

Points Concerning **Spotlight Taiwan Proposals**
Via Taiwan Academy Contact Points

Ministry of Culture
Republic of China (Taiwan)

I. Objective

The Taiwan Academy network was established in 2013 to promote global exchanges and cultivate a greater interest and appreciation for Taiwan's culture among members of the international community.

Through the ROC's representative offices across the globe, the Ministry of Culture (hereinafter the "Ministry") hopes to establish new Taiwan Academy Contact Points, which in turn will help introduce more potential partners to join the Spotlight Taiwan project.

Partnerships forged under the Spotlight Taiwan framework will accrue resources from both the Ministry and participating organizations to offer a wide array of overseas events promoting the diversity of Taiwan's culture.

II. Eligibility

1. Taiwan Academy Contact Points that have previously signed a letter of intent to cooperate with a specific ROC representative office.
2. Leading arts, cultural, and educational institutes or media agencies with the potential of becoming a Taiwan Academy Contact Point.

III. Scope of Cooperation

Spotlight Taiwan proposals should address the following:

1. **Content:** Arts or cultural activities that have Taiwan's contemporary culture at their core, including performing and visual arts, film, television, music, literature and publishing, history and cultural heritage, crafts, the cultural and creative sector, or community empowerment.

2. **Format:** Activities that take the form of performances, exhibitions, film screenings, music showings, lectures, symposiums, and workshops; other joint ventures with regional arts and cultural centers; or a comprehensive series of feature reports or programs that comprise one or more of the aforementioned activities.
3. **Target Audience:** Members of the general public or cultural professionals based in the Contact Point region.
4. **Marketing:** Event promotions that encompass not only press releases and advertising via traditional media, but also incorporate social and digital media campaigns.

IV. Funding Principles

1. This is a global competitive grants program designed to benefit both Parties through mutual contribution of resources. Upon the basis of co-financing, proposals that are able to provide financial contribution or another source of funding will receive priority consideration.
2. In principle, the Ministry shall provide funding of up to US\$30,000 for an approved project. Projects deemed particularly significant, progressive, and/or bring together the resources of a number of Parties (representatives offices included) will not be subjected to the US\$30,000 limit.

V. Proposal Guidelines

1. Application Deadline

Interested parties shall provide a detailed proposal to a ROC representative office in their region. Each representative office shall then review and submit up to two proposals to the Ministry. The 2021 application deadline is **November 30, 2020**.

2. Proposal Requirements

A. Theme of Events:

Please provide detailed information of the planned events, such as lectures, symposiums, workshops, and cultural activities, and elaborate on the target audience, collaborative partners, and the focus of these events (such as Taiwan's

arts, film, music, or literature). Should the organization wish to invite groups or personnel from Taiwan to participate, these requests should be included in the proposal as well.

B. Timetable:

Please provide a detailed schedule for implementing the proposed events.

C. Budget:

Please provide a budget plan that states the estimated total expenditure and breakdown, the amount and percentage of expenditure to be shared by each participating organization (including the amount requested from the Ministry), as well as other sources of funding.

D. Marketing Plan:

Please describe a multi-channel regional marketing approach (such as a dedicated webpage, print campaign, media coverage, press release, informational meeting, or press conference) for promoting the events.

E. Introduction:

Please introduce all participating organizations and personnel and the significance of their contributions.

F. Letter of Recommendation:

Please include a letter of recommendation from the ROC representative office. Administrative and implementation details of any previous collaboration(s) with the representative office (or the Ministry) should be provided as well.

VI. Remittances & Audits

1. Projects shall be evaluated in accordance to regulations governing public procurement cases. Funding for approved projects shall be remitted by the ROC representative office in that region.
2. Representative offices and collaborating parties are jointly responsible for the project's implementation, and the project must be carried out in its entirety by November 10, 2021. The Ministry must be notified by writing before July 31 2021 if the project encounters significant alterations or delays, including cancellation or withdrawal of proposed events.

3. For projects that require public tender, all related documents shall be submitted to the Ministry by November 30, 2021. These documents should include pre-tender contract; post-tender negotiation records on asking price and bottom price; signatures of authorized representatives and procurement evaluator; arbitration minutes and conclusion of negotiations; public disclosure announcement; appraisal papers; and receipt from bid awardee.

A final report detailing the project's implementation (including documentation and pictures, media coverage, promotional materials, and feedback) and an expenditure table detailing all project expenses shall be submitted to the Ministry by November 30, 2021. Unused funds are to be remitted in full by November 30, 2021 as well.

VII. Priority Considerations

Influence: Both the sway of the organization as well as its capacity for coordinating events.

Outstanding Theme: The selection of a theme that highlights a unique aspect of Taiwan's diverse culture and national awareness.

Inclusive Proposal: A diverse and rich content, a strategic marketing plan, a reasonable budget, and the ability to attraction public participation.

Sustainable Framework for Collaboration: A joint prospect that can be repeated, conducted on a long-term basis, and/or sustained by its previous results.

Promotional Innovation: The effective utilization of multiple marketing channels and new media such as mobile apps, live video streams, and social networks.

Networks & Resources: The enhancement of the project's impact based on the organization's resources (including the amount of funding provided) and its ability to mobilize regional networks and agencies.

Project Impact: The organization's role in attracting public participation and media coverage, and creating a foundation for long-term bilateral relations.