



Captivate Guidance Notes

Context & Background

Honeycomb – Creative Works is a £3.58m programme targeted at the digital content sector across the INTERREG IVA region of Northern Ireland, the six border counties of the Republic of Ireland and the western seaboard of Scotland.

Honeycomb addresses the economic, educational, social and cultural needs of the sector by focusing on SMEs, organisations and individuals that play a role, or have a vested interest in the development of the digital content sub sector, particularly those who work in:

- film and broadcast;
- animation;
- computer gaming;
- interactive media; and
- music technologies.

The Honey Pot is the Honeycomb – Creative Works dedicated seed fund.

Honeycomb – Creative Works would welcome proposals of a cross-border or cross-regional nature, although this is not a requirement.



Captivate Award

The Captivate Award will apply digital content knowledge, skills and technologies for innovation in another business sector.

Applications are now invited from digital content freelancers/companies involved in at least one of the following categories:

- film and broadcast
- animation
- games development
- interactive media
- music technologies

to collaborate with another business sector, other than the digital content sector e.g., Health, Tourism, Big Data.

Applications representing cross-border, cross-regional collaborations from within the eligible INTERREG IVA Region are particularly welcome.

Eligible projects will have funding requirements of no more than £20,000

Guidance Notes

Who can apply?

1. Freelancers/companies involved in at least one of the following categories:

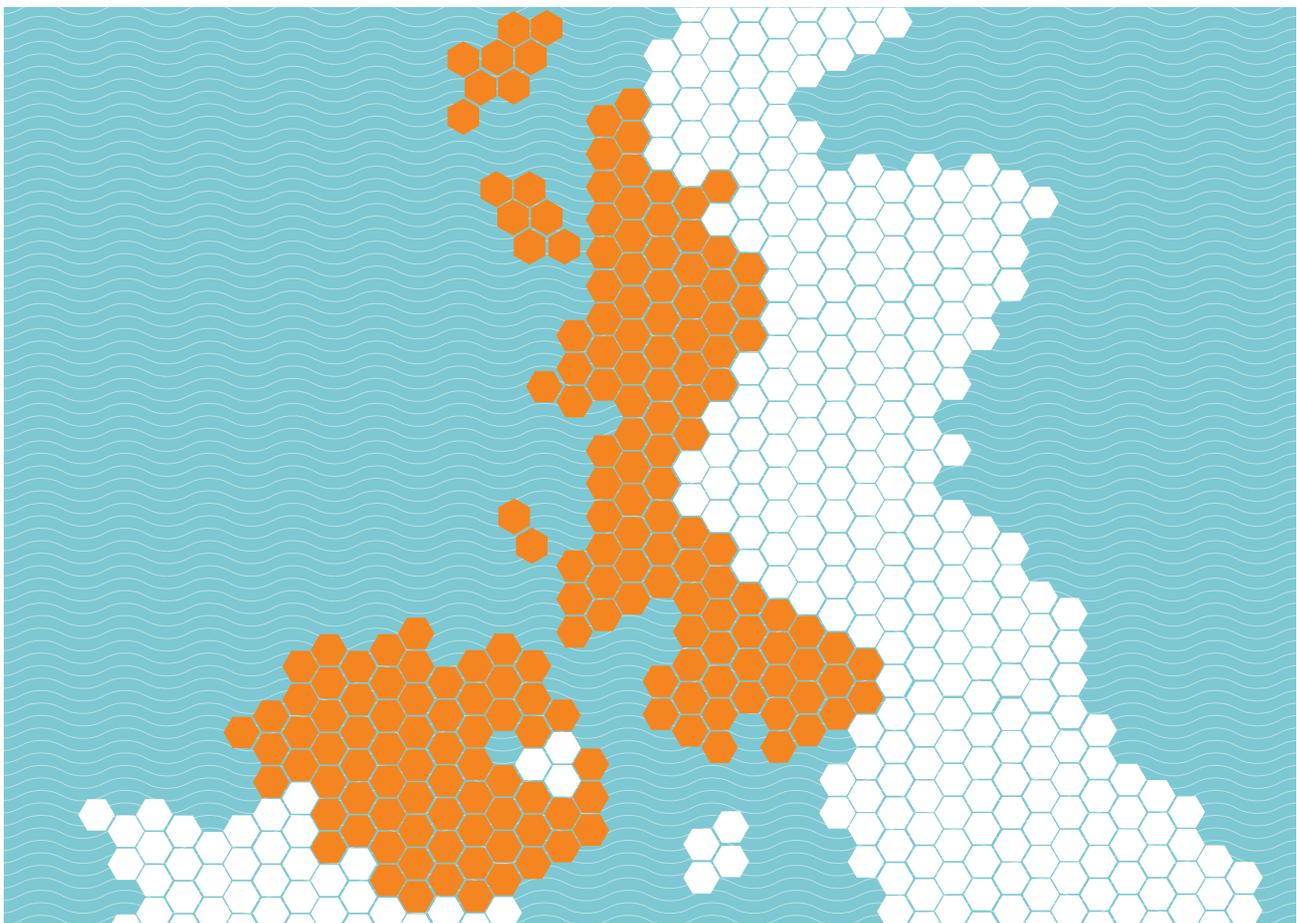
- film and broadcast;
- animation;
- games development;
- interactive media; and
- music technologies.

It is the responsibility of the applicant to ensure that they own the Intellectual Property contained in the application.

2. Award recipients must be located with the eligible INTERREG IVA Region, ie:

- Northern Ireland, excluding greater Belfast.
- Six border counties of the Republic of Ireland – Cavan, Donegal, Leitrim, Louth, Monaghan and Sligo.
- Western seaboard of Scotland – Lochaber; Skye & Lochalsh; Arran & Cumbrae; Argyll & Bute; East Ayrshire & North Ayrshire Mainland; South Ayrshire; Dumfries & Galloway.

The eligible area is represented in orange in the map below.



What costs can be covered by the Honey Pot?

1. Content/product development costs
2. Freelance/short-term contracts
3. Existing staff costs
4. Reasonable travel and subsistence costs
5. Reasonable advertising and PR costs
6. Appropriate and reasonable market research costs

What costs cannot be covered by the Honey Pot?

1. Overheads (rent, electricity etc.)
2. Any items of capital/equipment/software
3. Development or updating of business websites for general promotion of the business
4. Training

Financial Management of Awards if Successful

It will be mandatory for Honey Pot Award recipients to meet with a member of the Honeycomb – Creative Works team in advance of the commencement of their project to discuss the timeframe for delivery, spend profile and the mandatory requirements of the Captivate Award.

All recipients of the Captivate Award must participate in the Honeycoach, the Coaching and Mentoring programme for the Honey Pot.

Evaluation

Honey Pot Awards will be subject to an ongoing programme of evaluation. Successful applicants must agree to participate in the evaluation process as and when required, in accordance with the mandatory conditions of offer.

Publicity

Successful applicants must agree to participate in publicity activities programmed by Honeycomb – Creative Works to reflect the INTERREG IVA and European Regional Development Fund's promotional requirements.

Payment

80% upfront and 20% on receipt of final report.

Timescales

The deadline for applications is 17 November 2014 at 4pm.
Projects should be submitted using the online application.
All project submissions are to be received by the stipulated deadline.
Submissions that arrive after the deadline will not be accepted.

Projects approved for funding will be notified by 15 December 2014.

All projects must be completed by 30 April 2015.

A final report must be submitted not later than two weeks after the completion date of the project. If a final report is not submitted, the 20% balance of the award grant will not be paid.

Application Process

There will be a two-stage application process

1. Completion and submission of the online application form before 4pm on 17 November 2014.
2. Following assessment of the online application, if successfully passing Stage 1, you will be invited to pitch to an industry panel.

The panel will have an opportunity to ask questions following the pitch. The pitch will be assessed based on the same criteria for the online application.

Scoring

Honeycomb – Creative Works can only offer financial awards to a limited number of projects and as such projects will be scored using the following criteria.

Captivate Award – Criteria for Decision Making

1. Originality of idea.
2. Economic impact of proposed product/idea.
3. Competitive advantage/attractiveness to the market.
4. Value added by trans-disciplinary collaboration.
5. Ability of team/ individual to deliver the project.

Every applicant will receive feedback on his/her application. The decision of the Review Panel will be final however the Honeycomb – Creative Works team would be pleased to respond to emails to explore possible alternative exploitation strategies for unfunded concepts.

For further information and to apply please go to thehoneycomb.net/honeypot

Honeycomb is part-financed by the European Union's European Regional Development Fund through the INTERREG IVA Cross-border Programme managed by the Special EU Programmes Body.

