

WB-UK CREATIVE ECONOMY SECTOR DEVELOPMENT FUND:

FREQUENTLY ASKED QUESTIONS (FAQS)

Issued after Information Session on 25 June 2025

27 JUNE 2025

Question 1: Is there any support available to help match UK organisations with partners in the Western Balkans, or would we be expected to facilitate those connections independently?

Answer: British Council are not able to offer bespoke matchmaking support for this fund. During the Information Session call on 25 June we did encourage any attendees to share details about their profiles and exchange contact details.

Question 2: Are there any limitations on organisations who can apply? For example, can NGOs or public entities apply?

Answer: As stated in the application toolkit, organisations must have the necessary registration/s to comply with legal and/or tax provisions in the country in which they are based. Apart from that, we have not put any other restriction on the type of organisations who can apply.

Question 3: Is subcontracting by the lead partner allowed?

Answer: Yes. We expect it will be critical for the lead partner in Western Balkans to subcontract the UK partner, as well as any additional partners, or other contractors required to deliver the project. The British Council will only be undertaking one contract and payment of the grant to the one lead partner.

For reference, an initial grant advance payment will be made after signature of the grant agreement in September 2025. The remainder will be paid in spring/summer 2026 based on a reporting timeline and procedure, which will be agreed with successful applicants.

Question 4: The guidance states that the fund is not to support commercial benefit. Does that mean that events which already exist on a commercial basis could not apply? For example, could someone who runs an existing event apply, but use the fund to expand the scope and reach of the event with workshops etc.?

Answer: Events or organisations that run on a commercial basis can apply for the fund, but the project / activities that they propose must not be designed for them to commercially benefit from it. It must be for the wider benefit of the specific creative sector / creative economy. For the example given, someone could apply to expand an existing event with workshops, but these workshops must not be for commercial profit, and must be able to demonstrate their impact and benefit to the objectives of this fund.

Question 5: Is there any requirement in terms of the division of the activities and funding between the lead WB partner and the UK partner?

Answer: No, there is no specific division required in the guidelines in terms of share between partners, how much goes to each, or where activities take place. The fund has been designed to create impact in the Western Balkans so that needs to be a core part of any project design. It's also important to show that there is a genuine collaboration with the UK partner at the heart of the project.

Question 6: If the lead partner is from one country in the Western Balkans, is it ok if activities include participants from other countries in the Western Balkans?

Answer: Yes, that is ok for a project which is led in one of the 6 countries eligible for the call (Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia) to include participants from the other 5 countries. This is not a precondition of this fund, but we are certainly interested in receiving applications which do encourage international connection and collaboration across the eligible countries. This does not specifically have to be through formal partnership/sub-contracting, but could also be through designing activities which individual participants / organisations from the other countries can take part in.

Question 7: If we currently have an ongoing project supported through the EU-funded programme Culture and Creativity for the Western Balkans (CC4WBs), implemented by the British Council, UNESCO, and the Italian Agency for Development Cooperation (AICS), are we eligible to apply for this call?

Answer: Yes, you are eligible to apply if you are in receipt of funding from other British Council organised programmes, including the CC4WBs programme. However, the application under this fund should be for new project and not a project happening as part of another British Council funded programme

Question 8: You gave a project example focussed on connecting young talent to jobs in the creative sector. Do you have a definition of what you mean by young talent?

Answer: We don't specify a definition of 'young talent' in the application toolkit. But we have a focus on empowering youth skills and employment, and by this we are most interested in projects which support young people coming out of education and into employment / the first phase of their career. So approximately aged 18-30. Projects which are targeted at younger audiences (high school etc.) are possible but the aim would need to be toward skills/employment, and safeguarding measures would need to be put into place.

Question 9: Is it possible to submit more than one application? Either as lead partner in both, or to apply as the lead partner in one application, and as another partner in another application?

Answer: Yes, you can make more than one application. There are no restrictions outlined on this.

Question 10: Is there any mechanism to avoid paying VAT on the grant, and payments made as part of the grant?

Answer: The grants are all inclusive - depending on country the VAT may apply and will be paid by grant recipient. Payments made by grant recipients to other vendors will also need to follow local VAT rules