

Interactive Fund

Guidelines 2025/26



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A partnership between Creative BC and the BC Arts Council, the Interactive Fund supports the creation of high quality, original interactive digital media projects that demonstrate clear connections between art and technology, and provide opportunities for access, dissemination, and engagement with audiences and within the BC arts and culture sector.

Maximum request per project: up to \$50,000

Overall Funding Envelope Available: \$600,000

Targeted Funding: A minimum 30% of funding will be dedicated to projects majority owned and controlled by applicants that are from BCAC designated priority groups and Creative BC key equity deserving groups, including Indigenous, Black, People of Colour, LGBTQ2IA+, people with disabilities, women and/or people or organizations based in the regions outside Greater Vancouver or Greater Victoria.

Decision Process: Competitive, determined by an external advisory panel.

Deadline to Apply: Monday, June 16, 2025, at 11:59 PM PDT.

New for 2025

With the creation of separate, video games-specific funds — one for experienced companies and a soon-to-be announced program for emerging studios — applications positioned as conventional video games are not eligible for the 2025/26 program. Playable media or projects that incorporate game-like elements and mechanics may still qualify, especially if they push the boundaries of form, experimentation, and creative vision. Eligible content may also include video game content adapted into physical installations, mixed media, location-based experiences, live performance, or other digital art forms. These applications will be considered on a case-by-case basis, with emphasis placed on their intended use, audience, and artistic objectives.

If you are uncertain about your eligibility, please contact Nicholas Klassen at nklassen@creativebc.com.

Aims

- Encourage the creation of high quality, original, interactive digital media content
- Foster innovation and experimentation at the intersection of art and technology.

- Invest in projects that are creatively and financially achievable and show a clear path to broad access and engagement.
- Support projects that can demonstrate positive impacts on or for the arts and culture sector.

Applicant Eligibility

Applications will be accepted from individuals, incorporated companies, not-for profit organizations or collectives that work primarily in or demonstrate a commitment to the arts and culture sector.

Individuals applying must be a B.C. resident. A B.C. resident is defined as:

- Either a Canadian citizen or a Permanent Resident – who has resided in British Columbia for at least 200 of the 365 days prior to the application.
- Have filed income tax returns in B.C. for the taxation year prior to the application.

Companies applying must:

- Be a company incorporated in British Columbia or Canada with its head office in British Columbia.
- The primary owner / majority common voting shareholder(s) of an incorporated company must be a B.C. resident(s).

Not-for-profit organizations applying must be:

- Incorporated under the Society Act.
- With its head office in British Columbia.

Collectives are:

- Unincorporated, groups, ensembles, or collectives of three or more individual professional artists or cultural practitioners, where the majority of members are B.C. residents.

Whether applying as an individual, society, company or collective:

- 100% of the copyright of the project must be owned and controlled by the applicant.

(Exceptions may be granted for co-productions or partnerships where copyright ownership granted to the B.C. applicant is commensurate to the B.C. applicant's financial, technical and creative contribution and control.)

- You must be in good standing with Creative BC and the BC Arts Council.

Note: Applicants are limited to one application to the Interactive Fund per society, company, subsidiary, or individual in any given intake round. Further, successful recipients from the previous two rounds of the Interactive Fund – in 2023 and 2024 – are not eligible to apply in this intake round.

Targeted Equity Funding and Designated Priority Groups

Creative BC acknowledges that there have been historical barriers to access, and that supporting new and diverse talent is crucial to a vibrant and thriving arts and culture sector. Creative BC has identified the following as target equity groups:

- Indigenous (First Nations, Métis, and/or Inuit) peoples;
- Black;
- People of Colour;
- LGBTQ2IA+; or
- Women
- People with disabilities.

Similarly, BCAC has recognized the following as designated priority groups for support:

- Indigenous (First Nations, Métis, and/or Inuit) peoples;
- Deaf or experience disability;
- Black or people of colour; or
- Located in regional areas in B.C. outside of greater Vancouver (not including Bowen Island) and the capital region (not including Sooke, Metchosin, the Gulf Islands, or the Juan de Fuca electoral area).

In order to achieve these complementary strategic goals, a minimum (30%) of the available envelope will be committed to projects led by individuals (or companies/organizations that are majority owned / managed by individuals) from any of the above target equity or designated priority groups. Real creative and financial control of the project must rest with these qualifying individuals. Applicants will need to positively declare through our self-identification form in order to be considered an equity/priority applicant.

Project Eligibility

Projects should be:

- Primarily digital, with interactivity central to the experience; it allows users, whether individually or in groups, to make choices that impact their experience.
- Entertaining, informative, or educational with a strong narrative point of view or statement.
- Designed to be experienced by the end user on a digital media platform, network, or device that is capable of interactivity; or in an exhibition or performance setting, such as a gallery, museum, theatre or public space.

Types of eligible projects include, but are not limited to:

- Digital art installations.
- Interactive / immersive theatre presentations.
- Location based or public interactive installations and presentations.
- Interactive websites.
- Interactive narrative content.
- Virtual Reality/Augmented Reality experiences.
- Mobile/tablet applications.

Creative BC recognizes that new technologies and ways of connecting with an audience change rapidly. If a project does not strictly fall in the above list, but is innovative, new and provides diverse content which meets the intentions of the program, applicants are encouraged to apply.

Ineligible projects include:

- Conventional video games, positioned and marketed as such.
- Creation of or updates to a personal, society or company website.
- Video or audio content intended primarily for streaming services or social media platforms (i.e., YouTube, Vimeo, Facebook, or Spotify).
- Productions primarily intended for broadcast (i.e., Television, Netflix) or theatrical release.
- Projects which at the time of application are primarily intended to be convergent or companion works to film or television productions.
- Projects with a specific corporate, industrial, or promotional focus.
- Catalogues or compilations of repurposed material, without benefit of new, value-added original content.
- Digital “ramp up” or transformation plans, including general capital hardware purchases or digitization of content.
- Digital presentations or performances that do not include audience interaction or control.

Funding Available

Maximum funding that can be requested is **\$50,000**

No confirmed funding or outside investment will be required at the time of application. However, the presence of other confirmed funding, including cash investment from the applicant, may benefit an application. In addition, successful recipients who propose a higher budget must demonstrate confirmed funding before contracting can occur.

Eligible Costs

Eligible costs must be directly related to the project, and can include but not limited to:

- Market research.
- Labour and personnel.
- Technology content and design.

- Expenses required to put content online or to create applications, including copyright clearance, documentation, design and development.
- Technical and administrative expenses.
- Travel costs (i.e. accommodation, air fare, per diem) directly associated with building the project.

Not all costs need to be incurred in BC, however, featuring BC talent may benefit an application in the evaluation process.

Costs must be new at the time of contracting. They can't be applied retroactively.

Ineligible Costs include:

- Purchase of equipment (Capital Expenses) not essential to the project.
- Production of a live action film or television program.
- Travel costs (i.e. accommodation, air fare, per diem) not associated with building the project, i.e. for marketing, distribution, promotions, events, or workshops.
- Corporate overhead and administrative expenses not associated with the project.

Application Procedure

Applicants will submit an online application form that includes:

- Basic information on your project and company/organization.
- Financing plan and budget.
- A creative / work plan (max 5 pages), including project / concept description, an overview of the interactivity / user experience, visual samples, and how you intend to realize your concept.
- A strategic plan (max 2 pages), that outlines the intended goals, outcomes and impacts of your project, including primary audience and exhibition plans, and how it ties to the priorities of the program and BCAC.
- Information on key creative team members (lead artist, producers, designers and developers).
- For companies and societies, information on your organization, shareholders and/or directors.
- A Community Engagement Plan (max 2 pages) and/or Letter of Support for projects that intend to collaborate with under-represented communities, especially Indigenous communities.
- Link to a project proof of concept / prototype, or previous work (if applicable).

A full checklist is available on our website to guide you through the application process.

The application portal will open for submissions **Monday, May 5, 2025**.

Applications are due by **Monday, June 16, 2025**, at 11:59 PM PDT.

If you are a person with a disability who requires accommodation or additional support in the application process, we are here to help. Please contact the Program Analyst.

Grant Coaching

Creative BC recognizes that historical barriers for access have existed within the Arts and Culture sector for several under-represented identity groups. Further, applications and successful recipients from artists based outside the Greater Vancouver have been historically low.

In order to redress these systemic barriers and encourage a greater success rate in applications, Creative BC will provide potential lead applicants from systemically excluded groups or regions the opportunity to receive direct feedback on their application materials, through 1-on-1 grant coaching sessions.

One-hour Interactive Fund grant coaching sessions will be available for new lead applicants from systemically excluded groups and regions of B.C. outside of Greater Vancouver (excluding Bowen Island) or Greater Victoria, as well as previously unsuccessful applicants applying with the same project. This service is free of charge.

This includes creators from the following groups:

- Indigenous peoples
- The Black community
- People of Colour
- Deaf and Disability community, and those who live with chronic illness or are neurodiverse
- Women
- LGBTQ2IA+

This also includes creators from underrepresented regions of B.C.

- Cariboo
- Kootenay
- Nechako
- North Coast
- Northeast
- Thompson / Okanagan
- Vancouver Island and Coast (excluding the Capital Regional District / City of Victoria)

Grant Coaching registration is available on the Interactive Fund program webpage.

Evaluation + Selection

We anticipate it will take 14 weeks from the deadline date to finalize decisions.

Eligibility Review

An initial review for eligibility and missing documentation will be conducted by Creative BC staff. If documentation is missing, applicants will be informed and given a short period (maximum 5 days) to

submit anything outstanding. Following this, incomplete or ineligible applications will be withdrawn with notification.

Creative Evaluation

It is anticipated that the total request for funding will greatly exceed the funding available. The review process will be selective and competitive, based on several factors that consider:

- The background, experience and potential of the applicant and their key creative team
- Creativity and originality of the concept.
- The intended goals, outcomes and impacts of the project.
- Viability and achievability of the concept with the budget and financing plan provided.
- Weighted criteria (outside of the targeted funding set aside) will factor in the composition of any key creative team members from equity deserving groups. It will also factor in language and regional representation.

See the evaluation matrix on our website for a full breakdown.

Advisory Panel

Following the initial eligibility review, the creative evaluation will be completed by an advisory panel. Up to five members will be selected to review all applications, using the evaluation matrix as a guide for scoring.

Advisory panel members are working professionals identified from a variety of disciplines and expertise, with particular attention that the jury is representative of a cross-section of the key demographics of the province and targeted equity groups.

The panel will meet and carefully evaluate each application. In the event of a conflict (for example, if a panel member has a professional working relationship with an applicant), that member is required to recuse themselves, and will not participate in the final funding decision for that applicant. This process ensures companies and individuals are treated fairly and impartially.

Funding Decisions

Advisory panel recommendations will ensure that a minimum of 30% of the allocation available will be committed to projects owned and controlled by members of target equity groups and designated priority groups.

Further, the assessment process will employ an intersectional framework in the decision process that ensures a balance in the selected recipients of other equity factors such as gender, language and regional representation.

All decisions will be confirmed via email. When a project is unsuccessful in its application, a brief explanation can be provided, upon request.

Terms Of Funding

Contracting and Drawdowns

Creative BC reserves the right to provide a reduced commitment from the requested funding. Successful applicants will enter into an agreement with Creative BC. Projects awarded funding are subject to a contract which will include a project timeline, payment schedule and specific deliverables, according to the specifics of the project. Generally, it will include 2 drawdown payments, plus an interim report. A completion date will be noted in the contract by which all deliverables should be submitted.

Prior to contracting, Creative BC staff will work with the successful applicant to confirm they have the necessary rights to develop the project, and confirmation of any additional sources of financing not committed at the time of application. Should the applicant not be able to provide this information, the applicant may not be able to proceed to contracting and may have to forfeit their grant.

Respectful Workplace + Client and Partner Code of Conduct

As a catalyst for, and investor in B.C.'s creative industries, Creative BC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity and inclusivity that is free from any form of harassment, discrimination, and violence. All companies that work with, or seek funding from, Creative BC are expected to adhere to [Creative BC's Code of Conduct for Clients, Partners, and Stakeholders](#), implement policies and procedures for a harassment-free workplace, and comply with relevant laws. Creative BC is a signatory of the [Creative Industries Code](#) and expects all applicants, recipients, and partners to also adhere to this Code of Conduct. [Learn more](#).

On Screen Protocols & Pathways

It is a requirement that all applicants read and adhere to the guidance provided in [ON SCREEN PROTOCOLS & PATHWAYS](#): A Media Production Guide to Working with First Nations, Métis and Inuit Communities, Cultures, Concepts and Stories, maintained by the Indigenous Screen Office.

Being Seen | Black Screen Office

Creative BC supported the [Black Screen Office's "Being Seen – Directives for creating authentic and inclusive content"](#) study, conducted to provide directives to everyone in the film, television and interactive digital media industries to help them commission, create and assess authentic content. We urge applicants to read and utilize this study as a tool to educate themselves, develop strategies for change, and enact real, systemic and long-lasting transformation.

Acknowledgement

Successful recipients are required to publicly acknowledge the financial support of Creative BC and the BC Arts Council by placing their logos in all marketing materials and in the completed production, wherever other financiers are acknowledged. Projects are also encouraged to acknowledge support on social media where possible.

Forfeiture and Default

A completion date is noted on the Agreement by which all deliverables will be submitted. Should all materials not be provided by the completion date, the eligible applicant forfeits any outstanding drawdown amounts and the commitment will be reduced by this amount.

Should an eligible applicant be placed in default- according to the terms of the Agreement, this limits the applicant, its principals and any parent or subsidiary companies from accessing further funding from Creative BC. In addition, Creative BC reserves the right to request immediate repayment of any funds advanced.

Appeal Process

Creative BC does not offer any form of appeal process for this program. Eligible applicants are welcome to apply for subsequent funding rounds.

Please note that all funding decisions are final.

Questions?

Make sure to review the FAQ and Application Checklist. You are also encouraged to attend an online info session. More information is available on our website.

If you still have any questions about eligibility, or require additional supports to submit your application, please contact:

For More Information

If you have questions, or need assistance, please contact

Nicholas Klassen | Program Consultant, Interactive and Digital Media

Email: nklassen@creativebc.com