



[About Standard Chartered Youth Creative Industry Employment Scheme]

Organised by Hong Kong Youth Arts Foundation (HKYAF) and powered by Standard Chartered Bank (Hong Kong) Limited, the *Standard Chartered Youth Creative Industry Employment Scheme* provides employment opportunities for youth graduates to jumpstart their creative careers. Divided into three strands – Theatre and Technical Arts, Creative Apprenticeship Programme and Seeding Fund – the scheme helps participants learn valuable skills and build networks by working alongside independent creative professionals and organisations. A donation of HKD5 million is made by Standard Chartered Community Foundation to the scheme based on the total running distance of the free-admission charity virtual run, Together V-run, presented by the Bank.

[About Seed Funding]

The seed funding strand helps graduates develop their creative businesses. The strand provides up to HK\$50,000 funding support for each applicant (individual or group) and assists them to grow their business ideas, procure essential equipment and materials and establish their brands. In addition, selected applicants will be invited to engage with industry experts to learn about their entrepreneurship experiences and gain important skills in marketing, risk management and proposal writing.

[Seed Funding - Application Guidelines]

Eligibility

- Applicants can submit an application as an individual or a group (less than 3 people).
- This strand is open to individual or group applicants under 30 years old who has graduated from higher education between 2019 to 2021. Applicants are required to have Hong Kong Permanent ID cards. Priority will be given to 2020 and 2021 local graduate applicants.
- Each applicant can submit one individual application only or be named in no more than three group applications.
- Applications under a company name will not be accepted.

*Applicants who do not meet the above requirements will not be considered.

*To avoid any conflict of interest, staff members, Chairmen and Members of the Board of Hong Kong Youth Arts Foundation (HKYAF) and their immediate family members are not eligible to apply.

Assessment criteria

An assessment panel formed by representatives of HKYAF and other invited experts will assess each proposal based on the following criteria:

- The originality and creativity of the project
- A balanced proposal between the creation, development and implementation phases of the project
- The feasibility of completing the proposed project between October 2021 and March 2022

*Shortlisted applicants are required to attend an interview between 6 and 17 September 2021.

Eligible projects

- Start-up phase for creative businesses and professional career development (e.g. visual arts, handcraft production, comics, design, video production, photography, music, performing arts, multi-media arts, literature creation etc.)
- Funding can be used for the following purposes:
 - Produce and sell original creative works or products
 - Provision of creative services
 - Further development of an applicant's original creation
 - Creating or innovating a new product, market or creative business formats

Funding amount

- Each project can receive up to HK\$50,000 funding support.
- The funding amount will be paid in two instalments: 70% as the first instalment will be paid within 10 days after signing the funding acceptance contract; the second instalment of 30% will be paid within 10 days after the project implementation report and the financial statement are approved. If needed, other supporting financial documents might be requested.
- The second instalment will be adjusted according to the actual expenditure stated in the financial statement and will not exceed the amount of funding approved by HKYAF.
- Expenses that **can** be reimbursed through the scheme include:
 - Purchase of art materials and small tools (not exceeding 50% of the agreed funding amount)
 - Purchase of electronic appliances (not exceeding 50% of the agreed funding amount)
 - Cost of out-sourced contractors (a justification document, including quotations, is required)
 - One-year software license fees
 - One-year website hosting fees
 - One-off workshop or event space rental fees
 - Other reasonable expenses (a justification document is required; quotations should also be submitted upon HKYAF's request)
- Expenses that **cannot** be reimbursed through the scheme include:
 - Applicant's salary
 - Tuition fee
 - Rental or utility fees for ongoing office or workshop spaces
 - Meals or refreshments
 - Company registration fee or any other related administration cost
 - Expensed items that are not related to the project

*HKYAF reserves the right to make the final decision on the funding amount.

Project deliverables

- Submit a **project implementation report**:
The report should include an implementation schedule, details and outcome of the project, including details of the finished product and photo or video archives.
- Submit a **financial statement**:
A financial statement certified by the successful applicant is required to specify the actual expenditure and include original copies of invoices and receipts. If a single invoice exceeds HK\$5,000, HKYAF may require the applicant to submit a quotation for reference.

*Both reports must be submitted to HKYAF within one month after the completion date of the project.

Application process and schedule

Please visit <https://www.hkyaf.com/events/870> to complete the online form and submit a project proposal written in Chinese or English. The proposal should be submitted in PowerPoint format, should not exceed 10 slides and include the following content:

- Tell us who you are
 - Introduce yourself/ your team
 - Tell us about your passion, vision and mission
- Identify your target market and your research/knowledge of the market landscape
 - Who will be your target audience/users?
 - What is your unique selling point?
 - How does this funding help you grow your creative project and enhance your professional development?
- Your work
 - What inspires your creativity?
 - Include hyperlinks to your works, such as photos, videos or social media links
- How do you plan to utilise the funding to achieve your goals?
 - List out your expenditure item by item
 - End results, including activities and/or product outputs
 - Implementation schedule

*Applications with missing information, submitted after the deadline or submitted through other channels not mentioned above will not be considered.

*Shortlisted applicants will be notified by phone and email within 10 working days after the application deadline to arrange interviews before mid-September.

Application process

Application opens:	From 15 July 2021 onwards
Application deadline:	6pm (Hong Kong Time), 20 August 2021
Interviews:	6 – 17 September 2021
Results announcement:	End of September 2021

*Shortlisted applicants will be notified by email about their application results.

Enquiries:

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