Interactive Fund | Frequently Asked Questions

1. APPLICATION PROCESS AND ELIGIBILITY

When are applications due?

Applications will close on **Monday June 16, 2025 at 11:59pm PST**.

Incomplete applications or applications received after this date and time cannot be reviewed.

Is there an application fee?

No application fee is required to apply.

What types of projects can I apply with?

This program is designed to support the creation of rich, original digital media content that sits at the intersection of art and technology, **where interactivity is central to the user experience**. Due to the innovative and experimental nature of many of these works, it's difficult to define what a project is, but it could look like the following:

- Digital based 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

You can review our [Knowledge Hub](#) to get a sense of the types of projects previously funded.

Why aren't video games on the list?

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 this year's program. That said, 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.

What phase of a project can I apply for?

This program is open to all phases of the content creation process for interactive digital media works. This can include early-stage research or development, prototyping, coding, alpha or beta builds through to final delivery and versioning. You do not have to complete the entire project in this one phase.

In your project plan you must propose a viable phase of work and demonstrate your ability to complete that phase of work should you be successful.

We are a performing arts company / cultural organization / art gallery or museum. Can we apply?

Yes! The program is intended to support the production of high quality, original, interactive digital media projects, regardless of where those projects originate.

Keep in mind that the applicant — be it a company, society, collective or an individual — should own the copyright in the project. If you are acting in the role as a commissioner for the proposed project, then the artist who retains the copyright should be the applicant.

In cases where projects draw from Indigenous or other culturally specific stories that are collectively-held and not subject to individual copyright ownership, applicants should ensure they have obtained appropriate permissions, and that the work is developed in a way that respects community protocols and ownership practices.

I am primarily involved in the production of linear film and television. Can I apply?

Yes, provided your project meets the primary objectives of the program. The Interactive Fund is intended to support the creation of original interactive digital media projects. It is not intended for the development or production of traditional film and television, or projects primarily designed to be companion/marketing pieces to a film or television property.

Ineligible projects include:

- Creating video content for streaming services (i.e. YouTube, Vimeo);
- 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 to previously exploited film or television production;
- Projects with a specific corporate, industrial or mainly promotional focus; and
- Catalogues or compilations of repurposed material, without benefit of new, value added original content.

I am a visual artist, filmmaker or performing arts society that does not have a technical background. Can I apply?

Yes! Keep in mind that due to the highly technical nature of delivery in this medium, generally speaking, the successful recipients have demonstrated a history of creating digital or screen-based media for interactive platforms, exhibitions, networks or devices.

If you are transitioning from another art form, we still want to hear from you. But think about your overall team and make sure your work plan clearly outlines the partners or vendors who will support you and your aims in making that transition. We will be looking for teams that can clearly demonstrate an understanding of the sector, their goals, and ability to deliver on those goals.

Do I need to have other financing attached to apply?

No other matching or confirmed financing sources are required at the time of application.

Keep in mind that viability to deliver and readiness is a key evaluation criteria. So, while it's not required to apply, other confirmed financing and market or exhibition partners attached will factor positively in the decision process. Also note that successful recipients with budgets higher than the Creative BC request will need to show confirmed financing before contracting can occur.

My project will be produced/released in a language other than English. Is my project eligible?

Yes, Creative BC wishes to encourage greater diversity in all ways, and that includes intended audience. Therefore, completed works can be intended to release in languages other than English.

Make sure you are clear in your application and plan materials in the language(s) your project will be available in.

For ease of review, at this time we can only support applications submitted in English.

Does my project need to be intended for commercial release or monetary distribution in order to apply?

No, the purpose of this program is to support innovative or experimental works at the intersection of art and technology. Commercialization or monetization of the work is not a necessary component. A project can certainly be intended for commercial release, so long as it meets the other aims of the program.

Can I apply with multiple projects?

An applicant may only submit one application they have majority ownership in. You may be attached as a service provider or key creative team member on other projects. Keep in mind this program is historically heavily oversubscribed, so being attached to multiple projects may be taken into consideration when looking at an equitable distribution of funds.

2. TARGETED FUNDING ELIGIBILITY

The Interactive Fund is an open call for submissions, and anyone with an eligible project is encouraged to apply. However, Creative BC has committed that at least 30% of the funding envelope will go to projects led by equity deserving applicants. The eligibility below pertains only to how we determine equity.

How do you define an individual from an under-served or equity deserving group?

Creative BC recognizes that a number of different groups in Canada have faced historical barriers to media funding access, and their voices and stories are critical to a vibrant and dynamic arts and culture sector. For the purposes of this program, the 6 different groups that fall under equity are:

- Indigenous
- Black
- People of Colour
- LGBTQ2IA+
- People with disabilities
- People or organizations outside of Greater Vancouver or Greater Victoria

How do you determine if someone qualifies as equity?

Applicants will be required to declare their status during the application process.

In the case of a company applicant, a majority of the company's ownership / controlling shares must be held by individuals who are from one of our targeted equity groups.

In the case of a society applicant, the majority of the chair of the board and managing director team must be from one of our targeted equity groups.

The project lead artist/ majority of the key creative team should also be from one of our targeted equity groups.

To apply as an applicant from an equity group, you must self-declare within one or more of our key equity groups when completing the key personnel form.

If Creative BC has questions about your declaration, we will reach out during the review process for more information.

Myself, my company or my society do not qualify as an equity applicant. However, others on my creative team do. Is our project eligible to be considered as part of the targeted funding?

The intent of the targeted funding is to support work owned and controlled from equity deserving groups.

If the primary applicant does not qualify, then the project will not be considered eligible for the targeted funding.

That said, Creative BC wishes to encourage greater representation at all levels of a project team. Weight will be given in the evaluation criteria for projects that include diverse members in key creative positions, even outside the targeted funding.

Ensure that self-identity forms are submitted for each key creative team member so that this weight can be taken into consideration.

3. ELIGIBLE BUDGET AND COSTS

Do I need to include a budget? Do you have a template for that?

Yes, we need an overview of how you intend to spend the requested money; an intended budget with line items. We have a template available on our website, but you are not required to use it. Please ensure you are submitting your budget as a spreadsheet with clear line items according to sector standards. This can include BCAC or Canada Media Fund budget templates.

Your cash budget should match the financing plan you indicate in your application form. (So, if you indicate $100,000 in expenses, you need to include $100,000 of intended funding sources, whether confirmed or not).

What types of activities can I apply for?

Eligible costs include (but are not limited to): market research, hiring of labour or personnel, technology design and development, all aspects of the content creation and final delivery, documentation, technical or administrative expenses, and travel costs (directly associated with building the project).

How much can I apply for?

The maximum request is $50,000. You do not have to request the maximum if you do not require it.

Can I apply the funds to previously incurred costs?

No. Should you be successful, the funds may not be used to retroactively cover expenses. They must be applied to new costs from your contract date.

4. APPLICATION MATERIALS

What should be part of the creative plan?

A creative plan is a creative overview of the project. Every package will look a bit different, although a more visually dynamic document is highly encouraged. It does not need to be custom developed for this application.

Generally, it should cover the following:

- An outline of what the project is and a description of the concept.
- An overview of the interactivity and user experience from beginning to end.
- Introduce the project characters or subjects, if applicable.
- Visual or diagram samples, including IA or UX.
- Speak to what is unique or innovative about the project.
- Who is on your team, what your intended outcome is for this phase of work, and how you intend to realize the plan.

What is a Community Engagement Plan?

A Community Engagement Plan is an opportunity for applicants to talk about their process of working with under-represented communities impacted by the production of their project. Appropriate engagement will depend on the content of the film, the knowledge of the team, and the territories and communities involved.

This is a tool to help answer questions during the review period about the artist's approach to under-represented communities and potentially sensitive content. In most cases, advisory panel members want to see evidence that the applicant has considered the potential impact of their work and that they have a plan to work in ways that are collaborative and respectful of impacted communities.

Plans will vary depending on the needs of the project and the communities involved, but can include:

- Involving community members in their creative team
- Hiring advisors
- Having counsellors on set
- Hiring local crew
- Entering into written agreements with communities

One useful tool in developing this plan is the On-Screen Protocols and Pathways, maintained by the Indigenous Screen Office. This is essential for any project especially that is based in, will shoot in, impacts or is intended for Indigenous communities, or deals with Indigenous themes and subject matter.

Another is Being Seen: Directives for creating authentic and inclusive content, spearheaded by the Black Screen Office. This should be consulted for anyone intersecting with members of other under-represented groups, including the Black community, People of Colour, members of the LGBTQ2IA+ community, or People with disabilities.

If you are not sure if your application requires a Community Engagement Plan, reach out to Creative BC.

What should be in the Strategic Plan?

This is an opportunity for the applicant to outline their intended audience, distribution or exhibition plans, project goals, targets, impacts and outcomes. This will be dependent on the unique needs of each project, but can include:

- Who your primary audience is and how you intend to reach them.
- Project goals, targets or intended outcomes.
- What makes this project impactful, including in your community or the arts and culture sector.
- Why this project will appeal to your primary audience.
- Distribution and exhibition strategy, including any partners already attached.
- If you intend to commercialize, target revenues and viewership estimates
- How the project aligns with BCAC strategic principles (as applicable):
  - Sustainability and creative development.
  - Indigenous arts and culture.
  - Equity, diversity, and access.
  - Regional and community arts.

Be specific and succinct to the needs, goals and aims of your project. If an exhibition or distribution partner is already attached, they should be contributing to this plan.

5. APPLICATION SUPPORT

May I submit my project for review to Creative BC prior to applying?

We are here to answer any questions you might have about the application process and eligibility. But Creative BC is unable to provide feedback on your project in advance of applying.

However, we are pleased to offer the opportunity for qualifying applicants to meet with a Grant Coach, for direct feedback on your project materials before application, free of charge.

What is a Grant Coach?

Grant coaches can provide direct feedback on your application materials for the Interactive Fund, hopefully increasing your potential for success. Grant coaches are independent contractors with sector based expertise in the areas of arts, culture and immersive and digital media, and often are previous recipients of funding themselves. Grant coaches are not involved in reviewing the eligibility or evaluation of any applications received to the program, and can therefore act as a neutral third party for constructive feedback.

Who qualifies for Grant Coaching?

One hour of free grant coaching are available for select potential applicants, including:

- If you identify within one of Creative BC's target equity groups;
- If you identify within one of BCAC's Designated priority groups;
- If you are located outside the Greater Vancouver or Greater Victoria area; or
- If you have had a previously unsuccessful application and are applying with the same project.

If interested, see our website to review the grant coaches and book a time with them.

I am a person who is deaf or has a disability. Am I eligible to apply to BCAC Application Assistance or Access Support programs alongside the Interactive Fund?

Applicants to the Interactive Fund are not eligible for BCAC additional support programs. However, Creative BC is committed to supporting applicants who require additional supports and will match these programs, as budget allows. Please contact Creative BC for more information.