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## NEW MEDIA RESEARCH NETWORKS FUND

**Program and Application Guide**  
**December 2006**

Deadline for Submissions: February 12, 2007  
(For 2007 – 2009 Fiscal Year Funding)



Canada



**Contact information:**

Telephone: 1-866-900-0001 (toll free)  
TTY/TDD: 1-819-997-3123  
Fax: 1-819-994-8360  
E-mail: [ccop-pcce@pch.gc.ca](mailto:ccop-pcce@pch.gc.ca)  
Website: <http://www.pch.gc.ca/progs/pcce-ccop/>

Mailing address:

Canadian Culture Online  
New Media Research Networks Fund  
25 Eddy St., 3<sup>rd</sup> Floor (25-3-V)  
Gatineau, Quebec K1A 0M5



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## **PART I – PROGRAM INFORMATION**

### **1. BACKGROUND AND OBJECTIVES**

The New Media Research Networks Fund is a component of the Department of Canadian Heritage's Canadian Culture Online (CCO) Strategy, a framework to stimulate the development and production of Canadian cultural content on the Internet. The New Media Research Networks Fund is aimed at supporting innovative applied research at the intersection of technology and culture.

The objective of the New Media Research Networks Fund is to help build research and development (R&D) capacity in Canada and to advance innovation in the area of digital cultural content.

Under this Fund, a group of public and private sector partners organize themselves into a Network enabling researchers to share knowledge, resources and facilities. This Network will develop a **research program** - made up of component projects - centered on a particular theme, which has relevance for the cultural sector and promotes innovation in new media or interactive digital content. Research will result in technological innovations for use in the cultural sector. Specifically, funding will be provided for organizations developing innovations such as tools, processes and software that can be used in turn in creating, managing or delivering digital cultural content.

**NOTE:** The New Media Research Networks Fund is not a mechanism meant to fund content creation projects, sociological and other types of research based in the social sciences, or cultural activities that mostly involve the application of existing technologies.



## 2. WHAT IS A NETWORK?

In the context of the New Media Research Networks Fund, a Network can be a group of public and private sector partners and participants who organize themselves so that researchers can share knowledge, resources and facilities.

A Network must include at least four (4) distinct partners and have a governance model that dictates how the Network will be managed. A Network may also include participants that play a different role than the partners.

One (1) of the Network partners applies to the New Media Research Networks Fund as the **host organization** and acts as the single contact for the Network with CCO. The host organization is responsible for coordinating all aspects of the Network, and is the entity that enters into a legal agreement with the Department of Canadian Heritage and receives the funds that are then disbursed to the Network as required.

While federal organizations, Crown corporations, and provincial and municipal government organizations may not receive funds through the New Media Research Networks Fund, they may still form a part of a Network (as a partner or as a participant, as applicable) and contribute to the overall research efforts.

### 2.1 WHAT IS A PARTNER?

A partner is an organization that makes a contribution that is integral and adds distinctive value to the overall research program. A partner will have a role in the decision-making process and governance of the Network.

A partner organization may not be a related party to the project lead.

If the application for funding is approved, a legally binding Network Agreement will need to be prepared and signed by all partners. The role of each of the partners, the governance structure of the Network, and ownership of resultant intellectual property are some of the items that will need to be included in the agreement. More information about the Network Agreement can be found in section 10.2.

### 2.2 WHAT IS A PARTICIPANT?

A participant is an organization or an individual that is contributing to the work of the Network (financially or otherwise) but is not involved in the decision-making processes or governance of the Network as a whole. Individuals or organizations hired under contract to work on behalf of the Network are not considered participants.



### **3. WHAT IS APPLIED RESEARCH AND TECHNOLOGICAL INNOVATION?**

For the purposes of this fund:

Applied Research is defined as a systematic investigation in a field of science or technology by means of experiment or analysis. Applied Research is undertaken for the advancement of scientific knowledge with a specific practical application in view. It is meant to result in technological innovations that meet a recognized need.

Technological Innovation is defined as a new technology in the form of new hardware, software or processes that can be used in creating, managing or delivering digital cultural content.

For examples of the applied research that has been funded in the past by CCO through this fund, please see our website at: [http://www.pch.gc.ca/progs/pcce-ccop/reacc/index\\_e.cfm](http://www.pch.gc.ca/progs/pcce-ccop/reacc/index_e.cfm).



## 4. ELIGIBILITY

All proposals must meet all of the applicant and proposal eligibility criteria outlined below. If you do not demonstrate that you meet these criteria, your proposal will not be considered for funding.

The New Media Research Networks Fund receives more applications than it can fund. Meeting the eligibility criteria does not guarantee funding.

### 4.1 APPLICANT ELIGIBILITY

**To be considered eligible, all funded Network partners must be Canadian and one of the following:**

- Small- to medium-size enterprise (SME) active in the cultural new media sector
- Not-for-profit organization active in the cultural or other relevant sectors
- Non-governmental research institute active in the cultural or other relevant sectors
- Post-secondary educational institution with a research mandate

An SME is defined as a company with gross annual consolidated (including related companies) revenues of less than \$25 million averaged over the past three years, and is not related to any company that exceeds this threshold. Two companies are related when the reported financial information of one is to be consolidated (full consolidation or equity method) with the audited reported financial information of the other.

Researchers from any of these types of organizations may apply as the host organization and principal applicant (on behalf of a Network) but must demonstrate their capacity to administer the funds and the research network.

**All prior recipients must be in compliance with all terms and conditions, including all reporting requirements, in Contribution Agreements previously signed with Canadian Culture Online at the time of the application and should remain in good standing throughout the assessment process.**

The following are **NOT** eligible applicants to the New Media Research Networks Fund:

- Federal government organizations and crown corporations;
- Provincial and/or municipal government organizations.

**Note** that such organizations may form part of a Network, provided they are not being compensated financially through the Fund.

*Starting in the 2009-2010 fiscal year, organizations that are receiving funding as a project lead through the New Media R&D Initiative at the time of application may not be eligible to apply to the New Media Research Networks Fund as a host organization.*



## 4.2 PROPOSAL ELIGIBILITY

To be considered eligible, all proposals **must**:

- ❑ contain all elements outlined in section 8.2;
- ❑ outline the development of an applied research program (as defined in section 3) that:
  - ❑ is centered on a particular theme;
  - ❑ pertains to the Canadian cultural sector;
  - ❑ pertains to new media or interactive digital cultural content; and
  - ❑ identifies technological innovations (as defined in section 3) as its main deliverables, innovations such as tools, software applications or processes;
- ❑ outline the creation of a Network between different institutions/organizations (minimum of four);
- ❑ outline a plan to integrate users and a description of how these users will be integrated into the research activities; and
- ❑ provide a plan for the dissemination of research results.

## 5. INELIGIBLE RESEARCH PROGRAMS

The following are examples of types of research programs that do not fall within the parameters of this fund:

- Content production: research programs involving significant content production are not eligible. However, projects involving a limited amount of content production may be considered eligible in cases where it is necessary to demonstrate an innovative technology.
- Content aggregation: content aggregation is only considered eligible in cases where it is the consequence of creating innovative technologies for the management of content.
- Projects involving research in social sciences, humanities, business, natural sciences, or any other discipline that does not directly result in the creation of innovative technologies, as defined in section 3.
- Projects that will not result in technological innovations and that are limited to the application of existing technologies or to upgrades of existing technologies or tools.





## 6. MAXIMUM FUNDING

Funding is available for a maximum of two years – April 2007 to March 2009. The total contribution that CCO will make to any network research program cannot exceed 75% of total eligible expenses up to a maximum of:

<b>2007-2008</b>	\$600,000
<b>2008-2009</b>	\$700,000

It is anticipated that proposals will be for two years of funding, although proposals for one year of funding may be considered. Note that there will not be a new call for proposals for the 2008-2009 fiscal year.

CCO will not contribute more than 75% of the total eligible cash expenses of the Network through any of its various programs, including those delivered by a third party (e.g. the Canada New Media Fund - Telefilm). Eligible expenses are reimbursed as outlined in the eligible expenses table in section 9.1.

The Department reserves the right to determine the level of financial assistance provided under this program.

Financial assistance that may have been received in previous years under the New Media Research Networks Fund is not to be construed as a guarantee, express or implied, of financial assistance for subsequent requests.

### 6.1 USING SALARIES AS A CASH CONTRIBUTION

For the administration of the New Media Research Networks Fund, a salary that is paid to an individual who is working directly on the research can be considered as a cash contribution (as a source of revenue to the Network) by the organization paying the salary (must be pro-rated to the time the employee actually spends on the research if it is not full-time). For example, if a company employee is working on one of the projects 25% of the time, then 25% of his/her salary from the company can be considered a cash contribution to the project by the company. Any such claims of salaries and time must be verifiable by an auditor. It is strongly recommended that organizations expecting to claim salaries implement a system to track these costs – such as keeping detailed timesheets.

Time that is donated (volunteer/unpaid) may not be considered a cash contribution. This type of contribution should be reflected as in-kind.

See section 9 for more information on budgets.



## 7. ASSESSMENT PROCESS

Applicants will go through a two-phase process: a shorter expression of interest phase, followed by a more extensive full application for those proposals that are selected. The Department and a Proposal Advisory Committee (PAC), composed of external experts from the cultural sector and experts in new technologies, are involved in the assessment process.

### **Phase 1 – Expression of Interest (EOI)**

The EOI will give a general overview of the proposed partnership and research program.

All EOIs will be reviewed for eligibility. The PAC will evaluate, score, and rank all eligible EOIs according to the assessment criteria listed in section 7.2, and recommend which applicants should proceed to Phase 2.

### **Phase 2 – Full Application**

Applicants that submitted the highest ranked EOIs in Phase 1 will be invited to submit a full application to more fully elaborate on the proposal. Full applications will be due four (4) weeks after notification. **Acceptance at the EOI stage does not guarantee success at the full application stage.** Applicants may be requested to provide additional information not contained in these guidelines at the time of invitation to submit a full application.

The same PAC that reviewed the proposals in the expression of interest phase will evaluate all eligible full applications using the assessment criteria and scoring outlined in section 7.2. The Committee will make funding recommendations to the Department following the final ranking of all the evaluated full applications.

The PAC, based on their evaluation, may identify additional information that must be submitted by the applicant before a final recommendation for funding can be made.

Based on the PAC recommendations, any additional information, and available funds, the Department will make the decision to recommend or reject proposals. The final decision to fund a research program is made by the Minister. Decisions will be communicated to the applicant in writing.

The Department reserves the right to propose modifications to any portion of an application, at any point during the assessment process.



## 7.1 DEADLINES AND HOW TO SUBMIT YOUR APPLICATION

### Phase 1 – Expressions of Interest (EOIs)

**\*\*EOIs must be received by CCO at or before midnight Pacific Standard Time on Monday, February 12, 2007.**

No hard copies of EOIs should be mailed to CCO. There are two steps to submitting your proposal, both of which must be completed by the deadline stated above:

(A) E-mail your proposal to [ccop-pcce@pch.gc.ca](mailto:ccop-pcce@pch.gc.ca). See details below.

and

(B) Fax the completed and signed General Application Form (GAF) to 819-994-8360 or 819-934-1293. If you are able to send the completed and signed GAF by email with your proposal, you do not need to fax it.

**Please keep records of when your application was sent (both e-mail and fax components).**

#### E-mail details

Please include the following information in the e-mail:

- Subject line: New Media Research Networks Fund
- Name of submitting organization
- Title of your research program

**Acceptable file formats:** Microsoft Word (.doc), Wordperfect (.wpd), Adobe Acrobat (.pdf), Microsoft Excel (.xls)

**Acceptable file size:** The size of your e-mail message should not exceed 2 MB

Applications received prior to the deadline will be acknowledged by means of a return e-mail confirming receipt of the EOI one day after receipt. Applications received on the day of the deadline will be acknowledged by 4 pm EST the day after the deadline. **If you do not receive acknowledgement of receipt of your application by this time, please call us at 1-866-900-0001.**

### Phase 2 – Full Applications

- Full applications must be received by e-mail four (4) weeks after the full application is requested by CCO. Details of the full application requirements can be found in Annex A.
- Full details on deadlines and sending in hard copies of a full application will be included with the invitation to submit a full application.



## 7.2 ASSESSMENT CRITERIA

Proposals will be assessed on the degree to which they meet the following criteria:

Category	EOI Criteria	Full Application Criteria
<p><b>Impact of Research Program</b></p> <p><b>EOI</b> <b>35 points</b></p> <p><b>Full Application</b> <b>30 points</b></p>	<p>The research program will result in leading edge innovative technologies and applications that creators in cultural new media can use to produce, deliver, or manage interactive digital cultural content.</p> <p>The research program is designed with target end users in mind and integrates these users into the research framework in a meaningful way.</p> <p>The results of the research program will ultimately lead to benefits for the Canadian public.</p> <p>The research program fills a well-defined need.</p>	<p>The research program will lead to tangible leading edge technological innovations in cultural new media.</p> <p>The results of the research program will have a substantial impact on the production, delivery and management of interactive digital cultural content that will ultimately result in benefits for the Canadian public.</p> <p>The research program builds a strong connection between the research and the ultimate users/creators, with an appropriate level of participation by these users/creators at various stages of the program.</p> <p>The research program will create professional development opportunities that will lead to a greater level of expertise in Canada in the new media and technological fields.</p>
<p><b>Quality of Research Program</b></p> <p><b>EOI</b> <b>30 points</b></p> <p><b>Full Application</b> <b>25 points</b></p>	<p>The research proposal is focused and coherent.</p> <p>The applicant is aware of existing research in the field and proposes to build on that knowledge base.</p>	<p>The explanation of the research program and its components demonstrates a well-thought-out and robust strategy for research that is clearly feasible.</p> <p>The applicant demonstrates a strong knowledge base in the relevant field and will add real value to this knowledge base.</p>
<p><b>The Research Network</b></p> <p><b>EOI</b> <b>20 points</b></p> <p><b>Full Application</b> <b>15 points</b></p>	<p>The proposed research network will create synergies that will increase the likelihood of developing and delivering innovative technologies to end-users.</p>	<p>The proposed research network promotes the development of a cross-representational group of organizations that have strong potential for collaboration and will work together to sustain product and process innovations.</p> <p>The Network established for this research program is likely to continue to exist in some form after the term of this research program.</p>

*Continued on next page...*



Category	EOI Criteria	Full Application Criteria
<p><b>Dissemination of Results</b></p> <p><b>EOI</b> 15 points</p> <p><b>Full Application</b> 15 points</p>	<p>A clear outline of effective dissemination activities is provided, showing how the Network will diffuse results to end-users.</p>	<p>The dissemination plan is sufficiently detailed and would be highly effective in supporting the goals of the research program.</p>
<p><b>Project Management</b></p> <p><b>EOI</b> 0 points</p> <p><b>Full Application</b> 15 points</p>	<p>N/A</p>	<p>The research proposal demonstrates effective leadership and expertise in research and business management functions.</p> <p>The research proposal demonstrates the capacity of the Network to deliver forecasted results.</p>

**TOTAL POINTS:**

**EOI Stage: 100**  
**Full Application Stage: 100**

**\*Note:** Points are not carried-over from EOI stage. Criteria are different at the EOI and Full Application stages.

Where applicable, the results of past projects will be considered as part of the assessment of the above criteria.



## **PART II – HOW TO PREPARE YOUR EXPRESSION OF INTEREST**

### **8. HOW TO PREPARE YOUR EXPRESSION OF INTEREST (EOI)**

Potential applicants are strongly encouraged to contact CCO by phone or by email (see inside cover for contact information) to discuss the eligibility of their research program before investing their time in preparing a proposal.

- a) Throughout the assessment process several different individuals, all with different backgrounds and areas of expertise, will review your EOI. Please make an effort to write your proposal in such a way that someone who is not an expert in your particular field can easily understand it. It is recommended that someone not associated with your proposal read the EOI before it is submitted.
- b) Make sure to provide a complete answer for every question.
- c) Please do not include any appendices with your EOI; they will not be considered in the evaluation of your proposal.

The following instructions regarding the formatting of proposals must be respected. If any of these elements are not respected, program staff will re-format the document so that it conforms. If there are any pages beyond the stated page limit (either as-sent or after reformatting), the extra pages will be removed from the proposal, irrespective of the content on those pages.

- The EOI must provide the information listed in section 8.2 in the order shown.
- **Parts 2 through 14 must not exceed ten (10) pages in length.**
- Use Times New Roman or Arial font, sized 10 points or larger.
- Pages must be formatted using a “portrait” orientation, on 8½” X 11” (letter size) paper.
- Include page numbers.
- Do not arrange the text in columns.

TIP: Trying to fit too much information onto a page makes your document difficult to read and should be avoided.

#### **8.1 CHECKLIST**

See Annex B for a checklist that you are encouraged to use to ensure that your application is complete. This checklist is also available online.

#### **8.2 CONTENTS OF EXPRESSION OF INTEREST**

To facilitate the work of our Proposal Advisory Committee, **PLEASE USE THE FOLLOWING HEADINGS IN YOUR PROPOSAL, AND PROVIDE ALL INFORMATION REQUESTED. MAKE SURE THAT EACH SECTION AND SUB-SECTION IS CLEARLY NUMBERED AND LABELLED.**



### **PART 1 – General Application Form (GAF)**

Must be completed and signed by the individual authorized to apply for funding on behalf of the organization; this person will be the official contact to whom official correspondence will be sent.

### **PART 2 - Cover Page – THIS IS PAGE 1 OF YOUR PROPOSAL**

- a) Title of proposed research program.
- b) Name of host organization.
- c) Official contact (authorized representative) at host organization: Name, title, address, e-mail, telephone, and fax number (any official correspondence about your EOI will go to this person).
- d) Two contact names with mailing address, telephone and fax numbers and e-mail address (questions about contents of EOI will be addressed to one or both of these people; any e-mail correspondence will go to these contacts and official contact).
- e) Total cost of network research program for April 1, 2007 – March 31, 2008.
- f) Total cost of network research program for April 1, 2008 – March 31, 2009.
- g) Amount of funding requested from the New Media Research Networks Fund (to a maximum of \$600,000) for April 1, 2007 – March 31, 2008.
- h) Amount of funding requested from the New Media Research Networks Fund (to a maximum of \$700,000) for April 1, 2008 – March 31, 2009.
- i) Start and end dates of proposed research (earliest start date: April 1, 2007; latest end date: March 31, 2009).

### **PART 3 – Overview**

- a) Provide a concise vision statement for the Network and the research program.
- b) Briefly describe the theme of the research program and how it pertains to the cultural and new media sectors.
- c) Outline the specific need or problem that the research will be designed to address.

### **PART 4 – Project Descriptions**

Describe the individual research projects, including how they relate to the theme of the research program, and how they will contribute to furthering the state of the art in new media and interactive digital cultural content production.

### **PART 5 – Deliverables**

- a) List the specific deliverables, including the technological innovations, for the research program for the 2007-2008 fiscal year.
- b) List the specific deliverables, including the technological innovations, for the research program for the 2008-2009 fiscal year.

**NOTE:** Deliverables are the specific outputs or results of research activities, NOT the activities that will be undertaken as part of the research. A deliverable should be something concrete that can be submitted or be demonstrated to have occurred. Examples of deliverables include reports, research papers, focus group results, proceedings, prototypes, or a final product.

### **PART 6 – Target Audience**

- a) Identify the target end users of the results of the research program.
- b) Outline how you plan to integrate these users into the research framework.

### **PART 7 – Benefits to Canadians**

- a) Outline the types of individuals and/or organizations that will benefit from this innovation, and how.
- b) Briefly describe how this research program will ultimately benefit Canadian users of Canadian cultural new media content.



### **PART 8 – Other Related Research**

- a) Provide a brief overview of any similar products/processes and/or research and explain how the proposed research complements or differs from these activities.
- b) Briefly outline the methods you have used to determine what similar products/processes exist and what other work has taken place in the proposed field of research.

### **PART 9 – Host Organization**

- a) Provide a brief overview of the mandate and history of the host organization and how this research program fits within the scope of the organization.
- b) List the key researchers involved in the research program.
- c) Explain why the host organization has a vested interest in the outcome of the research program.
- d) Identify how much of the program budget will be allocated to the host organization, and how much of this amount you would anticipate being reimbursed through the fund.

### **PART 10 – Partner Organizations**

- a) List the organizations (including key researchers) that will be partners in the Network (see section 2.1 of guidelines for a definition of a partner).
- b) Provide a brief overview of the mandate and history of the partner organizations.
- c) Explain why the partner organizations are integral to and add distinctive value to the project.
- d) Identify how much of the project budget is allocated to each partner organization and how much of this amount you would anticipate being reimbursed through the fund.
- e) If the host organization has partnered with the current partners in the past, briefly outline the nature of the collaboration and the outcome.

### **PART 11 – Participant(s)**

- a) List any organizations/individuals that will be participants in the Network (see section 2.2 of guidelines for a definition of a participant).

### **PART 12 – Benefits of Network Approach**

Explain how using the proposed Network structure is the best approach for this research program. What is the “value added” of using a Network rather than one organization/institution doing this on its own?

### **PART 13 – Dissemination of Results**

Briefly explain how the research results will be disseminated outside the Network.

### **PART 14 – Applicant Eligibility**

Please state that the host organization is Canadian and to which of the following categories it belongs: Small- to medium-size enterprise (SME) active in the cultural new media sector, not-for-profit organization active in the cultural or other relevant sectors, non-governmental research institute active in the cultural or other relevant sectors, post-secondary educational institution with a research mandate. CCO will require documentation to confirm statements made here if the PAC recommends your proposal after the full application stage.

**- End of EOI Template -**





## **PART III – BUDGET INFORMATION**

All applicants to the EOI phase are encouraged to read Parts III and IV to be aware of certain specific requirements should they be selected to proceed to the next phase.

### **9. RESEARCH PROGRAM BUDGET**

The New Media Research Networks Fund provides financial assistance on a “project” basis. Therefore, funds are not available for ongoing operational support.

The New Media Research Networks Fund is a cost-shared program. Applicants will be expected to make cash and in-kind contributions to their research program, and to leverage resources from the public, private and not-for-profit sector through a research network. A minimum of 25% (**in cash**) of eligible costs that are required to complete the projects must be contributed by the applicant, their Network or other revenue sources for such projects to be considered eligible. See section 6.1 for information on using employee salaries as a source of cash revenues.

Any cash that is contributed by a Network partner or participant, as identified by a signed confirmation letter, must be provided to the recipient in full by the end of the funding period.

#### **9.1 ELIGIBLE EXPENSES AND THRESHOLDS**

The following is a list of eligible expense categories that may be included in a research project. Please note that the percentages allocated to each expense category are only applicable to the individual expenses that are deemed eligible by CCO.

<b>Eligible Expense Categories<sup>1</sup></b>	<b>Threshold for funding</b>
<ul style="list-style-type: none"> <li>▪ Salaries and benefits of researchers</li> <li>▪ Salaries and benefits – other (including a project manager<sup>2</sup>)</li> <li>▪ Contracting of services</li> <li>▪ Prototype Development</li> <li>▪ Translation and interpretation fees</li> <li>▪ Evaluation</li> <li>▪ Travel and accommodation costs for Network personnel</li> <li>▪ Communication/marketing activities</li> <li>▪ Legal fees</li> <li>▪ Project audit fees<sup>3</sup></li> </ul>	<b>UP TO 75%</b>
<ul style="list-style-type: none"> <li>▪ Office expenses directly attributable to the research project</li> </ul>	<b>UP TO 75% of total cost. Total office expenses may not exceed 2% of total cash expenses.</b>
<ul style="list-style-type: none"> <li>▪ New equipment and software</li> </ul>	<b>UP TO 75% of amortized cost<sup>4</sup></b>



## NOTES

1. Additional information may be requested to substantiate or justify budgeted amounts. All expenses must be reasonable. The proposal assessment process may result in some expenses being deemed ineligible or reimbursed at a level lower than stated above.
2. It is strongly recommended that Networks hire a project manager to coordinate Network activities, and to be responsible for liaising with the Department on all reporting and other issues.
3. Costs incurred to conduct the required project audit (see section 10.3) are eligible expenditures notwithstanding that such costs will be incurred after the end of the project period. This is the only expense for which such an exception applies.
4. The annual amortization rate for equipment must be the same as the annual amortization presented in the applicant's annual audited financial statements. The amount shown in the budget should be the amortized amount, not the purchase price of the equipment.

## 9.2 INELIGIBLE EXPENSES

The following expenses are not eligible and should not be included in your overall budget.

Ineligible Expenses
<ul style="list-style-type: none"><li>▪ Recoverable portion of GST – only the amount of GST (or other taxes) that is not recoverable should be included as an expense in your budget.</li><li>▪ Indirect expenditures – includes various overhead costs, ongoing operational expenses, staff time not spent directly on project related activities, rent, etc.</li><li>▪ Hospitality costs – food and beverages.</li></ul>

## 9.3 BUDGET TEMPLATE

The proposed budget must be submitted as outlined in the template provided electronically (full application phase only). The budget must be broken down by fiscal year, include a detailed list of all project costs and revenues, and identify the amount of funding requested from CCO.

The budget template includes a column for indicating the amount requested from CCO for each line item. Please note that you may request more than 75% reimbursement for any given line item (excluding equipment). The total requested reimbursement for the non-equipment categories combined must not exceed 75% of the overall cash budget. Equipment and software can only be reimbursed at a maximum of 75% of the amortized cost.

## 9.4 BUDGET NOTES

In order to clearly justify the expenses as outlined in the research program budget, it is necessary for each applicant to submit detailed information regarding most budget categories; for example, a breakdown of salaries by individual or position. This additional information must be submitted as outlined in the templates provided electronically.



Budget notes should not simply repeat the same line items that are in the master budget. At this stage it is best to provide as much detail as possible regarding how you arrived at your expenses. If the PAC recommends your proposal, the detailed analysis required by CCO will proceed much more quickly if program staff do not need to ask for additional explanations about your budget expenses.

## **9.5 REVENUE SOURCES**

Each applicant must identify the anticipated revenue sources for the research program and whether they are confirmed or pending. This information must be submitted as per the template provided electronically. Any cash contributions that are in the form of salaries paid (section 6.1) must be identified as such as per the template.

## **9.6 IN-KIND CONTRIBUTIONS**

While in-kind contributions should be included in the overall budget, only cash expenses are considered when calculating the CCO contribution. For example, if the total research program budget is \$100,000 and \$20,000 of the budget is provided in-kind, the CCO contribution will only be 75% of the \$80,000 that will be paid in cash.

**NOTE:** For the administration of the New Media Research Networks Fund, salaries that are paid to individuals working on research projects may be counted as a cash contribution (i.e. a cash revenue source).

Please see section 6.1 for information on using salaries as a cash contribution to the Network.



## **PART IV – IMPORTANT INFORMATION FOR SUCCESSFUL APPLICANTS**

### **10. CONDITIONS OF FUNDING**

#### **10.1 CONTRIBUTION AGREEMENT**

Successful applicants will receive a letter from the Minister of Canadian Heritage indicating that a contribution has been approved for their research program. Recipients (the host organization) are 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 research program without the prior written consent of the Department.

**Please note that:**

- Contribution Agreements are between the host organization and the Department of Canadian Heritage. The host organization represents the entire Network in the Contribution Agreement, and governs its relationship with the Network partners through a separate Network Agreement that does not include the Department.
- The Contribution Agreement takes effect on the day of signing by the Minister.
- Contribution Agreements include an indemnity clause whereby the host organization must indemnify the Crown against claims, damages, expenses, etc., due to the acts of the host organization and/or the Network partners. This clause cannot be amended or removed.

#### **10.2 NETWORK AGREEMENT**

A Network Agreement is a legally binding agreement between all of the Network partners (see section 2.1 for a definition of a Network partner). The Network Agreement is negotiated between the Network partners according to the requirements of each organization; however, it must be legally binding and contain the following elements:

- An acknowledgement of the role of the host organization as the organization responsible for the Network including all reporting and other contractual obligations to the Department of Canadian Heritage;
- The general terms of the agreement;
- A detailed description of the role/contribution of each partner in the Network;
- An explanation of how the Network will deal with intellectual property created out of the research program;
- Provision for indemnification and provision for the liability of each partner signatory to the agreement;
- Obligations of each partner with regard to reporting (activity and financial reports);
- Assurance that each partner has obtained any ethics approval as required (if applicable);
- Procedures for dispute resolution; and
- Procedures for involuntary and voluntary withdrawal of partners and for adding new partners.

The Network partners are responsible for ensuring that the Network Agreement is legally sound and contains all of the elements required to cover the interests of all parties. CCO program staff cannot provide legal advice or offer an “approval” or confirmation that the Network Agreement is



legally sound. However, a copy of the final draft of the Agreement should be provided to CCO before it is executed to ensure that all required elements are included.

### 10.3 REPORTING REQUIREMENTS

The host organization is required to submit quarterly and final **activity and financial reports** on behalf of the Network. The activity reports include information such as a summary of activities, accomplishments and setbacks, and progress on deliverables and dissemination activities. Financial reporting for interim reports is in the form of a cash flow detailing actual and projected expenses and revenues.

For any CCO contributions over \$100,000, the host organization must produce a **final audited financial report** on the research program at the end of the funding period. This report must be produced by an accountant external to the host organization or the Network, except in the case of universities. Universities do not need to hire an external auditor, but do need to have their final financial statements certified by the financial department of the university. **Please note:** This audit is distinct from any audit that may be performed by the Department of Canadian Heritage.

In addition to the standard reporting outlined above, the recipient will be required to produce brief **annual reports** for three years after the end of the funding period. Information requested in these reports could include: updates on further progress of projects, updates on the status of the Network, updates on research dissemination activities, and a description of the actual medium to long-term impact of the Network projects.

### 10.4 FUNDS AUDIT

Funds that are disbursed under the terms of a contribution agreement may be subject to examination of a recipient's account, 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 Contribution Agreement. Any funding not used for these purposes must be returned to the Department.

The Network must provide a final audited financial report on the research program at the end of the funding period, as outlined in section 10.3, whether or not the Department performs its own audit.

### 10.5 OFFICIAL WEBSITE FOR THE NETWORK

The host organization is expected to ensure that information about the Research Network is made available and easily accessible online either with a stand-alone website or as a part of the website of the host organization. The website must be maintained in at least one official language for a minimum of two (2) years following the completion of the research program. In cases where it is created in only one official language, the site must include certain information in the second official language as described in Section 10.6 below. The site should:

- Describe the research Network;
- Describe the research program as a whole and its component projects;
- Include as much information on results as deemed reasonable;
- Acknowledge funding provided by the Department of Canadian Heritage; and
- Include any other content the host organization deems appropriate.



## **10.6 SPECIFIC CONDITIONS RELATED TO OFFICIAL LANGUAGES**

The Contribution Agreement will include specific obligations with regard to official languages. Such obligations could include:

- Including basic background information on the Network's projects in the second official language where a website for the research program is created in one official language
- Producing an executive summary of Network activities, members, and projects in both official languages
- Having abstracts of research papers written in one official language translated into the other official language
- Making announcements to the public in both official languages

## **11. IMPORTANT ADDITIONAL INFORMATION**

- Applicants must retain a copy of their application for funding and related materials for their files, since these documents form part of their commitments if the request for financial assistance is approved.
- When determining the start and end dates for your research program (earliest start date: April 1, 2007; latest end date: March 31, 2009), keep in mind that the evaluation process will still be underway at the beginning of the first fiscal year.
- Applicants who start the preliminary phases of a project during the period in which the Department of Canadian Heritage is evaluating their application proceed at their own risk and expense. If the Department approves program funds, reimbursements can only be made for expenses incurred between April 1, 2007 and March 31, 2009.



## **ANNEX A – HOW TO PREPARE A FULL APPLICATION (IF REQUESTED)**

All applicants to the EOI phase are encouraged to read this annex to be aware of the full process and certain specific requirements should they be selected to proceed to the next phase.

### **12. HOW TO PREPARE YOUR FULL APPLICATION**

The second phase of the assessment process, the **full application**, is only completed by applicants selected by the Proposal Advisory Committee (PAC). Being selected to complete the full application **does not** guarantee that the Network will be successful in obtaining funding from CCO.

A Full Application may only be submitted upon a specific request from the Department.

#### **To prepare an effective proposal:**

- Follow the instructions carefully when preparing your proposal. Only applications for which all required documentation has been submitted will be processed.
- Write your proposal in such a way that someone who is not an expert in your particular field can easily understand it; many different individuals, all with different backgrounds and areas of expertise, will review your proposal. It is recommended that someone not associated with your work read the proposal before it is submitted.
- Make sure to provide a complete answer for every question. Providing complete and clear information at this stage will allow the PAC to properly assess your proposal and will also speed up the assessment performed by program staff should your proposal be recommended by the PAC.

The following instructions regarding the formatting of proposals must be respected. If any of these elements are not respected, program staff will re-format the document so that it conforms. If there are any pages beyond the stated page limit (either as-sent or after reformatting), the extra pages will be removed from the proposal, irrespective of the content on those pages.

- The full application must provide the information listed in section 12.1 in the order shown.
- Parts 1 through 16 of your proposal **must not exceed twenty (20) pages in length.**
- Use Times New Roman or Arial font, sized 10 points or larger.
- Pages must be formatted using a “portrait” orientation, on 8½” X 11” (letter size) paper.
- Include page numbers.
- Do not arrange the text in columns.

TIP: Trying to fit too much information onto a page makes your document difficult to read and should be avoided.



- If a full application is requested, please submit one (1) soft copy of the application by email, as well as two **(2) originals** (single sided) of your entire application by mail or courier. Do not bind or staple the pages together in any way.

## 12.1 CHECKLIST

A checklist will be provided electronically to help you ensure that your application is complete.

## 12.2 CONTENTS OF FULL APPLICATION PACKAGE

All of the information and documentation requested in this section must be provided with your Full Application. The checklist and all required templates will be provided.

**PLEASE PROVIDE ALL INFORMATION REQUESTED USING THE FOLLOWING HEADINGS AND IN THE ORDER SPECIFIED. MAKE SURE THAT EACH SECTION AND SUB-SECTION IS CLEARLY NUMBERED AND LABELLED.**

### PART 1 – Cover Page - THIS IS PAGE 1 OF YOUR PROPOSAL

- a) Title of proposed research program.
- b) Name of host organization.
- c) Official contact (authorized representative) at host organization: Name, title, address, e-mail, telephone, and fax number (any official correspondence about your EOI will go to this person).
- d) Two contact names with mailing address, telephone and fax numbers and e-mail address (questions about contents of EOI will be addressed to one or both of these people; any e-mail correspondence will go to these contacts and official contact).
- e) Total cost of network research program for April 1, 2007 – March 31, 2008.
- f) Total cost of network research program for April 1, 2008 – March 31, 2009.
- g) Amount of funding requested from the New Media Research Networks Fund (to a maximum of \$600,000) for April 1, 2007 – March 31, 2008.
- h) Amount of funding requested from the New Media Research Networks Fund (to a maximum of \$700,000) for April 1, 2008 – March 31, 2009.
- i) Start and end dates of proposed research (earliest start date: April 1, 2007; latest end date: March 31, 2009).

### PART 2 – Overview of Research Program

- a) Provide a general description of the research program, including the general theme and a concise vision statement (maximum ½ page); please write using terminology accessible to the average reader.
- b) Provide a list (point form) of concrete deliverables for your research program for April 1, 2007-March 31, 2008.
- c) Provide a list (point form) of concrete deliverables for your research program for April 1, 2008-March 31, 2009.

**NOTE:** Deliverables are the specific outputs or results of research activities, NOT the activities that will be undertaken as part of the research. A deliverable should be something concrete that can be submitted or be demonstrated to have occurred. Examples of deliverables include reports, research papers, focus group results, proceedings, prototypes, or a final product.





### **PART 3 – Project Details**

Provide the following information for each of the projects that make up the research program:

- a) A **BRIEF** description of the project using terminology accessible to the average reader (maximum ¼ page each).
- b) A more detailed outline of research that will take place for the project
- c) Examples/scenarios that illustrate how the results of the project will be used or what an experience involving the results of the project would be like
- d) How each project relates to the central theme of the research program

### **PART 4 – Need for the Research Program**

- a) Provide an outline of current knowledge in your field of research.
- b) Explain how the proposed research builds on or complements the existing knowledge base.
- c) Explain why there is a need to undertake the proposed research.
- d) Outline the technologically innovative elements of the research program.
- e) What research have you already undertaken in this field, and how far along are you with this research to-date?

### **PART 5 – Benefits to Canada and the Canadian New Media Industry**

- a) Explain how the research program will benefit Canadian users of Canadian cultural new media content and the Canadian new media industry as a whole in the short and long term.
- b) Explain how the ultimate users of the research results have been incorporated into the research framework.
- c) Outline what professional development opportunities will be created as a result of the research program. How will these opportunities lead to a greater level of expertise in Canada in new media?

### **PART 6 – Practical Application of Research Results**

- a) Will the research result in tangible new hardware, software or processes that can be used by new media creators or by the Canadian general public to create manage, or deliver digital cultural content?
- b) Will the results of the research program be commercialized or made freely available?

### **PART 7 – Host Organization**

- a) Provide a brief overview of the mandate and history of the host organization and how this research program fits within the scope of the organization.
- b) Identify how much of the program budget is allocated to the host organization and how much of this amount you would anticipate being reimbursed through the fund.
- c) Outline how the host organization has the financial and human resources to take on this research program.
- d) Outline the experience of the host organization's key personnel involved in the project in regard to managing projects similar in size and scope to the proposed program.



## PART 8 – Partner Organizations

Provide a list of partners that will be included in the Network, including the following information for each:

- a) Type of organization (see table that follows for abbreviations);
- b) Key researchers involved in the Network;
- c) Role in the Network;
- d) Why the partner is essential to the research program;
- e) How much of the project budget is allocated to the partner organization, and how much of this amount would anticipate be reimbursed through the fund.

## PART 9 – Participants

Provide a list of participants that will be included in the Network, including the following information for each:

- a) Type of organization (see table that follows for abbreviations);
- b) Role in the Network;
- c) How much of the project budget is allocated to the participant, and how much of this amount would be reimbursed through the fund.

<u>Type of organization</u>
-----------------------------

- |  |
|--|
| <ul style="list-style-type: none"><li>▪ UN-university</li><li>▪ ED-non-university educational institution</li><li>▪ GR-government research lab</li><li>▪ PPR-public/private sector research organization</li><li>▪ PU-public sector organization</li><li>▪ PR-private sector organization; if PR, indicate if organization is a SME-small to medium-sized enterprise</li><li>▪ O-other; please specify</li></ul> |
|--|

## PART 10 – Benefits of Network Approach to Research Program

- a) Explain why having a network of researchers is the best approach for this research program. What is the “value added” of using a Network rather than one organization/institution doing this on its own?
- b) Explain how the Network partners will benefit from their own participation in the Network.
- c) Indicate whether you expect this Network to be able to continue in some form beyond the term of the proposed research program.

## PART 11 – Knowledge Dissemination

- a) Provide a description of the overall approach to dissemination.
- b) Provide a list (point form) of the dissemination activities that will be undertaken to ensure that the results of the research project are as widely disseminated as possible. Provide a list for each fiscal year:
  - i. April 1, 2007 – March 31, 2008
  - ii. April 1, 2008 – March 31, 2009
- c) Beyond the dissemination activities listed above, explain the strategy for developing links with other organizations that might be interested in this research.
- d) Outline any dissemination activities that will take place beyond the funding period for the projects (i.e. after March 2009).



## **PART 12 – Management Structure and Expertise**

- a) Describe the governance structure of the Network.
- b) Outline the management (administrative and operational structures) of the Network.
- c) Explain how the structure of the research program and the leaders within the Network have been designed/selected to ensure that the Network will be able to deliver the forecasted results.
- d) Outline the experience of the Network lead and the project principle investigators in regard to managing projects similar in size and scope to the proposed Network.

## **PART 13 – Evaluation**

Outline how the Network will evaluate the success of the research program at the end of the funding period.

## **PART 14 – Prior Successes**

Briefly outline any prior research conducted by the host or partner organizations that has resulted in practical applications.

## **PART 15 – Past Involvement in CCO New Media Research Projects\***

- a) If this Network/research program or a component project of the research program has previously been funded through the New Media Research Networks Fund or the New Media R&D Initiative, please provide a rationale for why it should receive more funding from this program.
- b) If your organization has previously been involved in research funded by the New Media Research Networks Fund or the New Media R&D Initiative, please indicate whether there is any connection between that research and this proposal. If there is, please provide the following information:
  - i. A brief account of what was supposed to be accomplished in the past research
  - ii. A brief account of what was actually accomplished in the past research
  - iii. Explain how the proposed research is different.

\*If either or both of the above do not apply, please indicate N/A in your proposal.

**NOTE:** Prior recipients may be asked for additional information about the results of research still underway.

## **PART 16 – Other Funding**

For any revenue listed in the revenue table (see section 9.5) that is not confirmed, indicate what steps need to be taken to secure those sources of funding.

## **PART 17 – Gantt Chart / Timeline**

Provide a Gantt chart or other project planning document, including milestones and estimated completion dates for each milestone, for each project under the research network.



## **PART 18 - Budget**

1. Provide a budget for each fiscal year, prepared and documented as outlined in Section 9.3.
2. Provide budget notes as requested in the templates to provide more detail on all budget items. (Templates will be provided for these items)

## **PART 19 – Appendices**

### **Appendix 1**

Copy of most recent signed audited financial statements from the host organization (not required for accredited colleges and universities)

### **Appendix 2**

Letters are required to confirm the following (all information below can be combined in one letter per organization as applicable):

- ❑ Confirmed or potential funding (letter must specify amounts and whether they are cash or in-kind. If cash contributions are in the form of salaries paid (see section 6.1), this should also be specified)
- ❑ From each project partner, a letter of intent to enter into a Network agreement
- ❑ In the case where a university or college is a partner, a letter from the dean, rector, chancellor, or head of the office of research is required to indicate that their researchers are part of the research program. If a university or college is the Network lead/applicant, this letter is also required unless one of the authorities listed above signed the General Application Form.

**NOTE:** Do not include “letters of support” that do not contain any of the information required above. Any such letters will be removed and not considered.

### **Appendix 3**

Résumés/CVs (maximum of five (5) pages each – preferably shorter) of individuals integral to the research program (lead investigator and principle investigators for each project). NOTE: if any resumes longer than five (5) pages are included, the extra pages will be removed regardless of content.

### **Appendix 4**

If applicable, a summary (maximum of one (1) page each) of the mandate and primary activities of any non-university Network partners.

## **12.3 ADDITIONAL DOCUMENTATION IF FULL APPLICATION IS RECOMMENDED BY PAC**

Only the four appendices outlined in part 19 should be included with your full application. Should your Network be recommended for funding by the PAC, you will be required to submit more supporting documentation as outlined below. All documents should be sent to CCO by the host organization.



**Required within two weeks of notification**

**A. From the host organization:**

- References from all federal government organizations or Crown corporations from which funding has been received in the past two years (2005-2007). For each case please provide the name of the department/organization, the specific program or fund, the dollar amount received, and contact details for at least one individual that is familiar with your file. In the case of a university, references are only required for funding that went directly to the department/school implicated in this research program.

**B. From all for profit corporations that will receive funds from the Network:**

- Evidence that they are Canadian-owned and controlled in the form of a list of directors (including citizenship) of the corporation as well as a copy of the shareholders' structure, including names, citizenship, and amount and type of shares held by each.
- Evidence that the organization is a small to medium-sized enterprise having gross annual consolidated revenues of less than \$25 million averaged over the past three years as outlined in section 4.1.

**C. From all not-for-profit organizations that will receive funds from the Network:**

- Evidence of not-for-profit status.

**D. From all non-government organizations that are contributing more than \$50,000 cash to the Network:**

- Copy of most recent signed audited financial statements.

**Required before Execution of Contribution Agreement**

- E. A copy of the fully executed Network Agreement as per section 10.2.
- F. A monthly cash flow detailing revenues and expenditures, using the Excel template available from CCO.



## **ANNEX B - EXPRESSION OF INTEREST CHECKLIST**

Please check each box after confirming that you have included each element as requested. Failure to include any required information will result in your proposal being deemed ineligible.

- Part 1 – GAF
  - Part 2 – Cover Page
  - Part 3 – Overview
  - Part 4 – Project Descriptions
  - Part 5 – Deliverables
  - Part 6 – Target Audience
  - Part 7 – Benefits to Canadians
  - Part 8 – Other Related Research
  - Part 9 – Host Organization
  - Part 10 – Partner Organizations
  - Part 11 – Participants
  - Part 12 – Benefits of Network Approach
  - Part 13 – Dissemination of Results
  - Part 14 – Applicant Eligibility
- 
- Have you answered every question?
  - Are Parts 2 through 14 a maximum of 10 pages?
  - Did you include the headings and subheadings for each section?
  - Is your proposal typed using Times New Roman or Arial?
  - Is the font size 10 points or larger?
  - Are the pages (starting with the cover page) numbered?
  - Is the document in “portrait” orientation?
  - Has someone not associated with the research network reviewed your proposal for clarity?