

Cultiva Digital 2nd year // Digital transformation

Purpose of the call

Cultiva's mission is to secure jobs and good living conditions in Kristiansand through supporting arts, culture, and knowledge projects. Sports projects at a qualitatively high level are included in our definition of culture.

With this call, we want to contribute to securing jobs in Kristiansand in the arts and culture field through digital transformation.

Digital transformation is described by the Directorate of Digitalisation as

"a process where the business changes how it performs its tasks, offers better services, works more efficiently or creates entirely new services where user focus and the user experience are the very core of the change which is based on the utilization of digital technology."

The corona pandemic has shown that we must all learn to realize our purposes under new and unpredictable framework conditions. The pandemic has hit the art and culture field particularly hard. Many have used the last few years to experiment with new (digital) forms of production and communication, as well as explore new boundaries between the digital and the analogue, between the virtual and the physical.

With this call, we want to inspire further digitization of the art and culture field. How to create the art and cultural experiences of the future? Who is the audience of the future? How to develop digital productions that are composed of several formats and available in various channels? How to create new hybrid art and cultural production where the digital enriches and extends the physical? How can new digital cultural industries such as games and e-sports continue with innovative innovation work, but also inspire and contribute to digital development in the more traditional art and culture field? How to ensure financial sustainability for this type of art and cultural experience?

Cultiva wants to contribute to the art and culture field developing productions, services, or encounter with the art and culture where digital technology is used to create, deliver, convey, and experience innovative content across the art and culture field.

One of the ambitions of the call is for the art and culture field itself to take charge and to activate ownership of its own digital transformation. It is therefore important that the collaboration and business models benefits art and culture field more than the technology players.

What is this call?

In 2022, Cultiva will grant NOK 10 million in financial support to projects that contribute to the digitization of the arts and culture field, and that use digital technology to create, deliver, convey and experience innovative content across the board. To include the entire field of the art and culture, the call for proposals is therefore divided into two different project categories:

- Digital maturation projects: Up to NOK 250,000 can be applied for projects in the early development phase. Project periode: 6 Months
- Digitally mature project: Applications can be made for up to NOK 1,000,000 for the implementation of digital projects. Project periode: 12 Months

Cultiva does not fully finance projects and other sources to finance must be presented in the application. Here, other non-public funding sources as well as the applicant's own efforts will count positively. Emphasis is placed on whether the project has a triggering effect on, or has plans to apply for , or is supported by, national or European funds.

The Cultiva Digital call will stretch over a four year period with 10 million NOK each year. 2022 is the second year of Cultiva Digital. Successful projects can apply for support for further development in upcoming Cultiva Digital calls. The projects will then be reassessed against the current criterias and in competition with any new project applications.

Who can apply?

Anyone who operate within the arts and culture field in Kristiansand can apply. Sports projects at a qualitatively high level that stimulate digital transformation can also apply.

Cultiva's articles of association require organizational form for those who can receive funding from the foundation.

Companies (not individuals or sole proprietorships), institutions and organizations with a formal connection to Kristiansand municipality can receive support.

Ad hoc groupings of several actors with different organizational forms (also sole proprietorships) can apply to the project category Digital maturation projects. The ad hoc grouping must designate one of the participants as project manager vis-à-vis Cultiva. All applicants must have an organization number.

Project requirements

Cultiva will grant support to projects that use digital technology to create, produce, make available and disseminate innovative content and knowledge development at a qualitatively high level across the art and culture field. We will particularly be looking for projects where the digital helps to enhance or expand the physical experience, and where the boundaries between the physical and digital reinforce each other.

Financial support cannot be applied for:

- internal development projects without external partners
- basic operation costs
- networking activities
- training and internal skills development

Assessment criteria

The projects will be assessed as digital maturation projects or digitally mature projects. All projects must:

1) be within Cultiva's mission

- is it a project (time-limited, and not operational)
- activity within the arts and culture field, including sports
- innovation, development and/or competence building
- at a qualitatively high level
- benefiting the local community
- company, or organization (not individuals)

2) be within the scope of the call

- contributes to securing jobs
- contributes to the digitization of art and culture, including sports
- strengthening revenue models
- sustainable
- triggering effect for other financial sources

3) be in line with prioritization criteria

- formal connection to Kristiansand municipality
- degree of innovation
- scaling potential
- cooperation and business model
- execution ability

4) be within the scope of the call more generally (impact assessment), as well as an overall cost/benefit assessment

Business address and activity in Kristiansand municipality will be emphasized in the priorities, together with income models and skills building for the benefit of the local community.

Application process

The application deadline is Wednesday 14 September 2022 at 24:00. Applications are sent to soknad@cultiva.no by the deadline.

The administration assesses the applications and delivers a justified and prioritized list with recommendations for the board's consideration. If necessary, we will bring in external expertise to assess the project application.