



CIIF IMPACT REPORT

SEPTEMBER 2024



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WELCOME



THERESE TURNER-JONES

Vice-President (Ag.), Operations
Caribbean Development Bank

We are delighted to share with you, this Impact Report on the Caribbean Development Bank's (CDB, the Bank) Cultural and Creative Industries Innovation Fund (CIIF) highlighting its five-year pilot.

In 2017, CDB proudly established a novel coordinated funding mechanism to support the Region's Creative Industries (CIs). With initial funding of USD2.6 million, the Bank launched CIIF and provided grants and technical assistance across our Borrowing Member Countries (BMCs) from 2018-2023.

Emerging from the needs of the CI sector in parallel with the Bank's strategic objectives to serve beneficiaries who are primarily micro and small businesses, CIIF operates within the Bank's Micro Small Medium Enterprises Development (MSME) Unit in the Private Sector Division.

We're pleased to share some of our pilot phase achievements, impact data, learnings, resilience and progress here.

As we reflect on the milestones achieved since the establishment of CIIF, 5 years ago, I feel a sense of satisfaction and gratitude. Each initiative is a testament to our collective vision and unwavering commitment to enable a creative Caribbean, by improving the competitiveness and innovation of CIs and fostering economic resilience.

This publication showcases a snapshot of our accomplishments, stakeholders we have impacted, innovative solutions implemented, collaborations fostered, and the resilience we have demonstrated in the face of challenges such as COVID-19.

Our journey is far from over and we hope you will join us as we continue to build a creative economy landscape that the Region can be proud of.



LISA HARDING

Head (Ag.), Private Sector Division
Caribbean Development Bank

ABOUT CIIF

The Caribbean is a place of great creative dynamism and cultural impact, with many globally recognised cultural expressions and products created in the region. In recent years, there has been growing recognition of the need to foster an enabling environment for the region’s creative industries to transform them into engines for sustainable economic growth.

2008

CARICOM establishes a Regional Task Force on Creative Industries to review relevant policies and data.

2015

CARICOM Heads request CDB and CARICOM develop a mechanism for sustainable financing of the CIs sector.

2017

The Cultural and Creative Industries Innovation Fund is established with an initial USD2.6 million in capitalisation from CDB.

3 CIIF STRATEGIC PILLARS

Innovation
Collaboration
Sustainability



3 GRANT STREAMS

- Enabling Environment
- Data Intelligence
- Improved Competitiveness of Creative MSMEs

5

PRIORITY
SUB-SECTORS

- Audiovisual (film, animation, gaming)
- Fashion & Contemporary Design
- Festivals & Carnivals
- Music
- Visual Arts

1000+

DIRECTLY REACHED



2023 »

CIIF granted approval and additional resources amounting to USD1.8 million for a further period of operations to 2027.

CIIF: 5 YEARS OF INTERVENTIONS AND IMPACT

1000+



beneficiaries directly impacted across 17 BMCs

144



jobs created via CIIF grant projects

46



CIIF grants and prizes awarded

12



CIIF-funded accelerator programmes designed and implemented

6



CIIF Creative Talks hosted

1,903 746



USD1,903 746 total co-financing attracted

16

Knowledge products created including:

- 10 CIIF Country Profiles created
- Intellectual Property Toolkit for Saint Lucia, Dominica and Grenada national carnivals
- IP Toolkit for Indigenous Fashion
- Updated IP data studies for Grenada, Jamaica, Saint Lucia and Trinidad and Tobago

300+

beneficiaries of CIIF-implemented training in grant proposal writing, financial reporting, CI credit appraisal and gender sensitivity

CIIF Haiti

- USD290,000 dedicated
- 3 accelerator programmes implemented – visual arts, fashion, festivals
- 90 beneficiaries

CIIF & CAPACITY BUILDING

CIIF has played a critical role in capacity building for the Creative Industries sector in the region, by designing and supporting collaborative interventions that include targeted training initiatives and the development and dissemination of knowledge products to enhance the competitiveness of CI practitioners.

Through strategic funding for relevant research, creating CI communities of practice, and providing targeted training programmes such as grant writing, gender sensitisation and IP data collection, the Fund has empowered creative industry practitioners and widened the pool of knowledge and data available.



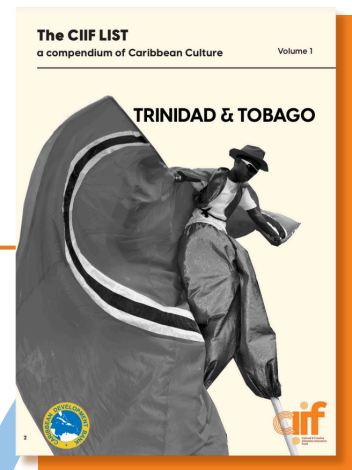
Communities of Practice

CIIF developed Communities of Practice through:

- Hosting industry consultations and networking sessions such as the series of CIIF Creative Talks
- Creating and distributing CI Toolkits
- Developing a CI Consultant Directory and Database
- Grant project designs that include the delivery of additionality mechanisms resulting in industry data-led knowledge products for archive/knowledge sharing
- Grant project reporting mechanisms that include Industry Diagnostic elements

Knowledge Products

- CI Country Profiles - data on cultural heritage, policy and governance, financing, economics and trade, education, cultural entrepreneurship and issues surrounding advocacy in ten (10) CDB BMCs
- Intellectual Property Toolkit for Saint Lucia, Dominica and Grenada national carnivals



CIIF & CAPACITY BUILDING

CIIF-Funded Training

- Funded design and implementation of 12 accelerator programmes across 16 BMCs including:
 - IP data accelerator for statistical officers from across CDB BMCs
 - Accelerator for fashion and design practitioners to enhance technical and business skills
 - Gaming and Animation accelerator
 - Visual Arts accelerator and biennial for visual arts practitioners across CDB BMCs
 - Festival Tourism Data Collection Accelerator

CIIF-Implemented Training Initiatives

Grant proposal writing for creative practitioners

174  persons
from **14**  BMCs

Financial reporting for creative enterprises

63  persons from
43  organisations

Creative industries credit appraisal training for loan officers

44  representatives
from **16**  BMCs

Gender sensitivity and financial training for

40  CIIF grantees from
43  organisations

CIIF Creative Talks

Series that facilitates CI knowledge exchange across the ecosystem, spotlighting practitioners and experts in relation to selected themes and issues relevant to the region's CI sector.

- Edition 1 - Sustainable Fashion & Technology
- Edition 2 - An Enabling Environment for the Creative Industries Sector
- Edition 3 - Women in the Creative Industries - in Celebration of International Women's Day
- Edition 4 - IP and Branding for CI
- Edition 5 - The Way Forward: Festivals and Carnivals
- Edition 6 - Festival X: Driving Digital Futures



CIIF IN THE NEWS

Timeline

40+ ARTICLES BETWEEN 2018 TO 2023

2018

The Business of Beats - Recognising this, development groups are now coming together to offer musicians and other artists more routes to funding and support. The CDB is set to launch its USD2.6m Cultural and Creative Industries Innovation Fund (CIIF) later this year.

- [St Lucia Star](#), September 2

CDB Launches CIIF - The Caribbean Development Bank (CDB) on Friday announced the launch of a new fund to provide financial support and stability for the Region's cultural and creative industries. CIIF is launching with a call for proposals under its Enabling Environment grant category which provides funding of up to USD150,000 per approved project.

- [Caribbean News Service](#), December 15

2019

CDB Targets Creative Sector with new fund

- The Cultural and Creative Industries Innovation Fund (CIIF) was officially launched on Thursday night at Champer's Restaurant in Christchurch, Barbados. Daniel Best, CDB's Director of Projects, said the fund was created to offer support for the creative sector which, he said, has as much potential as traditional industries to contribute to the region's economies.

- [Loop TT](#), Feb 8

Accelerating Caribbean Fashion - Starting on May 6th, twenty (20) designers from across the region have been participating in an intensive boot camp-style workshop led by Sandra Carr, one of the pioneers of the Caribbean Academy of Fashion and Design at the University of Trinidad and Tobago.

- [SKN Vibes](#), May 16

Move Over COACH, Say Hi to Fahina Handbags

- We may know them primarily as a conservation group, but the Sarstoon Temash Institute for Indigenous Management (SATIIM) has qualified for a USD130,000 grant from the CDB's Cultural and Creative Industries Innovation Fund.

- [7 News Belize](#), November 5

2020

Belize's creative sector receives emergency COVID-19 relief from CDB

- A Belizean creative sector organisation is one of several organisations within three Caribbean countries to benefit from special grant funding issued by the Caribbean Development Bank, geared towards providing emergency relief to creative industries that have lost revenue due to the COVID-19 pandemic.

- [Breaking Belize News](#), December 14

CDB allocates USD100,000 for creative industry practitioners - The Caribbean Development Bank (CDB) has allocated USD100,000 in emergency relief grant funding for creative industry practitioners.

- [Searchlight Newspaper](#), April 21

CIIF IN THE NEWS

Timeline

40+ ARTICLES BETWEEN 2018 TO 2023

2021

CDB Awards USD50,000 in Grants to Animation, Film Projects in Saint Lucia and Trinidad and Tobago

The Caribbean Development Bank (CDB) has awarded USD 50,000 in grant funding to two film and animation entities in Saint Lucia and Trinidad and Tobago for projects which aim to increase cultural collaboration and empower at-risk youth.

– [AXA News](#), February 4

CDB gearing lenders to better assess creative sectors' loan applications - With small businesses in the creative sector in parts of the region frequently bemoaning what they say are the difficulties associated with accessing the financial means to grow their enterprises, the Caribbean Development Bank (CDB) is intervening to strengthen the capacity of regional development finance institutions to objectively appraise applications for funding for projects in the sector.

– [Stabroek News](#), October 1

2022

Vincentian fashion designer lauds CDB, CEDA assistance

- The award of a USD10,000 prize grant from the Caribbean Development Bank's (CDB) Cultural and Creative Industries Innovation Fund (CIIF) was exactly the stimulus Kimon Baptiste-St. Rose's enterprise needed to help launch its expansion in the region.

– [Barbados Today](#), June 16

Caribbean designers to tap into \$ trillion fashion market with metaverse training

- One of the first items on POSFW's agenda was a metaverse workshop, on Thursday, hosted in partnership with the Caribbean Development Bank's (CDB) Cultural and Creative Industries Innovation Fund (CIIF), and Caribbean Technological Consultancy Services (CTCS).

[Trinidad and Tobago Newsday](#), November 18

2023

CDB to invest USD1.8 million in the Region's creative sector

- The Bank's continued investment in the fund will lead to the increased contribution by the Creative Industry sector to economic outputs and foreign exchange earnings by improving the enabling environment, enhancing data collection and reporting, and improving the competitiveness of beneficiary MSMEs. This will build social resilience by ensuring no-one is left behind and contribute to economic resilience for inclusive growth. - [CDB News](#), July 19

CIIF PARTNERSHIPS

In keeping with its strategic pillar of collaboration, CIIF forged critical partnerships with academic, government and development partners, co-financing activities, developing industry knowledge, delivering capacity building and co-creating programmes. Notable partnerships included:

- **CDB Basic Needs Trust Fund**
 - Youth training programmes in Saint Lucia on Business of Music and Fashion & Contemporary Design
- **Caribbean Technological Consultancy Services**
 - Creative industries credit appraisal training programme
- **Caribbean Export Development Agency**
 - Fashion & Contemporary Design Accelerator
- **SDF Haiti/CDB Haiti Country Office**
 - CIIF Haiti Programme

OUR IMPLEMENTATION PARTNERS



Fondasyon konesans ak libète
Fondation connaissance et liberté



Fahina

Re-Branding the Creative Industry of Maya women in Belize

BELIZE

GRANT AMOUNT: USD130,000

GRANTEE Sarstoon Temash Institute for Indigenous Management (SATIIM)

The grant funded technical support for the development and promotion of a fashion brand Xe'il, which features traditional Mayan embroidery done by indigenous women in Southern Belize.

“It has been quite busy. People really love that they are supporting these groups when they purchase these clothes. Since we have launched, those women have not had any free time. . . . It is a real success story, and we must thank the CDB for providing us with the support.”
Maya Choc, Executive Director, SATIIM.

CIIF STORIES



Kimmystic Clo CIIF Fashion Accelerator Grant Winner

ST. VINCENT & THE GRENADINES

GRANT AMOUNT: USD10,000

GRANTEE Kimon Baptiste-St. Rose

Baptiste-St. Rose participated in the regional Fashion & Contemporary Design Accelerator initiative valued at over USD50,000 hosted by CIIF and CEDA in 2019, receiving a USD10,000 prize grant at the programme's end. Since then, leveraging the prize money and skills gained during the accelerator, she has expanded her business significantly, including growing from employing two workers a a full-time operation employing six women.

“The CIIF project was a capacity building one, and the prize grant was used to train my employees and position Kimmystic Clo to become export-ready. It also helped me to acquire proper machinery that I needed.

Kimon Baptiste-St. Rose, Founder, Kimmystic Clo



ICE Visual Arts Biennial

CIIF STORIES

Grant funding to support the artists' participation in the I.C.E. (Incubator for Collaborative Expression) Caribbean.

REGIONAL

GRANT AMOUNT: USD50,000

GRANTEE *Animae Caribe*

Twenty-five visual artists from 12 CDB BMCs participated in a virtual visual arts accelerator programme and art biennial under the theme 'Statelessness', which was coordinated with support of a USD50,000 grant from CIIF. The guiding theme of the programme highlighted the impacts of climate change, migration, the COVID-19 pandemic and other socioeconomic issues on the region, through the artists' work. It culminated with a pitch competition, with five artists being awarded prize grants of USD5000 each.

“*“Statelessness” is fast becoming a feature of Caribbean existence as natural disasters, climate change and even the most recent COVID-19 pandemic may have contributed to forced migration or dislocation of Caribbean nationals from their homes. The overall intent of I.C.E Caribbean is for participants to become champions of climate leadership and community building.*

Antonius Roberts, Curator, ICE Biennial and Founder, ICE Project Bahamas



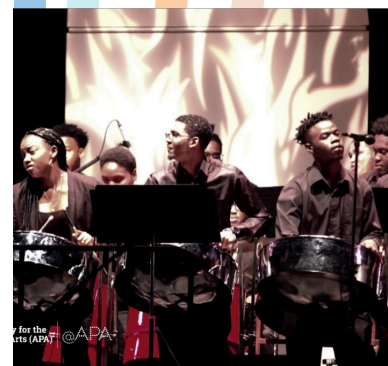
Academy of Performing Arts Pan Fellowship

TRINIDAD AND TOBAGO

GRANT AMOUNT: USD90,000

GRANTEE *University of Trinidad and Tobago (UTT)*

The grant facilitated a pan fellowship at UTT, allowing steelpan musicians to dedicate themselves to elevating their musical artistry in a culturally immersive environment, participating in relevant, accredited UTT academic coursework on culture and heritage and engaging with regional and international pannists.



“*This fellowship allows participants to study all three elements within its cultural context and gain a better understanding of pan's place within music of the African diaspora and music of the world.*

Malika Green, Project Manager, Pan Fellowship, 2020.

CIIF EMERGENCY RELIEF GRANTS

When the COVID-19 pandemic hit in 2020, the cultural and creative industries were among the hardest hit, with festivals, carnivals and other entertainment and cultural events cancelled as public health measures required isolation and social distancing.

CIIF responded with CIIF COVID-19 Response Grant programming, which made available USD100,000 in grant financing for the CI sector, targeted at CI entrepreneurs whose MSME business operations were challenged due to the impacts of pandemic-induced sector restrictions and global developments.

The grant programme was split between two of the most impacted sub-sectors, with USD50,000 allocated to the Music sub-sector and USD50,000 allocated to the Festivals & Carnivals sub-sector.

The grant programme aimed to assist entrepreneurs in pivoting their products to online platforms or delivery, support the development of disruptive digital technologies and promote new Caribbean content through existing digital platforms.

In December 2020, seven grantees were announced from Barbados, Jamaica and Belize, with projects ranging from the conversion of existing festivals into virtual experiences, to the development of new streaming and training platforms for cultural content.

James Sanker, owner of the Belize Music Agency, one of the grant recipients, stated that the Emergency Relief Grant was *"just what we needed to execute some of our plans to stay in the game."*

Barbadian Janelle Headley, owner of performing arts programme Operation Triple Threat, stated:

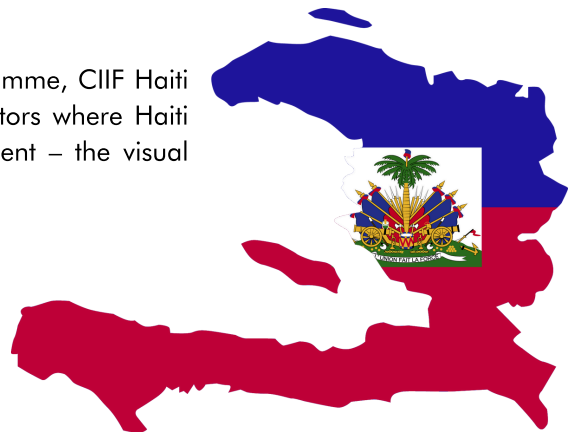
"When we applied to CDB for assistance... we had lost a lot of our livelihood. Our ways of fund-raising to keep our programmes and services functioning, had dried up. With the grant from CDB, it helped us to put on our showcases and also to expand our training and development to a wider range of persons."

CIIF HAITI

Midway through the first CIIF programme and cognisant of both the rich cultural output and unique socio-economic constraints in that Borrowing Member Country, CDB introduced a special intervention for the CI sector in Haiti.

CIIF Haiti was a dedicated, **USD290,000** package of technical assistance for Haitian creative practitioners.

While Haitians already had access to the overarching CIIF programme, CIIF Haiti provided increased assistance, specifically targeted at CI sub-sectors where Haiti has an established track record of innovation and accomplishment – the visual arts, fashion and festivals & carnivals.



“ We recognised that Haiti, a country that is very rich in culture, the arts, and music, seemed like a low-hanging fruit. It was accepted that administratively, it would be difficult for Haitians to access the [main] CIIF funding because of a number of obstacles, including the language barrier. We know that [culture] is something Haitians excel at and so the CDB team placed its support behind [CIIF Haiti] stated CDB’s then Country Representative for Haiti, Stephen Lawrence. ”

CIIF Haiti was launched as a CIIF additionality in December 2020 with its own programme coordinator and financing from the Special Development Fund (SDF), Haiti and CDB Haiti Country Office. An additional layer of implementation support was created through a partnership with Fondasyon Konesans ak Libète (FOKAL) for added in-country project coordination in 2021-2022. CIIF Haiti impacted 90 direct beneficiaries between its start and the close of CIIF I pilot in 2023.

Festivals, Tourism, and the Caribbean Economy

CIIF Festivals Accelerator Grant Winner

THE BAHAMAS

GRANT AMOUNT: USD90,000

CIIF STORIES

GRANTEE Junkanoo Commandos

The grant funded the design and delivery of festival production training, executed by the Junkanoo Commandos. The programme engaged festival practitioners from The Bahamas and other CDB BMCs on best practices in festival development and execution, including data collection and analysis, to help them strengthen their festival offerings.

“The impact that this project will have on the region including The Bahamas is far reaching. We want to better highlight the culture of their countries as a tool to entice and hold international, regional and domestic visitors to their respective islands for the events and festivals that they offer. . . and increase their economic returns.

Angelique McKay, Project Manager, Junkanoo Commandos



Haiti Festivals Accelerator

HAITI

GRANT AMOUNT: USD66,000

GRANTEE Fondation CASELI

The grant funded the design and delivery of a festivals accelerator programme catering to the organisers and producers involved in Haiti's vibrant festivals scene. The 16-week programme trained participants in critical event production skills including sponsorship procurement, data collection and analysis, marketing and pricing. Prize grants were awarded to each organisation to further develop their festival plans.

“We have many festivals in Haiti, but they are mostly on a very informal basis. We want to train these young event organisers... so that they are ready to transition and make an impact on our economy. Culture reflects history, and it is something that we can share.... It is one of the few things that unites Haitians, and it is positive.

Philippe Saint-Cyr, Director, Fondation CASELI



“A beacon of hope for the creative industries in the Region.”

LESSONS LEARNED FROM CIIF 2018-2023

CDB held a clear vision of how CIIF could be a transformative force for the CI sector. An independent evaluation of the CIIF programme assessed it as an effective and critical mechanism for the region’s CI sector.

KEY LESSONS



DESIGN

- Facilitated development of the creative industries at multiple levels – regional, national, sub-sectoral, organisations within sectors and individual creative targeted and prioritised major creative industry subsectors in the region.
- Dedicated CIIF Haiti programme reflected responsiveness to the special needs of that BMC.
- Funding calls can be more effective if launched with longer response windows and parallel preparation support to potential applicants.



SUSTAINABILITY

- Grant award criteria and cross-cutting grant streams facilitated sustainability and effective use of funding.
- Selection criteria resulted in funding for initiatives with potential to be either self-sustaining or an impetus for other partners.
- The CIIF Community of Practice framework facilitated an archive of data collection, knowledge-sharing and partnerships Additional support mechanisms targeting past CIIF grant beneficiaries and projects can continue to enhance sustainability of CI MSMEs.



IMPACT

- Majority of its results targets met, with 87% of projects awarded meeting criteria for commercial viability, 80% facilitating regional integration and 77% demonstrating coordination within the creative industries.
- Direct positive impacts reported on the lives and livelihoods of individuals, organisations, families and communities including youth and indigenous populations. One prize grantee pointed out that her business would not have survived the COVID-19 pandemic without CIIF support.

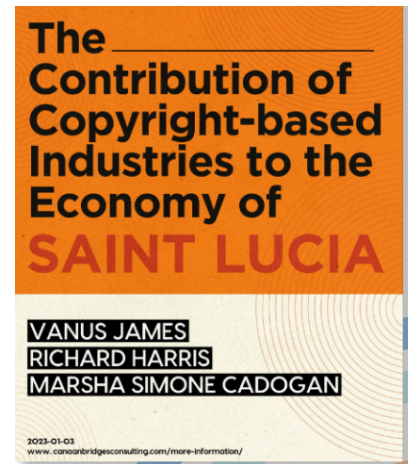
IP Data Collection Accelerator

ST LUCIA

GRANT AMOUNT: USD120,000

GRANTEE Central Statistics Office (CSO) of St Lucia
 Statistical officers and other relevant stakeholders from across the region were trained in harvesting and producing more robust statistics on the CI sector using regional-specific methodology developed by Vanus James. Four WIPO-endorsed country data studies were produced for Grenada, Jamaica, St Lucia and Trinidad and Tobago. A training course was designed, piloted and accredited and a project manual produced for training of future cohorts in partnership with Canaan Bridges Consulting Inc.

“ This project seeks to build capacity in the area of copyright and creative industries statistics that have traditionally not been very well represented in our national accounts and gross domestic product (GDP) numbers, even though we know that this activity is an important economic driver.
 Richard Harris, Deputy Director, CSO



Caribbean Animation and Film Training Project (CAFT)

REGIONAL

GRANT AMOUNT: USD25,000

GRANTEE Malfinis Film and Animation Studios Inc

CAFT, the brainchild of regional animation studios - Malfinis from Saint Lucia and Castle Production from Jamaica and a strategic market access partnership with Parallel 14 from Martinique, delivered extensive, free 2D and 3D animation training to over 20 animators from across the region. The project underpinned an ongoing initiative by the studios to build upon efforts to launch a creative cluster for animation in the Caribbean.

“ We knew how powerful the building of a cluster and working together would be. Thanks to the CDB, we are at the stage where we have tested our pilot and our next steps are to formalise the brand of the cluster, establish the legal requirements, and develop a solid international marketing campaign.
 Milton Branford, Director, Malfinis



THE ROAD AHEAD: CIIF II FRAMEWORK

In June 2023, the CDB Board of Governors granted continuation approval for CIIF for a further period of operations through to 2027 and replenished the fund with an additional USD1.8 million.

This funding has been combined with balance from the CIIF pilot phase, resulting in an estimated total USD2.7 million available for the next phase of the programme – CIIF II.

Taking forward lessons learned, CIIF II will offer expanded support mechanisms to better prepare stakeholders for grant call opportunities and contribute to an improved quality and wider geographic spread of applications.

PROGRAMME STRUCTURE

Grant funding will be made available through competitive open calls for the five priority sub-sectors:



Audiovisual (film, animation, gaming)



Fashion & Contemporary Design



Festivals & Carnivals



Music



Visual Arts

There will be three component streams under which grant funding will be targeted:

- Component I - Enabling Environment
- Component II - Data Intelligence
- Component III - Improving Competitiveness of MSMEs

Partnership and Resource Mobilisation Expansion

CIIF intends to improve engagement efforts with regional governments, regional tertiary institutions and development agencies to partner and leverage available resources to support its targeted CI stakeholders. CIIF welcomes exploration of aligned resource and grant implementation partnerships.

Timeline for Grant Awards and Implementation

Grants will be awarded and projects executed between 2024 – 2026 to meet the CIIF II closing date of May 2027.



THE CIIF TEAM

For more information, contact CIIF at ciif@caribank.org.



LISA HARDING

Head (ag.) Private Sector Division



TAMEKA LEE ROBERTS

Consulting Project Officer



MALENE JOSEPH

Fund Coordinator



SUZANNE KING

Project Assistant



Cultural & Creative Industries Innovation Fund
Caribbean Development Bank
P.O. Box 408, Wildey St Michael
Barbados BB11000

www.caribank.org/ciif
Tel: + 1 (246) 539-1600
Email: ciif@caribank.org