

**Creative Catalyst Program**

**CALL FOR APPLICATIONS**

**About the Creative Catalyst Program**

Cambodian Living Arts (CLA) is offering an opportunity for **ten** leaders of informal, emerging, artistic and cultural initiatives to participate in an eight-week program, facilitated by our partner [Phum Impact Siem Reap](https://sr.phumimpact.com/).

The program will give space for the participants to:

* Develop their vision for the future of their initiative
  + What kind of programs and activities do you hope to be able to develop and deliver?
  + What kind of team and resources would you like to see your initiative have?
  + What financial and impact goals do you have for your initiative?
* Reflect on the organizational effort and structure behind your initiative
  + How does it work now and what does that mean for you as the leader behind the scenes?
  + What would you like it look like in the future? What relationship would you like to have with your initiative in the future?

At the end of the program, you will have the opportunity to share your ideas with a panel of expert advisors, who will give you feedback and suggestions as to how you might go forward.

After the program, **six** participants will be invited to take part in a two-year *Thrive* program managed by Cambodian Living Arts, where you will be supported to draft a detailed organizational development plan for your initiative (3 months) and have the chance to apply for transformational funding towards its implementation.

**Who is this program designed for?**

This program is designed for individuals who have been running an artistic or cultural initiative for three or more years, and wish to make it sustainable in the longer-term.

* Initiatives may include activities such as festivals, training or education, performance or exhibition, documentation, production, promotion and distribution
* Artistic and cultural for the purposes of this program refers to performing arts (music, dance, theatre), visual arts (including painting, sculpture, installation, performance art, mixed media, printmaking, digital and video, photography), literature and art film.
* The initiative does not have to have been running full time during the three years, but it should have been implemented consistently during that time. For example, a festival should have happened at least once per year, a troupe should have performed several times during the three-year period, an educational initiative should have conducted activities at least once per year during the three years

This program is designed to support artistic and cultural initiatives that contribute to the diversity and creativity of the arts sector in Cambodia

* Initiatives may be involved with contemporary and/or traditional forms of art and culture
* Initiatives should value diversity, and be working either to broaden who gets to experience and engage with the arts or (and) to diversify the kinds of artistic and creative expression that can be found in the arts sector
* Initiatives could be responding to a gap in the sector OR be innovative and bring something different and original to the sector
* Initiatives should have a clear purpose

This program is designed for grassroots or emerging initiatives

* Your initiative may or may not be registered
* Your initiative could find income and resources through fundraising and donations, and/or by earning income
* You might want to run your initiative for profit, or not for profit
* Grassroots or emerging means that your initiative probably doesn’t have activities on a set regular calendar, and isn’t able to pay staff a regular monthly salary – even if you do pay people from time to time, depending on projects or affaires

This program is designed for individuals who are the leader or co-leader of their initiative

* You may be the founder or one of the co-founders of the initiative, or you may be someone who takes a lead role in making the initiative happen
  + You should know your initiative inside and out
* You should be someone who can make decisions about what, when, why and how your initiative takes place
  + If you are a co-leader then you need to make sure your other co-leaders support your participation in the program

This program is designed for artists and cultural practitioners

* The program is designed to support artists and cultural practitioners who have been acting as leaders or entrepreneurs in order to get their initiatives off the ground and to keep them moving
  + That means you probably have not had the chance for formal training in running or administering your initiative, you have learned ‘on-the-job’ and by trial and error
  + You have probably had limited opportunities for planning, reflection and strategy development for your initiative
  + You may not have all the skills you know your initiative needs
  + While you handle money for your initiative responsibly and transparently, you may not use formal systems for financial management, nor a regular budget for your initiative
* We are not looking for administrators or employees of an organization, association or business who receive a regular salary/ are contracted to represent that organization

This program is designed for people who want their initiatives to sustain and develop in future

You don’t have to know exactly what that looks like – the purpose of the program is to offer you space and support so you could give some time and attention to thinking what you want the future of your initiative to be like – but you should be committed to trying to make your initiative live on into the future, maybe even beyond the time that you can be involved with it

* This kind of approach won’t be suitable for every initiative. In some cases, the success of the initiative will be because it is grassroots, volunteer driven and happens on a small-scale from time to time. If that is your model – please don’t feel obliged to change it! You could consider seeking support from CLA’s Dam Dos grants or through partnership on a case by case basis
  + Joining the Creative Catalyst program, and possibly the Thrive Program, will require commitment and dedication. You should consider carefully whether this program really responds to your needs and your goals before you decide to apply
* As well as offering you the chance to think about the program and activity goals you have, we will particularly encourage you to think about the behind the scenes goals you want to develop for your initiative, for example:
  + *Do you want it to become a registered business or association? Do you want to be able to receive grant funding? Do you want to expand where you work? Would you like to be able to dedicate yourself to it full time? Do you want to have a team? Would you like to have a Board of Directors or Advisors? Do you want a website?*

Other eligibility criteria:

* You must be a Cambodian citizen or K-Visa holder
* Your initiative should mainly take place in Cambodia
  + Initiatives that do some international activities will be considered, but initiatives that only take place overseas are not eligible for this program
* You must be fluent in Khmer (the program will be run in Khmer)
* You must be able to commit to all the key dates of the program (see below)
* You must be willing for your initiative to engage in the Thrive Program if invited to do so.
  + This will require further work with a mentor during February & March 2022 to develop an organizational development plan and funding proposal.
  + If awarded funding as part of the Thrive program, your initiative would then be committed until December 2023. The commitment would include implementing the activities identified in your funding proposal, as well as participating in 4-6 workshops with other grantees and strategic partners identified by CLA
  + Full detail will be provided if you are invited to take part

**Program Structure and Key Dates**

The program includes three components:

* Masterclasses, by Phum Impact Siem Reap
* One-to-one diagnostic and coaching, with Phum Impact Siem Reap
* Workshop with expert advisors

These are described in more detail below.

Please note: the Masterclasses and one-to-one sessions will be conducted virtually. Therefore, you must make sure you have suitable equipment and a quiet space to attend the sessions. If you need help with this, CLA and PISR can assist as long as you give us enough notice. The workshop with expert advisors is likely to be a hybrid physical and virtual event, depending on the COVID-19 situation at that time.

The key **program dates** are:

Friday 26th November: Masterclass 1

w/c 29th November: Individual diagnostic session with PISR

Friday 10th December: Masterclass 2

w/c 13th December: Individual coaching session with PISR

w/c 10th January: Individual coaching session with PISR

Thursday 20th & Workshop with expert advisors  
Friday 21st January:

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| **Masterclasses snapshot** |
| **Masterclass 1:**  Starting your *Ikigai* journey (happiness in life)  *In this masterclass, we will be revising the participants’ initial reasons behind their initiatives. This first day of Masterclass, which will be the on-boarding session, will allow us to know them further and allow them to create connections between each other. Last but not least, this masterclass is a reflection on their Life Journey.*  *This masterclass will be based on the ChangeMaker’s program designed by Impact Hub Phnom Penh, an impact-driven incubator supporting entrepreneurs as well as inspiring hundreds of youths to build meaningful initiatives throughout Cambodia.*  **Masterclass 2:**  Enhance your communication skills  *The objective of this second masterclass is to enable participants to talk/share about their initiatives to outsiders (potential partners, investors or even to their audience). The stress will not be put so much on the content at this stage, the purpose is to develop an awareness of all the communication tools they can use in order to connect with their audience.* |

**How to apply**

The application deadline is November 7th 2021.

The application process is via an online form, which you can find [here](https://docs.google.com/forms/d/e/1FAIpQLSeao5-l1S_SXRSAU1ASXMQTI0Biv9smHhQb9ec_oGorQu3COw/viewform).

The application can be completed in Khmer or English, whichever you feel most comfortable to express yourself in.

As an alternative to completing the application form in writing, you may submit a video or audio recording for some or all of the questions. You must make sure that all points are addressed. If you choose to submit an audio or video application, you must email it to [info@cambodianlivingarts.org](mailto:info@cambodianlivingarts.org) by the deadline given above.

Accepted applicants will be notified by Friday 12th November.

Applicants who are not selected this time will be notified by Tuesday 16th November.

For any questions, please contact: [info@cambodianlivingarts.org](mailto:info@cambodianlivingarts.org)

**Q&A Session**

We will host a virtual Q&A session about the program and the application procedure on November 1st 2021, at 5.30pm.  The session will be on zoom via this [**LINK**](https://us02web.zoom.us/j/8127047219). The Q&A session will be in Khmer language.

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