



GUIDELINES FOR THE 2nd CALL FOR GRANT APPLICATIONS

2021

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SECTION A

Music In Africa Live

1. Overview

The main goal of Music In Africa Live (MIAL) is to enable musicians to earn income from digital live performances at a time when many of them have lost their usual income due to the pandemic. The other focus of the project is to develop critical skills among professionals with a view to enable them to navigate challenges occasioned by the pandemic. In its second iteration, MIAL introduces a new category; Music Advocacy. This category will financially support projects that conduct advocacy aimed at protecting the interests of musicians through the creation of relevant content. It offers an opportunity for musicians who are not often heard, to raise their voices and creatively package their actions in compelling formats that can reach wider audiences.

The improved MIAL is aimed at increasing impact and reach of the action across the continent, while also using music as a tool for positive social change and contributing to the sustainable development goals. In 2021 MIAL will offer more grants than in 2020. The size of grants will also see an increase, allowing support to more countries that could not be supported in the first iteration. MIAL will also extend support to events that have physical audiences, on the condition that such events are able to produce content (live shows) for an online audience.

1.1 Objectives

Covering all African countries, MIAL looks to offer financial support to operators, to enable them to:

- stage high quality live productions while offering work to musicians, and exposing their performances to a wider audience;
- support the live music ecosystem by enabling live music producers to stage events at a time when most of them are unable to operate,
- support projects that deliver capacity building content to develop critical skills for the industry,
- support projects that conduct advocacy aimed at protecting the interests of musicians through the creation of relevant content.
- develop content that is marketable to audiences across the globe and previously disadvantaged communities
- promote and encourage the creation of marketable musical content in Africa.

Music In Africa Live is supported by the German Federal Foreign Office, Siemens Stiftung and Goethe-Institut.

SECTION B

2. Call for grant applications

The Music In Africa Foundation (MIAF) invites African organisations and practitioners to apply for grants in the second phase of the Music In Africa Live (MIAL) initiative. Launched in 2020 in response to the COVID-19 pandemic MIAL, is offering grants between **€6 000** and **€10 000** across three main categories; showcases, capacity building and music advocacy.

Covering all African countries, the aim of MIAL is to offer financial support to operators, to enable them to create high-quality performances and promote, market and showcase their content to a wider global audience, primarily via digital means, and to facilitate the creation and dissemination of educational content with a view to upskill and enable professionals to adjust and adopt to the needs of the changing music industry.

In its second iteration, MIAL introduces a new category; Music Advocacy. This category will financially support projects that conduct advocacy aimed at protecting the interests of musicians through the creation of relevant content. It offers an opportunity for musicians who are not often heard, to raise their voices and creatively package their actions in compelling formats that can reach wider audiences.

2.1 Grant opening and closing dates

The second Call for Grant Applications is open from **Thursday 29 July, 2021** and will close at midnight on **Sunday 29 August, 2021**.

2.2 Grant types and eligibility

Interested and eligible organisations can apply for funding for the following grant types.

<p>SHOWCASE GRANTS</p>	<p>Showcase grants support the production of high-quality digital live concerts, with an emphasis on professional productions that offer real exposure, potential export opportunities and generally more opportunities for participants.</p> <p>Types of projects funded:</p> <ul style="list-style-type: none"> • Concerts applied for must take place in Africa. • Concerts must be completed by 30 December 2021. • All concerts applied for must feature live performances. For clarity, this means that the audio of performances shall not be coming from pre-recorded materials.
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	<ul style="list-style-type: none"> • Concerts are produced primarily for a digital audience. This means that the applicant is able to broadcast live to a digital audience or repackage the recording for digital broadcast on a later date within a week of the recording, and no later than on 30 December 2021. • Proposed projects must showcase high-quality talent that is ready for regional or international export. • Professional execution of all aspects of the production, especially with regards to sound and lighting. • Projects that offer audiences opportunities to discover new talent are more advantageous. • We welcome concerts of all kinds and there are no restrictions to venues used, as long as the final product is of high quality. • List of artists, profile and proof of engagement (e.g. an email or letter) will be required. • The applicant should demonstrate how they will promote the performance to a wider audience (e.g. using existing digital networks, fan bases, partnerships and other strategies). • All recordings must be done and broadcast in HD or other superior formats. • Platforms for broadcast will be Facebook, YouTube and the Music In Africa website. Applicants are welcome to propose other complementary platforms of their preference. • All artists or performers eligible for payment must be African. • In light of COVID-19, all activities must be implemented in a manner that is compliant with safety protocols. • Events that have physical audiences are eligible, on the condition that such events are able to produce content (live shows) for an online audience. <p>Applicants may apply for one of the two sub-categories.</p> <ul style="list-style-type: none"> • Category A (€10 000) : where the minimum number of individual performers booked and paid from the grant is 16. • Category B (€6 000) : where the minimum number of individual performers booked and paid from the grant is 10.
<p>CAPACITY BUILDING GRANTS</p>	<p>Capacity-building grants support digital initiatives that develop relevant critical skills for music professionals to navigate new challenges and the transformations of the industry, especially those introduced by the pandemic.</p> <p>Types of projects funded:</p> <ul style="list-style-type: none"> • Examples include, but are not limited to training webinars, workshops, masterclasses and tutorial video series. • Projects applied for must take place in Africa.

	<ul style="list-style-type: none"> • Projects must be completed by 30 December 2021. • All capacity-building programmes applied for must offer a realistic and sound implementation plan. • Activities proposed are produced primarily for a digital audience. This means that the applicant is able to broadcast the capacity-building activity live to a digital audience or repackage the recording for digital broadcast on a later date within a week of the recording, and no later than 30 December 2021. • Proposed capacity-building areas may include (but are not limited to): music production, artist management, international development, new media, digital distribution, contract negotiation, booking, and tour management. • Professional execution of all aspects of the production, especially with regards to sound and lighting. • List of trainers and key persons in the delivery of the capacity-building programme will be required, as well as proof of acceptance (e.g. letter or email). • The applicant should demonstrate ability to promote the project to a wider audience. • All recordings must be done and broadcast in HD or other superior formats. • Events that have physical audiences are eligible, on the condition that such events are able to produce content (live shows) for an online audience. • In light of COVID-19, all activities must be implemented in a manner that is compliant with safety protocols. <p>Capacity Building grant value is €10 000</p>
<p>MUSIC ADVOCACY GRANTS</p>	<p>This category funds projects that conduct advocacy aimed at protecting the interests of musicians through the creation of relevant content. It offers an opportunity for musicians who are not often heard, to raise their voices and creatively package their actions in compelling formats that can reach wider audiences.</p> <p>Types of projects:</p> <ul style="list-style-type: none"> • In this category we invite applicants to be creative and propose projects that are primarily focused on lobbying in the interest of musicians but using multimedia as the main format to action the advocacy. • Projects must clearly show a connection between the challenges, results sought and the activities planned (content to be produced).

	<ul style="list-style-type: none"> • A key requirement is that the advocacy has to be done in the interest of musicians. • Content produced may include, but is not limited to, panel discussions, video series, podcasts, recorded music etc. • Projects that are solely intended to promote or benefit the applicant's work will not be considered. • Projects must be completed by 30 December 2021. • All programmes applied for must offer a realistic and sound implementation plan. • Activities proposed are produced primarily for a digital audience. This means that the applicant is able to broadcast the capacity-building activity live to a digital audience or repackage the recording for digital broadcast on a later date within a week of the recording, and no later than 30 December 2021. • Professional execution of all aspects of the production, especially with regards to sound and lighting will be crucial. • List of key persons in the delivery of the programme will be required, as well as proof of acceptance (e.g. letter or email). • The applicant should demonstrate ability to promote the project to a wider audience. • All recordings must be done and broadcast in HD or other superior formats. • In light of COVID-19, all activities must be implemented in a manner that is compliant with safety protocols. <p>Music Advocacy grant value is €10 000</p>
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2.3 General eligibility criteria

2.3.1 Applicants

Regardless of the type of grant applied for, applicants must meet the following criteria:

- Be based and operating in Africa
- Applicants and all participants in the project must be over 18 years old
- Applicants must be formally registered in the local country, for example as an NGO /NPO, association, close corporation , private company etc.
- Have a valid bank account.
- Have been in existence for at least one (1) year.
- Applicants must be able to show at least three (3) live concerts produced in the last four (4) years (since 2017).
- Past recipients of MIAL are eligible, provided they present new artists or topics. As a general condition, we wish to extend MIAL to beneficiaries who have not received support before. We encourage applicants to consider this in their concepts.

- Recipients must be willing to sign an agreement permitting the promotion of created content to a wider audience (for non-financial purpose).

2.3.2 Non-eligible projects

- Academic research projects.
- Scholarships and fellowships for studies or training courses.
- Fundraising events, such as charity galas.
- Projects supporting political parties or religious faith.
- Please make sure to read all the eligibility stipulations that apply to the type of grant you are applying for in section 2.2.

2.3.3 Financial guidelines

Project budgets must strictly follow the guidelines per grant type, as set out below:
Percentages reflect the volume of the grant that must be allocated to the line item in question.

BUDGET LINE ITEMS	SHOWCASE GRANTS	CAPACITY BUILDING GRANTS	MUSIC ADVOCACY GRANTS
1. Production Costs These are the relevant costs for the production of the content.	(38%) Venue rental; Filming/recording; Sound Engineering; Backline hire; lighting; stage design; crew; production catering; post-production & edits	(38%) Venue rental; Filming/recording; Sound Engineering; Backline hire; lighting; stage design; crew; production catering; post-production & edits	(38%) Venue rental; Filming/recording; Sound Engineering; Backline hire; lighting; stage design; crew; production catering; post-production & edits
2. Honorariums These are fees paid to the artists, speakers, facilitators etc.	(40%) Performing artist fees, as well as the band manager. These fees must be paid directly to performers (each individual in the act regardless of their part) as remuneration for their performance. For clarity, the fixed amount shall not be less than €200 per each artist/performer. Managers' fees (for performing bands) will	(40%) Trainer costs/content creation/facilitation This relates to fees for trainers and facilitators and for developing aspects of the proposed capacity building activity.	(40%) Experts/practitioners This relates to fees paid to the key participants in your production.

	be limited to one manager per band, calculated as per each artist fee. Artist transport costs can be included.		
3. Marketing	(4%) This covers costs for the promotion of the production to a wider audience, using the provided guidelines. Photography, graphic design etc. can be included	(4%) This covers costs for the promotion of the production to a wider audience, using the provided guidelines. Photography, graphic design etc. can be included	(4%) This covers costs for the promotion of the production to a wider audience, using the provided guidelines. Photography, graphic design etc. can be included
4. Project Operational Costs Operational costs incurred in managing the project	(8%) Operational costs incurred in managing the project, including but not limited to; Airtime, Data; office rental; stationery procurement; project related transport; printing etc.	(8%) Operational costs incurred in managing the project, including but not limited to; Airtime, Data; office rental; stationery procurement; project related transport; printing etc.	(8%) Operational costs incurred in managing the project, including but not limited to; Airtime, Data; office rental; stationery procurement; project related transport; printing etc.
5. Human Resources This is a contribution towards staff working on the project.	(10%) This is a contribution towards staff implementing the project, namely administrators; financial officers; project manager etc.	(10%) This is a contribution towards staff implementing the project, namely administrators; financial officers; project manager etc.	(10%) This is a contribution towards staff implementing the project, namely administrators; financial officers; project manager etc.

SECTION C

3. Application process

3.1 How to apply?

- a) Visit www.musicinafrica.net/MIAL and read the call for application carefully
- b) Read the grant application guidelines carefully and collect all required supporting documents.
- c) Download and complete the relevant Annexures
- d) Go to the official MIAL Application Form. Complete and submit the online application form in [ENGLISH](#) or [FRENCH](#)
- e) Attach all the required **compulsory documents** as well as your relevant budget.
- f) Once you have submitted your application, a confirmation of receipt message will be sent to your specified email address.

Important note:

- The MIAL application submission platform does not allow applicants to save their applications and complete them later. Before applicants start any work on the submission platform, it is advised that they first collect all the required compulsory documents.
- Email applications will **NOT** be considered.

3.2 Compulsory documents

The compulsory documents that must be submitted together with the application are:

1. **Organisation's proof of registration** (a constitution or similar founding document is acceptable for new organisations that are not yet registered).
2. **Detailed project description and implementation plan (Annexure A)**
3. **Proven track record** links to examples of a minimum of two (2) projects delivered of a similar nature to the grant type being applied for by the organisation. (i.e., project reports, links to project websites, etc.) All examples must have taken place after 1 January, 2017.
4. **MIAL Budget (Annexure B)**
5. **Proof of acceptance to participate.** For example for showcases and capacity building projects you need to demonstrate that you have communicated with the artists or trainers, and that they are willing to participate in your project. Such proof may be a screenshot of an email, letter etc.

ALL compulsory documents must be submitted in PDF format.

3.3 Language

- Applications must be filled out in English or French using the provided templates and annexures
- Submissions must be made in English or French on the official MIAL Application Submission Form.
- All project reports and supporting documentation must be in English or French

All communications from the MIAL team to applicants will be in English or French including email, telephonic or otherwise

SECTION D

4. Adjudication and awarding of grants

4.1 MIAL Jury

Applications will be adjudicated and awarded by the MIAL Jury appointed by the MIAF.

4.2 Preliminary & eligibility review

- a. This is a preliminary review where all eligible projects are prepared for evaluation at project team level.
- b. All ineligible applications will be identified and automatically disqualified at this stage. It is important that you read the guidelines carefully and supply all the required documents in your application.

4.3 Evaluation criteria and guidelines

- Eligible applications are submitted to the MIAL Jury and scored against the criteria outlined in the guidelines. All copies of ineligible applications for verification, will also be handed to the jury
- A scoring mechanism shall be used to inform the selection process. Broadly, this process will consider the following;
 - Quality, clarity and relevance of the proposed initiative
 - Presentation, logic and clarity of the proposal
 - Alignment of the project with the goals of the grant as articulated in these guidelines.
 - Potential reach and impact
 - Consideration will also include aspects of innovation, originality and inclusiveness e.g. with regards to underrepresented groups

4.4 Disqualification

The following will lead to automatic disqualification:

- Applicants who do not meet the eligibility criteria as stated in these guidelines.
- Projects that will be implemented outside of Africa.
- Applicants who provide dishonest and inaccurate information.
- Incomplete submission of Application Form, proposal and/or compliance documentation.
- Submission of applications that do not adhere to the format and length guidelines established.
- Late submission of any and all documentation.

4.5 Announcement of results

- The result of the adjudication shall be published within **thirty (30)** working days after closing date.
- All successful applicants shall be notified in writing prior to the results being publicised.
- Unsuccessful applicants shall be notified.

4.6 Grant awarding

A grant can only be considered awarded once a formal letter addressed to the beneficiary has been received and the necessary documentation has been submitted and signed off by the MIAF.

4.7 Contracting and payment

- Correspondence to successful applicants will be followed by the drafting of a formal grant contract that will outline contractual arrangements with the beneficiary.
- The grant contract outlines the tranche structure of the grant, and the obligations of both parties. Note that there are obligations on the beneficiary with regard to MIAL branding and reporting .

4.8 Payment tranches and implications

Applicants should note that the grant will be paid in two tranches:

- A first tranche of 80% of the grant value payable within one month of grant being awarded.
- Final tranche payments of 20% will only be made once the project report has been audited and approved. This means the grantee should be able to advance up to 20% of the requested grant amount.

4.9 Reporting

All recipients are expected to provide reports to MIAF within set deadlines.

- Recipients will be required to attend an onboarding session at which the project administrative, reporting and branding specifications will be laid out.
- Successful applicants shall be required to provide complete project financial reports including supporting evidence of expenditure (including but not limited to: receipts; electronic payment proof; signed payment vouchers etc.)
- Reports of the entire project and its implementation shall be audited by the MIAF.

4.10 Contact and admin support

For enquiries about Music In Africa Live application process and other admin related matters, kindly email christine@musicinafrica.net

SECTION E

Partners & funders

Music In Africa Live is a project of the Music In Africa Foundation (MIAF), a non-profit organisation with the mission to support the African music sector. Funded by the German Federal Foreign Office, Siemens Stiftung and Goethe-Institut.

About the Music In Africa Foundation

The MIAF is a pan-African, non-profit organisation based in Rosebank, Johannesburg, with satellite offices in East, West and Central Africa. The MIAF's mission is to support the African music sector through promoting knowledge exchange and creating opportunities and capacity for music professionals. The Foundation does this in two ways: digitally via the Music In Africa website (www.musicinafrica.net) and offline through training programmes, artist mobility programmes, workshops, concerts, lobbying, conferences and other related initiatives.