

Terms and Conditions

Circular Culture

2025-26

Introduction

Circular Culture is an initiative of the British Council that for its 2025 edition is being developed in **Argentina, Brazil, Colombia, Jamaica, Mexico, Peru, and Venezuela**. It provides financial and training resources to promote artistic exchange between Latin American, Caribbean (LATAC) countries, and the United Kingdom, strengthening cultural festival offerings and promoting the development of sustainable cultural sector.

The Circular Culture Grant offers a total fund of £350,000 (GBP) and is aimed at cultural and artistic festivals - in-person, digital or hybrid - taking place in the mentioned countries. Festivals interested in collaborations, artistic exhibitions, or training activities with British professionals, as well as fostering changes in attitudes, narratives, and practices related to sustainable culture, are encouraged to apply.

One of the main objectives of the programme is to train festival managers in sustainable practices. We recognise that there are different levels of maturity and possibilities for implementing these practices, depending on the size and budget of each festival. For this reason, we have established two groups for applicants, for which different conditions apply:

Group 1:

Festivals expecting an **audience of up to 10,000 individuals may apply for a budget of up to £12,000 GBP**, which may be a lower amount depending on the availability of each country, as established in the funding section of these terms and conditions (categories A to F).

Festival proposals falling within this category should incorporate an artistic partnership with the UK and a commit to engage in the training and mentorship opportunities provided through the programme. While it is preferable for festivals seeking funds from this allocation to showcase initiatives aimed at enhancing their sustainable practices, there is no mandatory requirement to allocate a specific percentage of the received funds to such initiatives. Suggestions for ideas are available in the FAQ document.

Group 2:

Festivals expecting an **audience of more than 10,000 people may apply for a budget up to £20,000 GBP**, as outlined in the funding section of these terms and conditions (categories G and H).

Proposals from festivals in this category must incorporate an artistic collaboration with the United Kingdom and a commitment to participate in the training and mentoring activities offered as part of the programme. Additionally, they are required to allocate 20% of the funds received towards a proposal for sustainable operations aimed at mitigating the negative impact of their on the environment. Suggestions for sustainable actions are provided in the FAQ document.

Application

The application to become a recipient of the Circular Culture grant revolves around two main focal points:

1. Cultural exchange with the United Kingdom.

The application should elaborate on the proposed cultural collaboration to be undertaken by the festival with stakeholders from the UK's cultural sector. This collaboration may involve artists, groups, speakers, mentors, etc., identified and invited by the organizers. Collaborations may take various forms, including but not limited to:

- Residencies
- Training activities (workshops, conferences, symposiums).
- Artistic showcasing from the United Kingdom in the country of the festival: presentations of artists or talent from the United Kingdom within the festival programming in digital, in-person or hybrid mode.
- During the collaboration period, festivals are invited to involve the local community in the cultural exchange with artists/talent from the United Kingdom.
- Artistic collaborations that transversally address gender issues and that promote a greater understanding of the problems, concepts and themes surrounding culture and sustainability will be considered; while articulating broad networks involving various figures, such as local authorities, universities, research centers and the artistic community.

2. Sustainable operations

The motivation to develop sustainable actions in the festival must be demonstrated as defined below:

- **Group 1 (Festivals applying for grants up to £12,000 GBP):** While it is preferable for festivals seeking funds in this category to showcase initiatives aimed at enhancing their sustainable practices, there is no mandatory requirement to allocate a specific percentage of the received funds to such endeavours. Suggestions for sustainable actions are available in the [FAQ document](#).
- **Group 2 (Festivals applying for grants greater than 15,000 GBP):** Festivals in this group are required to invest 20% of the funds received in a proposal for sustainable operations that seek to reduce the negative impact of their festival on the environment. Suggestions for sustainable actions are shared in the [FAQ document](#).

Areas to be considered for developing sustainable actions at the festival may include at least one of the following:

- Transport
- Food
- Water
- Energy
- Waste management
- Local flora and fauna
- Air quality
- Communication and conscious marketing

[FAQ document with suggestions for sustainable practices.](#)

Areas/sectors of support

Circular Culture focuses on cultural festivals within the following cultural sectors:

- Performing Arts
- Visual Arts
- Dance
- Digital Arts
- Film
- Dance
- Design
- Literature
- Music
- Other

Participating countries

Festivals from the following countries are eligible to participate Argentina, Brazil, Colombia, Jamaica, Mexico, Peru, and Venezuela.

Grants:

The British Council LATAC provides a total fund of £350,000 (GBP) which will be distributed as follows:

* All amounts are expressed in GBP. The payment of the funds will be made in accordance with the regulations and legislation in force in each country. Each British Council office will contact the selected festivals in country to establish the relevant guidelines.

IMPORTANT: Each category expresses the maximum amount to which festivals can apply. It is up to the Selection Committee to grant amounts lower than those requested.

Group	Category	Impact of audience reached by the festival (in-person, online and hybrid)	Grant maximum amounts per festival (GBP)*
Group 1	A	0 - 500	Up to 2,000
	B	500 - 1000	Up to 4,000
	C	1000 - 3000	Up to 5,000
	D	3000 - 5000	Up to 7,000
	E	5000 - 7000	Up to 10,000
	F	7000 - 10000	Up to 12,000
Group 2	G	10000- 15000	Up to 15,000
	H	+15000	Up to 20,000

Conditions for application

- There is no fee for applying to this open call.
- The selected festivals are scheduled to take place between **June 2025 and June 2026**.
- Only people or organizations that meet the tax conditions of the country where the festival takes place (See Payment Conditions) and, whose primary activity is related to the cultural domain of the main product outlined in the proposal, are eligible to apply. The total amount to be received includes all applicable taxes, as per the legal obligations of each country.
- Compliance with the conditions and requirements of the applicants will be verified upon announcement of the selected candidates and the procedures for receiving financial support after the submission of requested documents by the British Council.
- Selected applicants must be prepared to respond to inquiries regarding due diligence, financial verification, and reputational risk from the British Council, which reserves the right to disqualify, cancel, or suspend financing processes for those posing potential compliance, ethical, or governance risks. Financial contributions will be granted through the execution of a contract between the applicant and the British Council. Review our policies [here](#)

- Registration constitutes the applicant's irrevocable and irreversible acceptance of all conditions of this open call.
- Participation in the selection process of this open call implies the personal and non-transferable responsibility of the applicants and/or their legal representatives for the accuracy of the information provided.

Registration

- Applications will be accepted from 08:00 Mexico time (GMT-6) on 12 February until 23:59 Mexico time (GMT-6) on 30 March, 2025.
- Registrations can only be made through [the website](#) filling out the registration form.
- Evaluations will be based entirely on the data, proposal and information presented in the registration form.
- The information provided during registration will be used to send important communications deemed necessary by the organising committee. During the evaluation stage, the British Council may request additional clarification from the applicant using the email address or telephone number provided in the registration form. The absence of this data, or the inability to communicate with the organisers, will be the sole responsibility of the applicant.
- The applicant must be solely responsible for the authorship of the festival submitted and will be responsible, including legally, in the event of any questioning regarding the festival and the information provided to the British Council. Authorship of the festival means the ownership of the rights related to it and, where applicable, includes the obtaining of authorizations and transfer of rights from third parties.
- The ownership of copyrights must necessarily allow its transfer, exclusive or not, to third parties, without any limitation regarding its use, according to the evaluation of convenience of the applicants.
- The British Council declines any responsibility in the event of technical, electrical, electronic, access or unforeseen problems that prevent, temporarily or permanently, the registration process for this open call.
- Completing the registration is a procedure that guarantees the fair participation of applicants who meet the requirements of this open call and there is no correct, adequate or exact model that has been developed additionally.
- The result of the selection process will be announced on **9 May, 2025** at <https://americas.britishcouncil.org/programmes/circular-culture/2025> filling and on the different social media networks of the countries in the region. Likewise, the results will be communicated by email to the applicants.

Selection procedures

The selection of projects will be carried out by a selection committee made up of international professionals from the British Council, based on the following evaluation criteria:

Selection Criteria	Group 1
1. Quality of the proposal aligned with the collaboration with the United Kingdom and cultural Exchange.	30%
2. Sustainable operations proposals	20%
3. Previous experience with festivals and/or cultural activities	20%
4. Impact (estimated audiences)	20%
5. Representation of members of minority groups (ethnicity and/or gender) on the organizational team and/or proposals focused on these groups. *	10%

Selection Criteria	Group 2
1. Quality of the proposal aligned with the collaboration with the United Kingdom and cultural Exchange.	30%
2. Sustainable operations proposals, including budget breakdown of 20% of funds.	25%
3. Previous experience with festivals and/or cultural activities	20%
4. Impact (estimated audiences)	20%
5. Representation of members of minority groups (ethnicity and/or gender) on the organizational team and/or proposals focused on these groups. *	5%

*Regarding criterion 5, representation of members of minority groups (race/ethnicity and/or gender) in the organizational team and/or proposals focused on these groups, we will consider:

- Group of festival managers made up of at least 50% black or indigenous people
- Group of festival managers made up of at least 50% women
- The festival activity presented to Circular Culture is specifically focused on issues of gender or race/ethnicity.

The final decision of the Selection Committee is conclusive and cannot be appealable. Due to the large number of applications, individual feedback will not be given. The British

Council will produce a document with the main areas of opportunity for applicants to strengthen future applications.

Applicant is solely responsible for ensuring that any required or supporting documentation has appropriate access permissions for review by members of the evaluation panel.

Conditions for receiving grant funds

- The payment of funds will be in accordance with the current regulations and legislation of each country. Each British Council office in the country will contact the selected festivals to establish the relevant guidelines.
- The selected applicant who does not present all the requested documentation within the stipulated period will lose the right to the financial contribution.
- The British Council is guaranteed the right to cancel or stop the financing processes related to projects that are in legal disputes related to their authorship and/or control of the applicant legal entities.
- Selected applicants must be open to answering background check questions from the British Council, who will have the right to disqualify, cancel or stop the financing processes of those who pose potential compliance, ethics, and governance risks to the British Council. The financial contribution will be granted through the execution of a contract to be signed between the applicant and the British Council.
- If any discrepancy is found in the information provided by the selected applicant, payment will be suspended until said discrepancy is corrected.
- The selected applicant undertakes not to promote changes in the format, location, duration, frequency, schedule, and technical specifications of the proposed activity without the prior and formal consent of the British Council.
- The grant value encompasses all direct and indirect costs associated with the selected festival, including its proposed collaboration with the United Kingdom, administration, contingencies, taxes, social security charges, and any other related expenses, without limitation. The British Council will not be liable for any additional amounts under any circumstances, regardless of the circumstances.
- Festival selection does not guarantee contribution and does not indicate agreement with all conditions originally submitted by the applicant, including that with respect to financial aspects.
- The selected applicant agrees to obtain any additional resources necessary to hold the festival, if required.
- In all advertising materials produced by the selected festivals that form part of the

communication campaign for the activities before, during and after the Circular Culture proposal, the “British Council” brand rule must be inserted according to the branding guidelines provided by our organisation.

- Approval of the project's promotional material must be obtained from the British Council at least 2 weeks before publication.
- If any of the selected festivals cannot deliver the submitted proposal or receive the subsidy for any reason, please notify us as soon as possible.

Schedule

- Start date of the call – **February 12, 2025**
- Closing date of the call – **March 30, 2025**
- Announcement of selected festivals – **May 09, 2025**
- Fund transfer – **up to 90 days** after the announcement of selected festivals.

Requirements

The selected festivals are required to demonstrate accountability by submitting an impact report of their activities to the British Council. This report must include the following mandatory items:

- Professional photographic/videographic documentation.
- Activity report detailing the number of engaged audiences (meetings, visits, workshops, presentations, etc.)
- Report outlining the implementation and outcomes of sustainable culture practices.
- To act as the sole and exclusive party responsible for the accurate execution and submission of the reports, and to address all inquiries and requests made by the British Council audit team.

Personal data policy

The personal data shared in this form will be used by the British Council exclusively for your participation in the 2024-25 Circular Culture program.

Your rights under UK Data Protection Law incorporating the EU GDPR 2018, you have the right to request a copy of the information we hold about you and the right to ask us to correct any inaccurate information. We will keep your information for a period of 7 years from the time of collection. For more details, please contact your British Council contact or the data protection team: IGDisclosures@britishcouncil.org. If you would like more information about this, please contact us at our office or visit our website:

<http://www.britishcouncil.org/privacy-cookies/data-protection>. Alternatively, you can request information from your local British Council office or the Data Protection Team.

General conditions

The winning applicants bear full and exclusive responsibility, whether directly or regressively, solely and exclusively, for contracting all services and labor required to execute the festival, regardless of whether they are direct executors or not. They are solely responsible for payment of these services, as well as for labor, tax, and social security expenses arising from the festival's execution. Additionally, they are liable for any claims from third parties who feel aggrieved by their participation in this selection process.

The following will be disqualified and excluded from the selection process:

- Applicants who do not meet the registration requirements.
- Bidders who commit any type of fraud.
- By providing the requested information, the applicant agrees to provide all personal data as required, thereby granting consent to the British Council or its designated third parties to store and process said personal data for the specific purposes outlined in this Call. This consent is subject to the provisions set forth in this Call, the General Data Protection Law (LGPD), and the British Council's privacy policy.
- Any doubts, differences or situations not provided for in these regulations will be reviewed and resolved by the British Council, whose decision is sovereign and irrevocable.
- The British Council reserves the right, at its sole discretion, to modify the terms of this public call, previously informing the participants of the selection process, through notices on the call website always guided by legality and respect for participants.
- Each and every act, contract or commitment entered into by the applicant, in order to participate in this selection process or execution of the contract, is its sole and exclusive responsibility.

Payment Conditions

Argentina

- The recipient of the grant can be either a person or organization (in Argentina, a “persona física” or “persona jurídica”). The recipient don't need to issue an invoice, as the grant will be paid directly upon signature of agreement.
- The recipients will need to provide bank details of the bank account where they will receive the grant.
- Payments of grants to successful applicants will be done by bank transfer to a local bank account located either in Argentina or to a bank account abroad that is under the name of the festival or one of its representatives. The grantee will be responsible for all taxes related payments that this award might imply according to the local legislation. If the grant is received in a bank account in Argentina, the grant will be paid in Pesos Argentinos only. If the budget was expressed in USD or GBP, the conversion will be done at the British Council exchange rate of the month of payment. If the bank account is abroad, it will be paid in the currency accepted by the bank account. Payments can only be made to bank accounts (not virtual wallets, etc).

Brazil

- The recipient of the donation must be an organization with an active CNPJ (except MEI).
- The DONOR will pay the DONATION RECEIVER the donation as specified in the "Funds" section of this document. The donation amount will be transferred in national currency, to the bank account held by the organization by sending the invoice order (boleto bancário) accompanied by the respective donation invoice(s)
- As it is a donation, local tax on donations called ITCMD is applicable to this transfer, at a rate of 4% to be deducted from the total value of the donation. Therefore, tax must be included in the budget submitted.

Colombia

- The DONOR will pay the DONATION RECEIVER the donation as specified in the "Funds" section of this document. The donation amount will be transferred in national currency, to the bank account held by the organization by sending the invoice order (Factura) accompanied by the respective donation invoice(s)
- Applicants from Colombia must be a "*Persona jurídica legal constituida*" and have an active RUT and Cámara de Comercio, also be able to issue a valid invoice.
- Applicants must add a bank certification.

Mexico

- Only individuals who can issue a fiscal receipt whose substantive functions include the promotion and dissemination of culture and the arts, as well as the organization of cultural and artistic festivals, may participate.
- The authorized amount includes taxes, in the case of individuals who provide a fiscal receipt of income.
- Festivals must have coverage against accidents and civil liability during the execution of their activities.
- Priority will be given to festivals in the following entities: Aguascalientes, Baja California, Baja California Sur, Campeche, Chiapas, Chihuahua, Colima, Mexico City, Guanajuato, Guerrero, Hidalgo, Jalisco, Michoacán, Morelos, Nayarit, Nuevo León, Oaxaca, Puebla, Querétaro, Quintana Roo, San Luis Potosí, Sinaloa, Sonora, Tabasco, Veracruz, and Yucatán.

Peru

- Applicants from Peru must have an active RUC and be able to issue a valid invoice or receipt for fees.
- Please consider that the total amount received includes all applicable taxes.
- For organizations that are legally registered to receive donations, please ensure that the relevant evidence of registration and approval is attached when sending payment documentation.
- In the case of receipt for fees, it must be issued in the name of the legal representative of the organization whose application was selected.

Jamaica

- The recipient of the grant can be either a person or organisation living and operating in Jamaica.
- The recipient must issue an invoice in the amount of the grant along with the signed agreement. The invoice must include the Tax Registration Number (TRN) of the individual or organization.
- The recipients will need to provide bank details (of a local bank, and in local currency) of the bank account where they will receive the grant.
- Payments of grants to successful applicants will be done by bank transfer to a local bank account.
- The grantee will be responsible of all taxes related payments that this award might implicate according to the local legislation. The grant will be paid in Jamaican dollars, and the conversion will be done at the British Council exchange rate at the time of payment.

Venezuela

- To make the delivery of the awarded funds effective, we will request that a collaboration agreement be signed between the British Council and the beneficiary Festival.
- If you do not have a legal account in the name of the festival, you must authorize the representative to receive the funds. Funds are credited by bank transfer.
- The person who receives the funds can be a legal entity or natural person (representative) duly authorized representatives belonging to both the festival in Venezuela and the British counterpart.
- If the recipient of the funds is the British counterpart, the amount will be granted in pounds.