Gateway Fund

Call for proposals for Cultural E-learning Content Aggregation Application Guidelines

(For 2005-2006/2006-2007 Fiscal Years Funding)

Deadline for submissions – October 11, 2005

Canadian Culture Online
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La version française de ce document est également disponible.

Canada

TABLE OF CONTENTS

PART I - PROGRAM INFORMATION

1. PROGRAM OBJECTIVES

The primary objectives of the Gateway Fund are to:
- increase the amount of quality Canadian cultural content for the Internet;
- build audiences for that content by making it easy to find on the Internet; and
- engage Canadians to use the content and share their perspectives on Canadian events, people and values.

2. OBJECTIVES SPECIFIC TO THE CURRENT CALL FOR PROPOSALS

The current call for proposals in this program focuses on the last two overall program objectives of audience building and engaging Canadians. It does this by calling for the development of online access points for aggregating sources of existing Canadian cultural e-learning content. These access points should provide access to multiple sources of educational cultural content that have been produced in the past two years, and should do so in a way that allows content to be easily used for free by teachers in maternelle to secondaire classrooms in Quebec, or by teachers in kindergarten to grade 12 (K-12) classrooms across the balance of Canada. Access points should be focussed on a curriculum relevant theme (or themes) such as history, geography, social studies or arts and culture. Non-culturally related topics such as mathematics or science will not be considered suitable. These access points need not tie content to a specific curriculum, but they should allow teachers to find and retrieve content from different sources according to the curriculum relevant terminology with which they are familiar.   While some effort may be required to make the existing content more useable by teachers, this is not a content creation project, and the costs associated with the digitisation or development of cultural e-content will not be funded through this call.

An additional objective of this call is to foster an increased use of online educational material by making this material accessible from as many points of access as possible. To achieve this goal, projects will be required to apply open standards when describing online educational content, and to provide access to this metadata in a manner that will allow it to be harvested by other sites.

Finally, this call encourages key stakeholders benefiting from this improved access to be engaged in the process. This will be done by requiring that proposals be comprised of Partnerships, specifically of educational organisations, online cultural content holding organisations, and organisations with technical expertise in online content delivery.

3. ABOUT PARTNERS, PARTNERSHIPS, PARTNERSHIP AGREEMENTS, AND LEAD APPLICANTS

In the context of the call for proposals described in Part II of these guidelines, a "**Partner**" can be any Canadian organisation, public institution or private company which contributes at no cost or at a substantially reduced cost to the applicant, content, services, or materials necessary for the successful completion of the project.

In the context of the call for proposals described in Part II of these guidelines, a "Partnership" is formed with Canadian Partners (as described above) of the following type:

- Organisations and companies with expertise in web development, web services, online learning objects, and related technical skills;
- Educational boards, institutions and professional associations;
- Public or private not-for-profit cultural organisations (such as, but not limited to Museums, libraries, and archives), including those with experience in presenting cultural content on the internet, and with a focus on reaching the K-12 educational sector, or the maternelle to secondaire educational sector in Quebec, within the past two years.

In the context of the call for proposals described in Part II of these guidelines, all projects eligible for funding must involve at least one (1) Partner from the K-12 educational sector, or the maternelle to secondaire educational sector in Quebec, and at least two (2) Partners having significant online cultural holdings, ideally with associated online learning resources. Additional Partners with technical expertise may also be part of any Partnership, or conversely, Partners may choose to sub-contract the technical components of the project.

All Partners must commit to their participation in the project by means of a **Partnership Agreement** which is distinct from any Agreement with Canadian Heritage. The terms of this Partnership Agreement are left to the Partners involved. However the agreement must clearly include the following information:
- The duration of the Partnership;
- The role of each Partner in this project;
- Confirmation of all contributions towards the project, and the nature of these contributions;
- An agreed dispute resolution mechanism;
- Acknowledgement of the terms and conditions inherent in any agreement a Partner signs with the Department of Canadian Heritage under this call.

As described in further detail in section 4-a, one (1) Partner will act as the **Lead Applicant**, and be responsible for all dealings with CCO under this call, including being **the only party that enters into an agreement with CCO**, should the project be accepted for funding.

Part II - 2005 CALL FOR PROPOSALS

1. INTRODUCTION TO THE CALL FOR PROPOSALS

The Department of Canadian Heritage, through Canadian Culture Online (CCO), is launching a targeted call for proposals under the Gateway Fund to increase access to existing cultural content for use in pedagogical environments. The call focuses on the development of online access points that will improve accessibility to Canadian cultural e-content for teachers and students across Canada.

Each access point must be focussed on a K-12 curriculum relevant theme (or themes), or the maternelle to secondaire curriculum relevant theme (or themes) in Quebec, such as social studies or arts and culture. Non-culturally related topics such as mathematics or science will not be considered suitable. These access points need not tie content to a specific curriculum, but they should each provide through an intuitive interface, content from multiple sources that can be easily browsed and searched based on the curriculum relevant terminology with which teachers are familiar. Moreover, the content available through this source must be presented in a format that can be easily implemented in the classroom according to the teacher's requirements.   Solutions such as a simple list of links, a portal to other content sources with different search or meta-data (background information) features, or an access point to content that has been loosely repurposed without thought to teachers' actual needs have been demonstrated to not be effective, and therefore will not suffice.

While no specific technical solution or content source is prescribed in this call, the proposed project must meet basic criteria outlined in section 4 a) Determination of Eligibility, and will be evaluated on a competitive basis on the degree to which it satisfies the criteria outlined in section 4 b) Assessment of the EOI. Canadian organisations are invited to submit proposals meeting these criteria, as discussed below.

2. THE APPLICATION PROCESS

The applicant will submit an expression of interest (EOI), which will contain the appropriate information and documentation for the proposed project (See Part III, section 2).

Before applying to the Gateway Fund the applicant should go to CCO's "Applicant Resource Centre" (http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm) and/or send an email message to ccop-pcce@pch.gc.ca in order to receive all that is needed to complete the expression of interest.

Expressions of interest must be sent via email to **ccop-pcce@pch.gc.ca no later than midnight (Pacific Time**), **Tuesday, October 11th, 2005**. Follow-up hard copies (as per Part III of this document) must be sent to CCO by regular mail or courier and postmarked no later than **Tuesday, October 11th, 2005**.

Attn: Gateway Fund Call for Proposals
Canadian Culture Online
25 Eddy St., 3rd Floor

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Gatineau, Quebec
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1(866) 900-0001
ccop-pcce@pch.gc.ca

3. THE SELECTION PROCESS

A. Phase I – EOI

The applicant's EOI, containing the appropriate information/documentation (see detailed format Part III section 2) will be assessed by the Department for eligibility; then through an advisory committee, the EOIs will be ranked according to the assessment criteria, which follow.

B. Phase II -- Full Application

Based on review by the advisory committee, the Department will request a full application from recommended applicants who submitted EOIs that best meet the assessment criteria, within the available funding. Contributions made by CCO under this call cannot exceed $500,000 per project, and cannot exceed 75% of total cash expenditures.

Successful EOI applicants will be asked within a specific period to submit a full application (a full application kit will be provided to these applicants) which will include: a vision of the proposed solution, a strategy to ensure project results will be taken up by K-12 teachers, or maternelle to secondaire teachers in Quebec, detailed information on each Partner and how they will be involved, detailed information on the technical standards that will be used (showing that these adhere to the e-learning standards laid out by CCO in the "Technical Standards and Guidelines for Canadian Culture Online Funded Initiatives" document found at http://www.pch.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm), a detailed work plan for the project, a signed Partnership Agreement, a proposed budget with cash flow for the project, the sustainability and promotion plans, evidence of copyright requirements and the ability and intention to clear them, and any additional information. In addition to this material, the management capacity of the organisation will be assessed.

Based on a thorough review of this information and available funds, the Department will make the final decision to approve or reject projects. Decisions will be communicated to the applicant in writing.

4. EXPRESSION OF INTEREST (EOI) ASSESSMENT PROCESS (PHASE I)

A. Determination of Eligibility

Applicant Eligibility

A program officer determines the eligibility of the applicant and the project through an initial screening of each expression of interest. **Only those expressions of interest**

demonstrating that all the eligibility requirements have been met, and for which all related documentation has been submitted, will proceed to the next step. If the expression of interest does not demonstrate that it meets all of the applicant and project eligibility criteria, it will not be considered for further assessment.

As described in Part 1, Section 3 above, all projects must involve a Partnership, and one (1) of the Partners shall submit an expression of interest to the Gateway Fund under this call, as the Lead Applicant. This organisation acts as the single contact for the project with CCO. It is responsible for coordinating all aspects of the project, and is the entity that enters into a legal agreement with the Department of Canadian Heritage, and receives and distributes the funds to project Partners as required.

Applicants must be one of the following:
- Canadian public sector organisations (excluding federal organisations and crown corporations) active in culture, education (including Boards of Education) or other field relevant to the proposal.
- Canadian not-for-profit private sector organisations active in culture, education or other field relevant to the proposal.

The following are not eligible applicants under this call for proposals:
- Federal organisations and federal crown corporations (may act as Partners only, subject to restrictions in Part I, Section 3 of this call).
- Private for-profit organisations (may act as Partners only, subject to restrictions in Part I, Section 3 of this call).
- Provincial or territorial governments (not eligible to participate under this call)

Any Partner meeting these criteria may apply as the Lead Applicant but must demonstrate their capacity to administer the funds and ensure that Partners meet project deliverables.

Please note: prior applicants and Partners must be in compliance with all terms and conditions, including all reporting requirements, in Contribution Agreements previously signed with CCO.

Project Eligibility

All projects must:

- Outline the development of a project that implements an online access point focussed on a specific cultural theme (or themes), to improve access to Canadian cultural content for the purpose of learning subjects relevant to Canadian history, geography, social studies, and arts and culture at the K-12 level, or the maternelle to secondaire level in Quebec.
- Outline work that will be completed and launched before March 31st, 2007.
- Ensure that all content accessible through the site has been produced or rendered current within the past two years.
- Ensure that all content accessible through the site is available for free for a minimum of three years following project completion, with usage permissions clearly stated.
- Include all requested components for EOIs, as defined in Part III Section 2 below;

- Be received by email by **Tuesday, October 11th, 2005**, with follow up hard copies couriered to the Department or postmarked no later than **Tuesday, October 11th, 2005** (as per Part III of this document);
- Demonstrate that the applicant, Partners or other revenue sources are contributing **a minimum of 25% of the eligible costs in cash** (which may include amounts paid against salaries and benefits) that are required to complete the project; AND
- Not request a contribution in excess of **$500,000**.

B. Assessment of the EOI

An Advisory Committee comprised of external experts in online cultural content, e-learning, and education, evaluates all eligible EOIs based on the degree to which each demonstrates that:

Category	Criteria
A) Quality of the project, and resulting usability	- The proposed access point provides a simple solution for usage rights in terms that can be understood by teachers and students; - the content holders are able to ensure that copyright will be cleared such that content will be available to the public, without fee for a minimum of three (3) years following project completion; - the proposed access point will be available in both official languages and will offer access to a balance of content in English and in French (this criterion does not preclude the inclusion of other languages); - the project focuses on improving access, rather than developing new content; - the proposed access point provides seamless and transparent access to content from multiple sources; - the proposed access point is easy to use, including having intuitive features, being easy to search or browse through, and requiring minimal teacher training; - the proposed access point will focus on a cultural theme (or themes) that is (are) within the realm of expertise of the content partners.
B) Targets K-12 (maternelle to secondaire in Quebec) pedagogical audience	- The proposed access point provides content that is relevant to diverse cultural groups across Canada; - the proposed access point need not tie content to curricula for a specific grade level or year, but it must clearly tie existing content to curricula at educational levels (such as "primary, middle school, secondary") in the provinces and territories across Canada; - the proposed access point contains content elements that make the material ready-to-use in classroom environments, such as lesson plans, proposed activities, and evaluation components; - the proposed access point provides a mechanism to allow teachers to provide and share feedback on the access point and on specific content accessed through the access point; - the proposal shows teachers' organisations will be integrated into the development and testing framework.
C) Accessibility	- The proposed access point is accessible through dial-up connectivity, but takes advantage of higher bandwidths; - the proposed access point conforms to the "Technical Standards and

	Guidelines for Canadian Culture Online Funded Initiatives" (http://www.pch.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm); • with regards to metadata (data that describes the educational content), the proposed access point conforms to the Cancore Metadata Guidelines v. 2.0 (www.cancore.ca - these provide specialized guidance for material of an educational nature), as well as to the "Guidelines for the Government of Canada Education(GCED) Metadata Application Profile" (http://www.tbs-sct.gc.ca/im-gi/mwg-gtm/ems-sml/docs/2004/gced/gced00_e.asp); • the proposed access point conforms to the Open Archive Initiative "Guidelines for the Open Archives Initiative Protocol for Metadata Harvesting" (http://www.openarchives.org/OAI/2.0/guidelines.htm).
D) Marketing	• The proposal shows how the resulting access point will be promoted to the K-12 (maternelle to secondaire in Quebec) educational sector.
E) Sustainability	• The proposal explains how without further funding from CCO, the resulting access point, and content available through it, will remain accessible to the public without fee, for a minimum of three (3) years following project completion.

5. CONDITIONS OF FUNDING

Successful applicants will receive a letter from the Minister of Canadian Heritage indicating that a contribution has been approved for their project. Recipients will be required to sign a **Contribution Agreement**, which is a legal contract outlining the responsibilities of both the Department and the Recipient. Once funding has been approved, no substantial changes can be made to the project without the prior written consent of the Department.

Funds are subject to examination of a Recipient's accounts, records, or other evidence deemed necessary in the circumstances, up to and including a financial audit. Funding must be used only for the purposes specified in the letter of approval signed by the Minister of Canadian Heritage and the Contribution Agreement. Any funding not used for these purposes must be returned to the Department.

Applicants who start the preliminary phases of a project during the period in which the Department is evaluating their applications proceed at their own risk. If the Department approves funding, reimbursements can only be made for project expenses incurred after submission of the Initial Expression of Interest for federal fiscal years of 2005-06 & 2006-07 (up to March 31st 2007). Only one Contribution Agreement will be signed for both fiscal years, and re-application for the 2006-07 fiscal year will not be necessary.

In accepting a contribution from the Department of Canadian Heritage, organisations are expected to publicly acknowledge this assistance. Public acknowledgement of the assistance received shows Canadians where and how public funds are being spent, and raises public awareness of the social and economic benefits of programs such as Canadian Culture Online.

PART III - 2005 HOW TO PREPARE YOUR EXPRESSION OF INTEREST

1. GENERAL INFORMATION

To prepare an effective expression of interest:

- Follow the instructions carefully when preparing your expression of interest. Only applications demonstrating that all the eligibility requirements have been met and for which all related documentation has been submitted will be processed.
- Articulate the costs of each budget item in your project, explaining any confirmed or pending revenue sources. Carefully consider the maximum amount that can be covered by CCO.
- Keep your project description under 6 typed pages plus budget and General Application Form (GAF). Use a font size of 10 points or larger, paginate your application and submit supplementary information as appendices. **The total number of pages for all documentation in the EOI (including all supporting documents) should not exceed ten (10) – no review will be made of material after the tenth page.**
- Please submit THREE (3) copies of your expression of interest.
- To facilitate further potential copying by CCO, do not bind your application.

2. CONTENT OF THE EXPRESSION OF INTEREST

All applicants to this Call for Proposals under the Gateway Fund must submit the following documentation:

1. A completed and signed **General Application Form** (GAF) - A link to this form can be found at the following page: http://www.pch.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm.

2. The **title** of the project (in the case of a bilingual project, the title should be provided in both official languages).

3. The **objectives and expected outcomes** of the project - Describe the expected results of the project, including; who is expected to use the access point, how it is expected to be used, what will the resulting site look like, and what content will be available on it.

4. **Partners** - Describe who will be participating in the project, and how the work and project results fit into the mandate/objectives of each organisation.

5. **Outline of Activities** - Describe briefly what work will be done to achieve the outcome, who will do that work, and when it will be done.

6. **Adherence to Assessment Criteria** - For each criterion identified in Part II, Section 4 B Assessment of the EOI – identify briefly how this criterion will be met or exceeded. Please consider and respond to all elements indicated for each criterion, ensuring that each response is numbered to match the 18 criteria, as they are laid out in Part II, Section 4 B).

7. A **preliminary project budge**t following the format in Annex A.

PROJECT BUDGET

Canadian Culture Online Program (CCOP)
Phase I Budget -- Gateway Fund
For Fiscal Years (April, 1, 2005 to March 31, 2007) [1]

EXPENSES[2]	Project Costs			Total Project Revenues				
	Cash Cost	In Kind Cost	Total Cost	Requested from CCOP (cannot exceed 75% of cash costs)	by Applicant/Partners Applicant (In Cash)	Partners (In Cash)	(Applicant & partners) In Kind	Total Revenues (should match costs)
Development of Access Point								
Salaries & Benefits - Education Consultants[3]	-	-	-					-
Salaries & Benefits Systems Administrator	-	-	-					-
Salaries & Benefits Web site Senior Designer	-	-	-					-
Salaries & Benefits Junior Webmaster	-	-	-					-
Consulting Fees (specify purpose)	-	-	-					-
Volunteer labour: Steering committee	-	-	-					-
Volunteer labour: Curatorial Staff	-	-	-					-
Hardware costs	-	-	-					-
Software costs	-	-	-					-
Internet Access	-	-	-					-
Other (specifiy)	-	-	-					-
Subtotal	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Content Metatagging								
Project Co-ordinator labour/consulting	-	-	-					-
Indexing/Cataloguing/Metatagging	-	-	-					-
Other (specify)	-	-	-					-
Subtotal	-	-	-	-	-	-	-	-
Administrative Expenses								
Project Management Labour	-	-	-					-
Directly applicable administrative support	-	-	-					-
Supplies used in project	-	-	-					-
Legal	-	-	-					-
Final Financial Project Audit Fees	-	-	-					-
50% of GST Expenses	-	-	-					-
Other (specify)	-	-	-					-
Subtotal	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Diffusion Activities								
Web site launch	-	-	-					-
Registration W/Search engines	-	-	-					-
Travel	-	-	-					-
Other (specify)	-	-	-					-
Subtotal	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Other Expenses								
Other (specify)		-	-					-
Subtotal	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Totals	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**

1) No expense incurred prior to submitting the EOI will be deemed eligible. The selection process is competetive - projects that start prior to signing a Contribution Agreement do so at their own risk.

2) These are example costs. Change the entries as required. All costs should be directly attributable to the project.

3) Salaries for which Participants pay cash, are considered a cash cost under this call.