

### IFCD Project Recommended by Expert Panel

Request N.	Country	Applicant	Field of activity	Type of application	Recommended amount (US\$)	Year of funding
168	Guatemala	IRIPAZ (NGO)	Cultural industries	Programme / project	98,610	2013

<b>Project title</b>	INCREA LAB: Opening opportunities to indigenous cultural entrepreneurs through mentoring activities.
<b>Aim</b>	The project aims to train and support young indigenous cultural entrepreneurs as a means to ensure the viability of an indigenous-led audiovisual industry in Guatemala.
<b>Brief summary (§ 16.1)</b>	In close partnership with indigenous community associations, IRIPAZ, a Guatemalan NGO recognized for its work on the promotion of peace and the respect of human rights through creative audiovisual communication, proposes to: 1) establish INCREA LAB; 2) design training material and conduct capacity building activities in business administration of creative enterprises; 3) implement mentoring and coaching activities for young entrepreneurs and 4) support one creative venture with seed funding.
<b>Expected results and impact (§ 16.2)</b>	<ul style="list-style-type: none"> <li>• INCREA LAB is established - as an spin-off of Aula INCREA, an audiovisual training centre based at the local university USAC, INCREA LAB will be set up to host training, coaching and mentoring activities to be carried out throughout the project.</li> <li>• Training material is designed and capacity building activities conducted for 35 young cultural entrepreneurs, half of them women, in business administration of technology-based creative enterprises.</li> <li>• The capacities of young cultural industries professionals are reinforced through mentoring and coaching activities – in collaboration with TV Maya and independent professionals in the sector, the young entrepreneurs will be supported to develop their business ideas and design effective business plans and strategies.</li> <li>• The business ideas of young cultural entrepreneurs are developed – through the provision of seed funding and by providing them with comprehensive support for one year, the creators of the most solid business idea will receive technical counseling and financial monitoring to support the viability of a competitive cultural micro-enterprise.</li> </ul>
<b>Relevance to the objectives of the Convention and the fields of activity of the IFCD (§16.4)</b>	<ul style="list-style-type: none"> <li>• Empowers members of disadvantaged communities through the cultural industries – by targeting training, coaching and mentoring efforts in indigenous communities, half of the participants will be women, this project is giving young cultural entrepreneurs tools, resources and a support system that promotes self-esteem, collaboration and social cohesion.</li> <li>• Promotes sustainable development and poverty reduction – as the project intends to develop an indigenous-led audiovisual industry in Guatemala, an important number of micro and small cultural enterprises can thrive and as a result, provide other members of the community with employment opportunities and income-generation activities.</li> </ul>

	<ul style="list-style-type: none"> <li>Engages the active cooperation of public, private and civil society stakeholders – project carriers are working in close collaboration with the Guatemalan Ministry of Culture, TV Maya and indigenous communities' associations to set up INCREA LAB and carry out the proposed activities.</li> </ul>
<b>Feasibility and expected structural impact (\$16.5)</b>	<p>IRIPAZ, above all, shows a solid background with more than 20 years of experience supporting the Central American peace processes, as well as research in the field of social and cultural issues.</p> <p>During the project's first phase, the practical and material conditions were realized to start an intercultural and professional training course for the creation of intercultural audiovisual pieces by young people coming from three indigenous peoples of Guatemala: Maya, Garífuna and Xinka. Thanks to the creation of Aula INCREA, the Introduction for Audiovisual Intercultural Creation, was successfully implemented.</p> <p>TV Maya, the only multicultural and public television channel in Guatemala and the Spanish Cultural Centre in Guatemala, partners during the first phase of the project, have expressed their support for the program. These organizations will either offer internships for the students of Aula INCREA, offering them a first professional experience that could help trigger their professional careers, integrate their professionals as INCREA trainers or support financially the program.</p>
<b>Recommended amount (US\$) (\$16.3)</b>	<p>98,610</p>
<b>Comments from evaluators</b>	<p>Evaluators support this project for following reasons: (1) it is a well formulated project proposal; (2) the project proposal addresses the needs of indigenous peoples in the Guatemala, that make up 44% of the population of the; (3) according to the Secretary General of the National Commission for UNESCO, the applicant was successful in managing a previously IFCD funded project.</p> <p>Furthermore, expected results are coherent with the proposed objectives, particularly with the following short term objective "to promote grassroots economic micro-initiatives in the indigenous audiovisual and multimedia sector as a strategy to foster the emergence of an intercultural audiovisual cultural industry of the indigenous peoples of Guatemala" and the proposed activities are consistent with the expected results and feasible according to the work schedule.</p>