

WOW Pakistan Grants

Grants between £2,000 - £5,000 to engage individuals and organisations in Pakistan around gender equality

Individuals and organisations are invited to apply for one-time grants between **£2,000** and **£5,000** for innovative arts and cultural projects that promote gender equality.

Applicants must be organisations or individuals based in **Pakistan**. Funding can support digital or virtual activity, but the applicants themselves must be based in Pakistan.

There is a total of £25,000 available for projects. We expect to make between 5 to 9 grants in total.

Projects must be completed and finalised between **January 2021** and **March 2021**. We can support one-off events and/or regular activities during this time period. All mediums are encouraged but please note that the deadline for visual or film media and recordings is the 15th February 2021 and for all other mediums is 20th February 2021.

Each organisation and/or individuals can submit a maximum of one application.

Guidance Note

What is WOW?

The WOW Foundation exists to build, convene and sustain a global movement that believes a gender equal world is desirable, possible and urgently required.

WOW - Women of the World was founded by Jude Kelly in 2010, when the first WOW Festival took place at Southbank Centre. Since then, WOW Festivals celebrating women and girls, and taking a frank look at the obstacles they face, have taken place across the globe, reaching more than two million people.

Through festivals, events, schools' programmes and more, WOW challenges the belief that gender equality has already been achieved – and hopes to join the dots between people, movements and ideas to change the world.

In 2018, Jude Kelly left her role as Artistic Director of Southbank Centre to focus solely on the development of WOW as an independent charity. The WOW Foundation was established to fulfil WOW's potential.

To date, WOW has staged over 65 festivals and events across six continents, reaching more than two million people.

What type of projects will this grants scheme support?

Around the world, women have been disproportionately affected by the social and economic impact of the coronavirus crisis, which has exacerbated existing gender inequalities. This grant aims to refocus the conversation on gender equality, highlight both progress and pushback, and give space to the voices and aspirations of women in Pakistan today.

Many artists, creatives and cultural professionals have imagined innovative solutions to surviving the crisis, often by using digital tools to continue their activity streams and to connect with the public. Using music, song and dance alongside awareness or capacity-building initiatives, we hope this grant will allow individuals and organisations to express themselves and challenge the persistence of regressive dominant views on gender, negative stereotypes and limitations on freedom of expression based on gender. The grant is also open to work that addresses sex-specific challenges in accessing specialised training.

If you are looking for inspiration about the types of projects this funding would support, here are some ideas:

- Contemporary and indigenous visual, media and performing arts related to gender
- Performances, exhibitions, installations, music and theatre that promote dialogue and raise awareness about gender issues
- Written word for activism including storytelling and poetry-based activities
- Use of indigenous materials and resources to develop innovative and relevant works of public art that build community and empower individuals,
- Building leadership in the arts, conservation, and culture
- Capacity-building workshops, tutorials and other training on relevant themes
- Social action community projects related to the gendered impact of Covid-19

Principles:

Understanding, valuing and working with diversity and inclusion to enable fair and full participation in activities.

Encouraging action that promotes equality, playing a part in removing barriers and redressing imbalance caused by inequality and unjustified discrimination

Commitment to the environment and thinking of ways to minimise the environmental impact of activity

Gender Outcomes

The British Council's work in South Asia regarding gender has the following **outcomes**:

- 1) Raising awareness and changing perceptions: Women, girls, men and boys positively change their perceptions and attitudes towards gender norms
- 2) Building capacity and skills: Arts organisations and creative professionals have increased skills and capacity to tackle gender issues
- 3) Voice and Platforms: Women and girls are able to contribute to all aspects of life, including civic engagement and artistic expression
- 4) Allies and Partnerships: An increased number of organisations work together to promote gender equality

Eligibility

Who: Organisations and individuals based in Pakistan, interested in promoting gender equality messaging through the use of creative and cultural art forms.

Location: Across Pakistan

Audiences: Arts audiences, development sector actors, policy makers, activists and the general public at the Women of the World Festivals

Dates: Your activity will take place between January 2021 and March 2021, with the majority of activity being completed before March 2021.

Selection Criteria

Applications will be jointly reviewed by the British Council Pakistan team and WOW Pakistan curators. The selection process will consider:

- The alignment of proposed activity to the Gender Outcomes listed above
- The strength and originality of the proposed project
- Feasibility of the project's activity plan and details on how the project will deliver intended impact
- Relevant past experience or education

Timeline

- Applications open: 19th November 2020
- Webinar: 23rd November 2020
- Deadline for applications: 30th November (11pm PK time)
- Application outcome: 7th December 2020
- Project delivery: January 2021 – 20 February 2021
- Project summary report: within one month of project completion

To apply

To apply please complete the form and send it to wowpk@britishcouncil.org. A summary of frequently asked questions is below.

Can I apply to cover costs of digital activity?

Due to COVID-19, we expect all projects to operate online and deliver impact digitally.

What costs are eligible to be covered through this funding?

Project delivery and staff costs can be covered through this funding, for example speaker fees, materials, website hosting costs, staff time.

Can I apply to cover travel costs?

This grant does not cover any travel costs.

Can I apply for an existing activity?

Yes, you can apply for new digital activity or a digital sequel for a previously completed project, if it meets the criteria highlighted above.

Application Form

Section 1. Summary of Your Application

Name of individual/ organisation		
	Address of individual/ organisation	
	Contact information	
	<i>Name, Title</i>	
	<i>Telephone & E-mail</i>	
Name of Project	<i>Social media handles</i>	
	Project location	
	Total Budget Requested (in PKR)	

Section 2. Context & rationale

2.1 Your Project

Provide a brief summary of your project and the impact you expect to make (500 words maximum)

2.2 Your Introduction

Details of individual or organisation delivering this project (200 words maximum)

2.3 Your Experience

Please provide a summary of your relevant experience. (200 words maximum)

Section 3. Project Activity

3.1 Outcome area(s)

Detail the alignment of your project to the Gender Outcomes listed above (200 words maximum). Each project should meet **at least** one (1) outcome area.

3.2 Activity Plan

Please provide a summary of your activity plan including monitoring and evaluation (200 words maximum). Please provide this information as a brief list/table, for example:

Nov 2020: recruit participants via social media

Dec 2020: initial workshop with 20 participants via Zoom

3.3 Budget

Please provide a summary of your budget (200 words maximum). Please provide this information in the form of a table.

3.4 Attachments (optional)

Please provide any additional project plans/budgetary documents if available.