



*UNESCO Transcultura call for young Caribbean women entrepreneurs
in the cultural and creative industries*

Dear young cultural and creative women entrepreneurs from the Caribbean,

We invite you to boost your business by strengthening your entrepreneurship skills through an online 14-day cultural and creative industries accelerator programme, supported by the UNESCO programme *Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity*, funded by the European Union.

The course will last approximately three weeks and will be delivered via Zoom between April and May 2023, with a total duration of twenty-eight (28) hours. Activities will be held from Mondays to Fridays, two (2) hours daily.

The accelerator programme's overall purpose is to contribute to the generation of new economic opportunities for socio-economic development and cultural cooperation within the Caribbean, and between the Caribbean and Europe, by supporting the capacity development of young women entrepreneurs in the start-up and scale-up of their cultural and creative businesses, as well as in accessing new markets.

To this end, the programme will pursue four main goals:

- To provide tailored training to young Caribbean women entrepreneurs in the cultural and creative sectors for starting and scaling-up their businesses.
- To provide young Caribbean women entrepreneurs in the cultural and creative sectors with a platform for regional collaboration, crosscutting fertilization between different cultural and creative industries, experience-sharing, and peer-to-peer learning.
- To connect young Caribbean women entrepreneurs in the cultural and creative sectors with successful businesses and entrepreneurs from the Caribbean and Europe, to support product development and market access and penetration.
- To encourage the creation of regional and international networks of women entrepreneurs in the cultural and creative sectors.

Selected young women entrepreneurs will benefit from targeted training and mentoring in key areas, spanning from soft skills for cultural entrepreneurship to financial management and planning, business management, branding and pitching, and export planning and execution, among others.



The UNESCO programme *Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity*, funded by the European Union, facilitates knowledge transfer and networking within the Caribbean and Europe. This cooperation initiative is committed to strengthen a diverse cultural and creative ecosystem by providing opportunities for young creatives, cultural professionals and entrepreneurs from the 17 Member States of the Caribbean Community (CARICOM), the Caribbean Forum (CARIFORUM) and the Organisation of the Eastern Caribbean States (OECS): Antigua and Barbuda, The Bahamas, Barbados, Belize, Cuba, Dominica, the Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname and Trinidad and Tobago.

This UNESCO *Transcultura call for young Caribbean women entrepreneurs* targets creatives from the above-mentioned geographic scope. In the framework of this open call *Transcultura* will cover the training fees of up to 34 young women entrepreneurs in the cultural and creative industries

Do not miss this unique occasion to connect, exchange knowledge and expand your network by meeting fellow young female entrepreneurs and recognized cultural and creative professionals!

So, hurry-up, read carefully the details below and submit your application!

The UNESCO *Transcultura* Programme Team



Context and purpose of this call for Caribbean young women entrepreneurs

The Caribbean region, with its multiplicity of customs, traditions, languages and historical links, is an example of multiculturalism, by its cultural transfers, crosses and reciprocal influences from the pre-Columbian era to the present day. All are present in its cultural expressions, tangible and intangible heritage.

Through Programme activities stakeholders and beneficiaries are expected to generate new opportunities for socio-economic development and cultural cooperation in the Caribbean and between the region and the European Union, especially through reinforced and enhanced capacities for the development of new cultural projects, self-employment and start-up/scaling up activities.

UNESCO recognizes that promoting creativity and entrepreneurship implies stressing their importance for both the overall economy and social development, enabling young creatives to fully achieve their aspiration to succeed in their endeavours, and to be empowered as critical agents for change in their countries. In this sense, training and mentoring are pivotal, and incubators and accelerators for cultural entrepreneurship can facilitate and support innovative solutions to nurture and promote cultural production by investing in developing and applying new strategies to encourage the competitiveness of cultural industries.

Eligibility criteria / Who can apply?

- Young women entrepreneurs in the cultural and creative industries between 18 and 35 years.
- Young women entrepreneurs who are citizens and permanent residents of any of the 17 Caribbean countries within the *Transcultura* Programme's geographic scope: Antigua and Barbuda, the Bahamas, Barbados, Belize, Cuba, Dominica, the Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname and Trinidad and Tobago.
- Young women entrepreneurs with a business initiative/project in the field of cultural and creative industries.

Application process:

Applicants should apply through the [online application form](#) to provide personal information, and information on their cultural and creative business and/or entrepreneurship initiative/project.

The deadline for submitting the applications is **7 April 2023 at 23:59, Jamaica time (UTC-6)**.



Selection process:

- Once all the applications are received, they will be subject to a rigorous selection process by a UNESCO-led Committee.
- The Committee will select up to thirty-four (34) young women entrepreneurs, based on their background and business initiative/project.

Please note:

- Only applications from young entrepreneurs (18 to 35 years) who are nationals and permanent residents in any of the 17 Caribbean countries within the *Transcultura* Programme's geographic scope will be considered.
- Once all the applications are received, the Committee might request additional information. Keep checking your inbox regularly, including your SPAM box.
- The UNESCO *Transcultura* Programme reserves the right to use the applicants' information with strict programmatic purposes and preserving confidentiality.

Contact:

transcultura.programme@unesco.org

To learn more about the UNESCO *Transcultura* Programme, visit:

<https://en.unesco.org/fieldoffice/havana/transcultura>