

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| **1.3. Experience** | |
| Please provide a description about both partners, including (for each):  Description of organisation’s purpose and main activities  Role the organisation plays in supporting the creative sector in WB or UK  Experience of managing international partnerships and projects  *(max 500 words)* |  |

1. **Rationale and Strategic Vision**

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| **2.1 Rationale** | | |
| Please summarise:  Why you are applying for this fund and what you would like to achieve?  Why both partners would like to work together? Have you collaborated before?  *(max 500 words)* | |  |
| **2.2. Strategic Vision** | | |
| Please summarise:  What are the overall outcomes you are working towards with this project?  How would this grant help strategically develop the overall creative economy and/or specific creative sector in your country?  How does this help empower youth skills and employment?  *(max 500 words)* |  | |

1. **Project Plan**

Please indicate a clear plan for what project you would undertake with this partnership, and how both partners would work together to deliver activities

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| **3.1. Project Outputs** | | |
| Describe tangible outputs that could result from the interventions/activities delivered through this project (e.g. creation of new skills, pilot of new schemes, research etc.)  *(max 500 words)* |  | |
| **3.2. Dissemination and Communication Plan** | | |
| Describe the dissemination plan to communicate the activities and project outcomes  Who are the beneficiary groups and audiences for the project?  *(Please also indicate the language needs of the beneficiary group for any translation/interpreting for project delivery.)*  *(max 300 words)* |  | |
| **3.3. Monitoring and Evaluation Plan** | | |
| Please identify your M&E plan with a timescale and key milestones. How will you monitor and evaluate your project impact?  *(max 300 words)* |  | |
| **3.4. Equality, Diversity and Inclusion** | | |
| How does your project consider equality, diversity and inclusion?  How will you create opportunities for underrepresented groups or communities in the creative sector?  How will you consider access requirements for participants?  *(max 300 words)* |  | |
| **3.5. Activity plan** | | |
| **Detailed activity plan** | Please give an overview of the proposed activities (to take place from October 2025 to June 2026) | |
| Dates | Activity | Details |
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| **3.6. Risk management and safeguarding plan** | |
| What risks have you identified, and how will you manage them to ensure successful delivery?  What measures do you plan to put in place to ensure safeguarding of participants?  *(max 300 words)* |  |

1. **Project sustainability and leverage**

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| **4.1. Sustainability and Leverage** | |
| Please provide ideas for how project activities would be sustained beyond the timeline of the project?  How might project partners maintain their relationship in the longer term? (next 2-5 years)  Please include any suggestions on how to leverage additional investment from your organisations or external partners.  *(max 300 words)* |  |

1. **Project Budget**

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| **5.1. Budget Plan** | | | | |
| Based on the eligible costs identified, please provide a clear and realistic budget plan for the project delivery (up to £50,000) and indicate what will be spent in the WB country and in UK. *(please insert new lines if needed)* | | | | |
|  | **Activity item** | **Unit cost** | **Total expenditure** | **(spend in)**  **WB / UK** |
| ***Logistics/operational*** |  |  |  |  |
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| ***Activities*** |  |  |  |  |
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| ***Marketing & Communication*** |  |  |  |  |
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| ***Human resources*** |  |  |  |  |
|  |  |  |  |
| ***Other*** |  |  |  |  |
| **Subtotal WB partner/s** | | | **£** | |
| **Subtotal UK Partners** | | | **£** | |
| **TOTAL** | | | **£** | |

1. **Declarations**

**Privacy Statement for** UK, Europe

The British Council complies with the UK General Data Protection Regulation (GDPR), and Data Protection laws and regulations in other countries that follow internationally accepted best practice.

The British Council will use the information that you have provided in the application form to communicate with you about your application for WB-UK Creative Sector Development Fund and provide you with information about the delivery of this programme, such as participation in mandatory training workshops and in optional networking events. Your application will be received by email and may be transferred to other countries for processing under European Commission-approved Standard Contractual Clauses.

We will share your application with a panel of assessors who will be creative economy and geographic specialists. To ensure fairness the assessors must disclose any conflict of interest if they have any link to any of the applicants, in which case they will not be able to judge their applications. The British Council will also share information with potential monitoring and evaluation partners engaged to conduct research studies to monitor and evaluate outcomes.

The legal base for processing your information is your consent, which you must indicate by ticking the consent box below. You also have the right to withdraw your consent for personal data processing at any time by contacting us via [enquiries.wbukfund@britishcouncil.org](mailto:enquiries.wbukfund@britishcouncil.org). If you withdraw your consent, your application for WB-UK Creative Sector Development Fund cannot be considered further.

You have the right to ask for a copy of the information we hold on you, and the right to ask us to correct any inaccuracies in that information. If you have concerns about how we have used your personal information you also have the right to complain to a privacy regulator. For detailed information about your rights, please refer to the [privacy section of our website](https://connectionsthroughculture.grantplatform.com/entry-form/entrant/weOzeOla/www.britishcouncil.org/privacy)  
We will keep your information for a period of 7 years from the time of collection.

Important: please note that you need to agree to the privacy statement in order to proceed to the application.

​☐​ By clicking the tick box, as the representative of the lead partner in this application, I give my consent to that the British Council can collect, use, transfer and share my personal information I have provided for the above-mentioned Programme according to this Privacy Notice. I also confirm that I have informed any other partners involved in this application of this Privacy Notice and their separate consent(s) is indicated and obtained by ticking this box.