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Canada



CANADA INTERACTIVE FUND

Program and Application Guidelines

2011-2012



OUR CONTACT INFORMATION

For any questions about project eligibility or the application submission deadline, or if you would like further information on the Canada Interactive Fund, please contact the Fund Administrator.

Telephone: 1-866-811-0055 (toll-free)
819-997-0055 (National Capital Region)

Teletypewriter/TDD: 1-888-997-3123 (toll-free)

Fax: 819-994-8360

E-mail: cif-fic@pch.gc.ca

Web site: <http://www.pch.gc.ca/fic-cif/index-eng.cfm>

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Canada Interactive Fund
Department of Canadian Heritage
25 Eddy Street, 7th Floor, 25-7-Z
Gatineau, QC K1A 0M5

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Part I PROGRAM INFORMATION

1. Background and program objective

The objective of the Canada Interactive Fund (CIF) is to support the creation of online Canadian interactive content and applications developed by Official Language Minority Community (OLMC), Aboriginal, ethnocultural and other not-for-profit cultural organizations.

2. Expected results

The CIF targets these results:

- Leading edge interactive cultural content and applications are created and presented online;
- Canadians gain access to and participate in interactive online cultural content and applications;
- Not-for-profit **cultural** organizations throughout Canada succeed in the online media environment; and
- The funded projects have a social and economic impact on the communities they serve.

3. Eligibility criteria

All proposals must meet all the applicant and project eligibility criteria set out below. If you are unable to demonstrate that you meet these criteria, your application will be rejected.

Please note that we expect the number of applications received to exceed funding capacity. Thus, funding cannot be guaranteed even for projects that meet the eligibility criteria.

3.1 Applicants

The Applicant, meaning the organization that undertook the project and is taking responsibility for it, must play a significant role in the project. The organization is responsible for all reporting and other contractual obligations. The Applicant will also be responsible for communicating with the Fund Administrator, as it is the only party to enter into an agreement with the Department of Canadian Heritage should the project be accepted for funding.

Note: An Applicant that is responsible solely for the project's financial management and that acts on behalf of a contributor is considered ineligible.

Applicants **who are eligible** for the CIF include:

- OLMC, Aboriginal, ethnocultural and other not-for-profit cultural organizations;
- First Nations Tribal or Band Councils, Inuit organizations and Métis organizations;
- Canadian educational institutions (universities, colleges, primary and secondary schools, boards of education); and
- Provincial/ territorial or municipal government institutions, e.g. museums, cultural associations.

All not-for-profit organizations must be registered or incorporated under Part II of the *Canadian Business Corporations Act*, or its equivalent in a province or territory. The registration or incorporation must be effective, not in progress, at the application submission deadline.

The following are **not eligible** applicants to the CIF:

- Individuals;
- Private sector companies;
- Federal institutions and federal Crown corporations;
- Provincial or territorial governments; and
- Municipal or regional governments.

Applicants previously funded by the Department of Canadian Heritage are eligible only if they are in compliance with previously signed contribution agreements during the entire period the application is under consideration, including all reporting requirements.

3.2 Projects

Innovation is a key element of the CIF. The CIF will provide funding to projects that enhance interactive digital cultural content and applications, presented originally and creatively using the latest technologies and platforms.¹ All projects must offer their target audience an interactive and enriching experience, such as in Web 2.0, between the user and the content.

In the context of the CIF, “interactivity” is defined as media moving away from a sit-back type interaction to engaging audiences. Users can view content and become immersed in the experience on several levels, including a combination of the following:

¹ For instance, mobile devices, game consoles (portable or non-portable), smartphones and other new devices are considered to be the latest technologies and platforms.

- Commenting on it: Please note that this is a low level of interactivity on its own; and/ or
- Customizing it: Please note that being able to switch from English to French on a Web site is not an example of “customizing”; and/ or
- Repurposing it; and/ or
- Contributing content: Users can contribute text, photos, animations, audio/ video, etc. to a Web site; and/ or
- Sharing it.

Interactivity is also defined as a participatory experience between the user and the content and/ or application, or the user and other users as enabled by the content and/ or application. Projects that use the Internet or mobile platforms to distribute content without any significant interactive feature(s) are not eligible.

In determining whether a project is interactive, the CIF will look at the project as a whole. As such, eligible projects may contain both interactive and non-interactive components as long as the overall user experience involves a significant degree of interactivity.

Eligible areas of cultural content include:

- Contemporary cultural expressions, e.g. film, video, new media, music, literature, dance, visual arts, theatre and crafts;
- Historical and heritage cultural expressions; and
- Instructional and educational aspects of cultural expressions.

To be eligible, projects must meet all the criteria set out below:

- Meet the objective of the CIF;
- Propose interactive digital cultural content and/or applications;
- Ensure that content and/or applications are available in at least one official language;
- Involve the clearing of all applicable copyright;
- Commit to adhering to the *Technical Standards and Guidelines for the Canada Interactive Fund*;
- **Request funding for no more than 60% of the total cost of the project, up to a maximum of \$500,000;**
- Offer leading-edge content and/or applications in areas where there is no significant existing, national or broadly accessible interactive content;
- Begin no earlier than April 1, 2011 and finish no later than March 31, 2012; and

- Make content and/or application developed available free of charge to all Canadians for a minimum of five years.

Projects with exclusively one or more of the following components are ineligible:

- Non-interactive Web sites: This type of Web site or application usually displays the same information/content to all users. Users cannot control what information they receive, and must instead settle for whatever content the Web site has to offer at that time. This may include information/content in the form of text, photos, animations, audio/video, and navigation scheme;
- Collection management or digitization;
- Discussion fora and applications that help users create content;
- Projects designed strictly for distribution on social networking sites (YouTube, Facebook);
- Projects about sports, politics, religion or social services.

Furthermore, the Department will only fund projects that do not contain any excessive violence, any sexual violence, any sexual exploitation or any hate propaganda.

4. Funding

Funding is available in the 2011-2012 fiscal year. Contributions made under the CIF cannot exceed \$500,000, or 60% of total eligible expenses, whichever is less.

The CIF provides financial assistance on a per project basis. Thus, this does not constitute ongoing operational support. Please note that an organization cannot be approved for more than \$1 million in funding in a given fiscal year through the CIF.

Applications for \$200,000 and over must include the cost of preparing an audited final financial report of revenues and expenses at the end of the project.

The CIF is a cost-shared program. Applicants are expected to make cash and/or in-kind contributions to their project. A minimum of 40% (**in cash and/or in kind** – see notes in part II, section 3.2.2) of eligible costs required to complete the project must be contributed by the Applicant or other sources of revenue for a project to be considered eligible to receive money from the CIF.

4.1 In-kind contributions

Contributions intended to cover project expenses may be in the form of an in-kind donation. The term “in-kind” means any non-monetary good or service provided by an interested party without any expectation of reciprocal favourable treatment.

For goods and services to be considered an eligible in-kind contribution, the expense they are to cover must:

- Be essential to the project’s success;
- Be eligible under the program terms and conditions;
- Represent an amount the Applicant would normally have spent; and
- Be substantiated by fair market value. Fair market value is a realistic expression of the value of a good or service.

All in-kind costs must be offset by in-kind revenues.

Payments made under the CIF may only be used to pay cash expenses and transactions. Thus, if eligible in-kind contributions cover more than 40% of the revenue needs, the CIF will only refund the project’s actual cash expenses (up to 60% of the total eligible budget).

Note that the value of any materials or equipment identified as an in-kind contribution must be prorated according to its cost if leased or loaned for use during the project.

5. Assessment process

A Program Advisory Committee (PAC) will review all eligible applications based on the degree to which they meet the assessment criteria set out in part I, section 6.

If an Applicant does not clearly demonstrate how the funding application meets any of the stated assessment criteria, it will score zero for that criterion.

At any time during the assessment of the application, the Applicant may be required to provide additional information not contained in these guidelines.

Following a thorough analysis of the information received, and depending on the availability of funds, the Minister will make the final decision to either accept or reject the individual proposals. The Applicant will be informed of the decision in writing.

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

6. Assessment criteria

When preparing your application, bear in mind that the assessment criteria and their weight (%) should be read in conjunction with part II of these guidelines.

Funding applications will be assessed based on the degree to which they meet the following criteria:

Category	Criteria
<p style="text-align: center;">Overall quality of proposal</p> <p style="text-align: center;">5 points</p>	<ul style="list-style-type: none"> • The entire proposal is clear and consistent. •
<p style="text-align: center;">Quality of content and its presentation</p> <p style="text-align: center;">25 points</p>	<ul style="list-style-type: none"> • Originality of presentation, through innovative methods. • The design incorporates appropriate interactive features to create a rewarding and engaging experience for users. • Use of both official languages.
<p style="text-align: center;">Technology components</p> <p style="text-align: center;">30 points</p>	<ul style="list-style-type: none"> • Innovative use of technology. • Degree of interactivity (see Glossary for definition of “interactivity”.)
<p style="text-align: center;">Project structure, budget and management capacity</p> <p style="text-align: center;">25 points</p>	<ul style="list-style-type: none"> • Applicant outlines how it will measure the success of the project against its mandate. • Applicant demonstrates that it has the capacity to complete the project. • The work plan and timeline are reasonable and realistic. • The plan for ongoing sustainability of the project is well laid out and feasible. • The budget is balanced and the expenses are appropriate.

<p>Demonstration of project benefits for the applicant organization</p> <p>10 points</p>	<ul style="list-style-type: none"> • The project is consistent with the applicant’s mandate and related to its normal activities. • Completion of the project will meet one or more of the applicant’s needs.
<p>Target audience and marketing plan</p> <p>5 points</p>	<ul style="list-style-type: none"> • The target audience is clearly identified. • Appropriate marketing activities are planned to reach the target audience.

7. Application submission deadlines

Mail or courier the completed and signed Application Form, and the documentation listed below, postmarked by February 14, 2011:

- “Budget breakdown” and “Funding sources for the project”;
- Up-to-date proof of legal status, such as not-for-profit incorporation papers, legal proof or other documentation legally enacting the existence of the applicant organization, including by-laws, charters or letters patent, as applicable;
- Applicant’s mandate (annual report or Web site);
- Signed copy of the most recent audited financial statements (for funding of \$200 000 and up) or a copy of the most recent financial statements covering the past two years, signed by two members of the Board of Directors; and
- Abbreviated curricula vitae (maximum of two pages per person) of all key staff, including consultants assigned to the project.

Submit one original and two copies of your application (except for appendices and draft agreements). Do not bind or staple the pages together in any way.

Applications and the above-mentioned documents must be sent to the following address:

Canada Interactive Fund
 Department of Canadian Heritage
 25 Eddy Street, 7th Floor, 25-7-Z
 Gatineau, QC K1A 0M5

Part II FUNDING APPLICATION

1. How to prepare your application

For funding applications received by the deadline, a program officer will determine applicant and project eligibility through an initial screening process. **Only funding applications that meet all the eligibility criteria and for which all related documentation has been submitted will proceed to the next step.** Applicants whose projects do not meet the eligibility criteria will be notified as soon as the eligibility assessment is completed.

2. General information

The Applicant is responsible for including all the details requested and for incorporating this information into the Application Form, Budget breakdown and funding sources for the project. These templates can be downloaded at <http://www.pch.gc.ca/fic-cif/index-eng.cfm>. Note that any of these forms can be completed and saved in their electronic form and subsequently printed (hard copied). Any appendices in addition to what is requested will not be read.

Signed hard copies of the completed application forms must be sent in and postmarked no later than February 14, 2011.

Recommendations for funding are subject to the *Access to Information Act*, the *Privacy Act*, and the Department's *Public Acknowledgement of Financial Assistance* Guidelines.

To prepare an effective application:

- Follow the instructions carefully. Only applications that clearly meet all the eligibility requirements and for which all the required documentation has been submitted will be reviewed.
- Submit one original **and two copies** of your application (except for appendices and draft agreements). Do not bind or staple the pages together in any way.
- Do not send any appendices that are not requested. Any additional appendices will not be considered in the assessment of your application and will be discarded.
- Throughout the assessment process, several individuals with different backgrounds and areas of expertise will review your application. Draft your proposal in a way that will be easily understood by someone who is not an expert in your particular field.

3. Content of application

3.1 Application form

Download the Application Form from the Canadian Heritage Web site at [link](#). The Application Form must be duly completed and signed by an authorized representative of your organization.

3.2. Project budget

Funding will be available during the 2011-2012 fiscal year, and projects must be completed within a twelve-month period beginning on April 1, 2011. Contributions made under the CIF cannot exceed \$500,000, or 60% of the total eligible expenses, whichever is less.

3.2.1 Budget breakdown

Identify all the cash and in-kind expenses according to the specified categories and identify the amount of funding requested from the CIF.

Note: The CIF will reimburse up to 60% of the total eligible costs of the project. All expenses incurred will be assessed by CIF staff to determine eligibility. Expenses must be reasonable, well supported and justified. In-kind costs are not reimbursed.

3.2.1.1 Salaries associated with the project

Provide the names and titles of key staff members assigned to the project, their salaries and rationale for the portion of the salaries allocated to the project. Staff time allocated to the project should be reasonable.

A salary that is paid to an individual who is working directly on the project should be considered as a cash contribution. The amount should be pro-rated to the time the employee actually spends on the project. 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) is considered an in-kind contribution.

3.2.1.2 Professional fees

Provide the names and titles of consultants, their hourly fee and the number of hours allocated to the project.

If a consultant gives a discounted rate, then the rate that is being charged is considered a cash expense, and the difference between the discounted rate and the usual rate is an in-kind expense. This in-kind expense would equal the in-kind contribution of the consultant, and this would be reflected in the 'Funding Sources of the Project' document.

3.2.1.3 Marketing and promotion

Indicate the expenses related to marketing and promotion.

3.2.1.4 Technical or technological infrastructure

Technical infrastructure and software/skills upgrading, such as training, and software and equipment rental or purchase are eligible expenses. Their value must be based on demonstrable amortization.

While these purchases and/or leases are eligible, they should not represent a major share of the project costs, which should be focused on creating the content and/ or application.

3.2.1.5 'Cost (In-Kind)', 'Cost (Cash)' and 'Amount Requested'

For each detailed expense indicated in the first column of the Budget Breakdown, indicate the associated in-kind and/ or cash costs in the appropriate column. The 'Total Cost', will calculate automatically.

If a specific expense will be partially or entirely covered by funding from the CIF, indicate the amount requested for that expense in the 'Amount Requested' column.

3.2.2 Funding sources for the project

Identify all cash and in-kind contributions, including the amount requested from the CIF.

Note: The term "in-kind" means any non-monetary good or service provided by an interested party (without any expectation of reciprocal favourable treatment). These contributions must be essential to the project's success and eligible under the program terms and conditions; otherwise, the goods or services in question must be paid for by the Applicant.

For an in-kind contribution to be considered eligible, the Applicant must indicate the fair market value and provide written proof. For example, if the Applicant has an arrangement whereby it normally has access to a preferred rate for goods or services, fair market value is that preferred rate, not a standard rate. If an asset theoretically has revenue-generating potential but has not been doing so, and there is no demonstration of future opportunity in

this regard, the asset cannot be valued at its full original cost. If the contributors can benefit directly from the completion of the project, their contribution would not have the same value as an arm's length transaction.

The Applicant must provide, as supporting documentation, independent professional appraisals, a tax receipt issued to the contributor, a letter signed by a contributor, or fair estimates for similar goods or services based on competitive bidding or solicitation.

The "Budget breakdown" and "Funding sources of the project" templates can be downloaded from Canadian Heritage site.

3.2.2.1 Amount requested from Canadian Heritage

Indicate the amount being requested from Canadian Heritage in the 'Cash Contributions' column next to 'Canada Interactive Fund'. This amount will appear automatically in the 'Total' column next to 'Canada Interactive Fund'. This amount **MUST** equal the 'Amount Requested from Canada Interactive Fund' that is found on page 4 of the completed Budget Breakdown, and also the 'Total Funding Amount Requested' indicated on page 2 of the completed Application Form.

3.2.2.2 Other government funding

Indicate, in the appropriate columns, any in-kind and/ or cash contributions for the proposed project from municipal, provincial and/ or federal governments. Indicate the program name if applicable.

If funding is confirmed, please click on the box in the 'Funding Confirmed?' column and submit a copy of the letter from the contributor that confirms the funding.

3.2.2.3 Funding provided by the applicant (organization)

Indicate, in the appropriate columns, any in-kind and/ or cash contributions for the proposed project from the applicant organization.

If funding is confirmed, please click on the box in the 'Funding Confirmed?' column and submit a copy of the letter that confirms the funding.

3.2.2.4 Other (Private sector)

Indicate, in the appropriate columns, any in-kind and/ or cash contributions for the proposed project from any organizations in the private sector.

If funding is confirmed, please click on the box in the 'Funding Confirmed?' column and submit a copy of the letter that confirms the funding.

Note: The total 'In-kind Contributions' indicated on page 2 of the Funding Sources for the Project MUST equal the total 'Cost (Cash)' indicated on page 4 of the Budget Breakdown.

The total 'Cash Contributions' indicated on page 2 of the Funding Sources for the Project MUST equal the total 'Cost (Cash)' indicated on page 4 of the Budget Breakdown.

The 'Total' indicated on page 2 of the Funding Sources for the Project MUST equal the total 'Total Cost' indicated on page 4 of the Budget Breakdown. This is the same figure that MUST appear as the 'Total Cost of the Project' on page 2 of the Application Form.

3.2.3 Eligible expenses and funding threshold

Expenses will be reimbursed up to 60% of total eligible project costs. All expenses incurred will be assessed by CIF staff to determine eligibility. Expenses must be reasonable, well supported and justified.

When preparing the Budget breakdown and Funding sources for the project templates, please note that:

- Total project revenues must equal total project expenses;
- Revenues from all government sources must not exceed 100% of total project expenditures. If at the end of the project, total government assistance from federal, provincial/territorial and municipal sources exceeds 100% of total project expenditures, the recipient will have to repay the amount of the federal contribution to the Crown; and
- In-kind contributions are eligible, but not reimbursable.

The following is a list of eligible expenses that may be included in a project:

- Salaries, wages and contractual costs associated with the project team (global project management, preparation, consulting fees, development of interpretive and educational materials, editing, proofreading);
- Travel and accommodation for staff working on the project;
- Research and preparation of content to be presented online;
- Copyright/intellectual property clearance costs and licensing fee for content;
- Printing and distribution costs related to promotional materials;
- Communication/promotion/marketing activities;
- Project audit fees;

- Translation and interpretation fees;
- Testing and assessment costs;
- Administrative expenses directly applicable to the project; and
- Technical infrastructure and software/skills upgrading, such as training, and software and equipment rental or purchase. Value must be based on demonstrable amortization. While these purchases and/or leases are eligible, they should not represent a major share of the project costs, which should be focused on creating the content and/ or application.

3.2.4 Ineligible expenses

The following expenses are not eligible and should not be included in your overall budget. These are examples only, and should not be considered an exhaustive list:

- Recoverable portion of GST – only the amount of GST (or other taxes) that is not recoverable may be included as an expense in your budget;
- Indirect expenses – includes various overhead costs, ongoing operating expenses, staff time not spent directly on project-related activities, office and location rent;
- 'Contingency fees';
- Volunteer time;
- Fringe benefits – e.g. company car, costs of delivery;
- Hospitality – food and beverages at events and meetings;
- Production of CD-ROMs (unless used for promotional purposes);
- Traditional photography and film processing;
- Storage – e.g. acid-free boxes, shelving;
- Web site maintenance or updates; and
- Creation or printing of learning materials that are not offered online.

4. Checklist

Complete the checklist included at the end of the Application Form. Ensure that all documents included in the checklist are sent with your application.

5. Appendices

Your application must include the following appendices:

- “Budget breakdown” and “Funding sources for the project”;
- Up-to-date proof of legal status, such as not-for-profit incorporation papers, legal proof or other documentation legally enacting the existence of the applicant organization, including by-laws, charters or letters patent, as applicable;
- Applicant’s mandate (annual report or Web site);
- Signed copy of the most recent audited financial statements (for funding of \$200 000 and up) or a copy of the most recent financial statements covering the past two years, signed by two members of the Board of Directors; and
- Abbreviated curricula vitae (maximum of two pages per person) of all key staff, including consultants assigned to the project.

Do not send any materials other than those requested. Any additional appendices will not be considered in the assessment of your application and will be discarded.

Part III INFORMATION FOR SUCCESSFUL APPLICANTS

1. Conditions of funding

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

Applicants who start the preliminary phases of a project while the Department is assessing their application do so at their own risk. If the Department approves a contribution, payments can only be made for expenses incurred from April 1, 2011, to March 31, 2012.

2. Contribution agreement

Successful applicants will receive a letter from the Minister of Canadian Heritage indicating that a contribution has been approved for their project. Recipients 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 changes can be made to the project without the prior written consent of the Department.

Before signing the Contribution Agreement, the Applicant must submit letters of support confirming financial assistance from each source of revenue.

The Contribution Agreement binds the Applicant and the Department of Canadian Heritage. The Applicant represents the entire partnership for the Contribution Agreement, and governs its relationship with the contributors through a separate partnership agreement that does not include the Department.

The Contribution Agreement takes effect on the day it is signed by the Minister or his/her delegate.

All Contribution Agreements include an indemnity clause whereby the lead organization must indemnify the Crown against claims, damages and expenses due to the acts of the lead organization and/or the contributors. This clause cannot be amended or removed.

Successful applicants must confirm and guarantee that no formerly or currently employed public servant or federal public office holder who does not comply with the *Code of Public Service Values* or the *Conflict of Interest and Post-Employment Code for Public Office Holders* may benefit directly from the Contribution Agreement.

The Contribution Agreement will require the recipient to obtain licences to allow the Government of Canada to use the content to promote the funded project and/or the CIF.

3. Technical Requirements and Recommendations

Recipients must comply with all technical requirements and recommendations of the Guide to the Canada Interactive Fund (CIF) Technical Requirements and Recommendations, Version 5.0. This document can be downloaded at <http://www.pch.gc.ca/pc-ch/org/sectr/ac-ca/bdc/tech-eng.cfm>.

The guide provides a complete description of the technical requirements that projects funded by the program must meet. It also includes a series of recommended practices that the designers and developers of CIF-funded projects are urged to follow.

Funded projects will be evaluated against the requirements. Following this technical evaluation, fund recipients will be asked to revise their Web sites to comply with any requirement that has not been followed.

The requirements should be viewed as an investment that will

- make a Web site more fully accessible to all Canadians, regardless of geographic location, technology, or disability;
- make a Web site more visible, e.g. in search engine results;
- contribute to a Web site's long-term viability; and
- facilitate migration of the Web site to newer versions of browsers and other devices, e.g. cell phones, PDAs, etc.

Web standards offer a common set of rules and terms that every developer can follow and understand, thus shortening development time and yielding pages that are easier to maintain.

4. Reporting requirements and performance measurement

The lead organization is required to submit interim and final activity reports, and a financial report for the signed project (audited, if required). The activity reports must include information such as a summary of activities, accomplishments and setbacks, and progress on deliverables and dissemination of activities. Financial reporting for interim reports must be in the form of a cash flow detailing actual and projected expenses and revenues.

Please note that the audited financial report is separate from any audit that may be performed by Canadian Heritage.

In addition to the reporting outlined above, the recipient will use the template provided by the CIF to collect performance measurement data and conform to the Department's performance measurement requirements for a period of five years after the end of the funding period. Additional information regarding the Department's performance measurement requirements is available in the ***Performance Measurement Requirements and Reporting Guide***.

Finally, for the CIF to collect standardized information for Web-based projects, the recipient will be required, as a condition of funding, to insert software code which will allow the CIF to automatically collect user traffic statistics. Specific details on the code to be inserted is available in the *Guide to the Canada Interactive Fund (CIF) Technical Requirements and Recommendations, Version 5.0*.

5. Funds audit

Funds paid out under the terms and conditions of a Contribution Agreement may be subject to examination of the recipient's accounts, records or other documents deemed necessary under the circumstances, up to and including a financial audit.

Funding must be used solely for the purposes indicated in the letter of approval and the Contribution Agreement. Any funding not used for these purposes must be returned to the Department.

6. Important additional information

Applicants must retain a copy of their application and related documents for their files. These documents form part of their commitments under the CIF should their application be approved.

Recipients must ensure that, where applicable, they adopt a competitive process for procurement of goods and services for the project that enhances access, transparency, competition and fairness and leads to best value. Recipients agree to ensure that a reasonable number of suppliers are given an opportunity to bid and should avoid situations where there may be a bias toward awarding a contract for goods or services for the project to a specific person or entity.

Funding is available for projects starting no earlier than April 1, 2011 and ending by March 31, 2012. Applicants who start the preliminary phases of a project during the period in which the Department is evaluating their application do so at their own risk.

Glossary

Application Software designed for end users that run on computers, mobile devices or other platforms.

Audit Examination of a recipient's accounts, records, or other evidence deemed necessary in the circumstances.

Business plan Clearly written document that describes an organization's mandate, its short, mid and long-term objectives, and priority actions to take. A business plan includes a timeframe for its execution, and identifies who, within the organization, or what outside agent will take responsibility for the completeness of the actions necessary to realize objectives.

Contribution Conditional transfer payment to an organization for a specified purpose pursuant to a contribution agreement that is subject to being accounted for and audited.

Contribution Agreement Formal document that must be signed by the Department of Canadian Heritage (the funder) and the prospective recipient of a contribution, which describes the obligations of each.

Consultants Individuals or groups of individuals with specialized knowledge and/or skills. They are not part of an organization's staff, management or board, but rather are contracted for a fee to provide specific services to an organization.

Cultural (cultural content or cultural organizations) in the context of the CIF, 'cultural content' includes:

- Contemporary cultural expressions, e.g. film, video, new media, music, literature, dance, visual arts, theatre and crafts;
- Historical and heritage cultural expressions; and
- Instructional and educational aspects of cultural expressions.

Cultural organizations are those whose mandate and business plan are linked with the types of cultural activities outlined above.

Educational institutions Universities, colleges, primary and secondary schools, boards of education

In-kind contribution Donation to a project by an individual, business or organization of materials, goods, services or time that would otherwise have been paid for by the recipient.

It involves non-cash asset transactions, e.g. securities, land, buildings, equipment, use of facilities, labour, and goods. To be eligible as an in-kind contribution, the donation:

- Must be essential to the project's success;
- Must represent an expense that would otherwise be incurred and paid for by the recipient as part of the project;
- Must be mentioned in the recipient's contribution agreement, documented and recorded in the recipient's accounting books; and
- Can reasonably be estimated at fair value on the date it is made, using either market value or an appraisal.

An in-kind contribution is a real contribution to the total cost of the project, but is not reimbursable as no monies change hands.

Innovation A process that leads to the development and implementation of creative ideas to provide new or improved content or application.

Interactivity Media moving away from a sit-back type interaction to engaging audiences. Users can view content and become immersed in the experience on several levels, including a combination of the following:

- Commenting on it; and/ or
- Customizing it; and/ or
- Repurposing it; and/ or
- Contributing to it; and/ or
- Sharing it.

A participatory experience between the user and the content and/or application, or the user and other users as enabled by the content and/ or application.

Non-interactive Web sites This type of Web site or application usually displays the same information/content to all users. Users cannot control what information they receive, and must instead settle for whatever content the Web site has to offer at that time. This may include information/content in the form of text, photos, animations, audio/video, and navigation scheme.

Operational expenses Cash expenses paid by an organization in return for goods or services that are not incremental to the project. These expenses are ineligible for funding.

Outcomes Changes that are the result of project outputs. They are the external effects of the project that are considered significant for its initial commitments. Outcomes must be

measurable and may occur within organizations, communities, and individuals. They may relate to behaviour, skills, knowledge, attitudes, values, conditions, or other attributes. There is less degree of control over outcomes; however, there should be a direct relationship between outputs and outcomes.

Outputs The direct products, services or applications produced and delivered to a target group or population, such as an exhibition, a collection or an application.

Performance measures Indicators that provide qualitative and/or quantitative information needed to measure the extent to which a project is achieving its intended outcomes. Qualitative data can be expressed in terms of change or comparison between two states, while quantitative indicators can be in the form of a ratio, percentage, comparison, or figure.

Project Set of activities or functions that a recipient proposes to undertake with the financial assistance provided by a department. A project has a clear start and end date, occurs within a reasonable period and demonstrates measurable outputs and outcomes.

Web 2.0 Web 1.0 is generally associated with the early era of the World Wide Web culminating with the popularity of the Netscape browser and transition of publications such as encyclopedias from a print to an online reference tool. The Web 1.0 model is one in which hyperlinks and the digitization of resources provided users with access to vast amounts of information. Web 1.0 also introduced open standards for creating and viewing content, generally using a static format. With limited opportunities for interaction, Web 1.0 can be described as a “read-only” digital environment.

In contrast, Web 2.0 describes the state of the Web resulting from a growth in technological innovations that are changing the way we use the Internet. The Web 2.0 model focuses on enhancing an individual’s experience, moving from a “read-only” to a “read/write” context. The shift from Web 1.0 to Web 2.0 can be described as one where users have more opportunities to provide/publish/create content for the Web and communicate with one another when online. Web 2.0 is based on a participative and collective approach. For example, individuals participate in building the content of a tool such as Wikipedia rather than reading a published encyclopedia. Early Web 2.0 tools and applications include blogs, wikis, social media sites, crowd sourcing, mash-ups, etc.