

FAQ's

Here are the key **FAQs and details** about the **Festival Connect Fund 2025 Open Call**.

What is the Festival Connect Fund?

The **Festival Connect Fund** is a British Council initiative that supports **festival organisers and artists** in the UK and Sub-Saharan Africa. It aims to:

- Foster **artistic collaboration**
- Promote **mobility and showcase**
- Encourage **cross-regional partnerships**
- Support **inclusive and socially impactful** festivals

Who can apply?

Eligible applicants include:

- **Festival organisers** based in **Sub-Saharan Africa** or the **UK**
- Those proposing **collaborative projects** between the two regions
- Festivals that promote **cultural exchange, community engagement, and creative innovation**

Eligible Countries

Projects must be based in or involve partners from:

- **Sub-Saharan Africa:** Uganda, Kenya, Nigeria, Ghana, Rwanda, South Africa, Tanzania, Zambia, Zimbabwe and Malawi
- **UK:** England, Scotland, Wales, Northern Ireland

What we won't fund

Non-arts festivals (e.g. food and wine festivals, wellness festivals, carnivals/parades) or arts activities within non-arts festivals

Is collaboration with a partner mandatory?

Festival Connect aims to support connections between festivals across SSA and the UK. Across the three grant tiers we encourage collaborations between Festivals and organisations in SSA and the UK including projects with individual artists and professionals or organisation.

SSA-based festivals interested in collaborating with a UK partner are responsible for contacting and agreeing to collaborate with the UK partner. The British Council does not have a centralised directory of artists, and each festival is free to contact the artists or organisations they consider relevant to carry out the collaboration through which they will apply for funding.

We ask applicants to name their partner organisations. It is desirable to have the confirmation and commitment between the counterpart Festivals and organisations at the time of the application, for which a letter of intent signed by both parties is requested as an option. Proposals with confirmed collaboration will be positively evaluated.

What kind of collaboration is required with partners to participate?

Partnerships will depend on the nature of the activity they wish to undertake within their festival. For illustrative purposes, the following is a list of projects that can be supported (this list is not exhaustive):

- Performance, concert, showcase or exhibition by artists.
- A presentation, talk, workshop, panel or training activity given by SSA/UK professionals
- Undertaking an artist residency with an SSA and or UK artist within the festival's framework.

Activities can be in a digital, face-to-face or hybrid format. The British guest can be involved in more than one activity within the festival, either alone or with other artists from other countries.

Funding Available

A total of 100,000 GBP is available for Festivals across SSA-based festivals targeted on collaborating, exchanging and showcasing on three tiers of scale:

- 5000 GBP,
- 10,000
- 15,000 GBP

In its second year of iteration, Festival Connect Fund targets festivals that have been in continuous operation for at least two editions (both in person and digital).