

## **CreateSmart Initiative**

### **Overview**

#### ***Introduction***

The dedicated office Create Hong Kong (CreateHK) set up by the Government in 2009 is committed to spearheading the development of creative industries in Hong Kong. Its works include administration of the CreateSmart Initiative launched in 2009 to provide funding support to initiatives that are conducive to the development of creative industries. CreateHK works closely with the trade to boost the development of various creative sectors, which cover advertising, architecture, design, digital entertainment, film, publishing and printing, television and music.

The CreateSmart Initiative (CSI) was launched in June 2009 with a funding injection of HK\$300 million. Initially it did not cover design projects under the DesignSmart Initiative (DSI). In order to rationalise funding arrangements for the creative sector and enable resources to be used in a more co-ordinated manner, the CSI was consolidated with the DSI by phases commencing June 2011 to include design-related projects. In May 2013, the Government topped up the CSI by another HK\$300 million, making up a total of HK\$600 million. With the topping-up, the CSI also provides, with effect from 24 May 2013, funding support for the Design-Business Collaboration Scheme (DBCS) which provides matching grants for design/business collaboration projects to encourage small-and-medium-sized enterprise (SMEs) to use design services.

#### ***Objectives***

The CSI will fund projects with objectives that are in line with our strategic direction to drive the development of the creative industries, namely:

- Nurturing a pool of creative human capital which will form the backbone of our creative economy;
- Facilitating start-ups and development of creative establishments;
- Generating demand for innovation and creativity and expanding local market size for creative industries;
- Promoting creative industries on the Mainland and overseas to help explore outside markets;
- Developing creative clusters in the territory to generate synergy and facilitate exchanges;
- Fostering a creative atmosphere within the community; and
- Promoting Hong Kong as Asia's creative capital.

### ***Eligibility for Application***

Applicants should normally be locally registered institutions / organisations, including local academic institutes, industry support organizations, trade and industry associations, professional bodies, research institutes and companies<sup>1</sup>. CreateHK and other Government departments are also eligible to apply.

Project elements which are covered under the scope of Film Development Fund, Film Guarantee Fund, and other dedicated Government funding schemes, and those which will receive or have received funding from other Government or known sources will NOT be considered.

### ***Form of Funding Support***

Funding support is normally given as a grant and be disbursed by instalments.

### ***Application***

Applications can be submitted throughout the year. Each applicant can submit more than one application.

Applicants should refer to the “CreateSmart Initiative Guide” for details on application procedure and eligibility criteria. The guide and application forms are available at CreateHK website (<http://www.createhk.gov.hk>)

### ***Enquiry***

Enquiries should be directed to the Secretariat through the following means:

#### For non-design-related initiatives

Telephone : (852) 2294 2774

Fax : (852) 3165 1389

Website : <http://www.createhk.gov.hk>

E-mail : [createsmart@createhk.gov.hk](mailto:createsmart@createhk.gov.hk)

Address : The CreateSmart Initiative Secretariat

Create Hong Kong

30/F, Immigration Tower,

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<sup>1</sup> The applicant should be a body or company established or incorporated under the Hong Kong laws including the Companies Ordinance (Cap 32).

7 Gloucester Road,  
Wan Chai, Hong Kong.

For design-related initiatives

Telephone : (852)2737 2635

Fax : (852)3101 0863

Website : <http://www.createhk.gov.hk>

E-mail : [enquiry@design.csi.gov.hk](mailto:enquiry@design.csi.gov.hk)

Address : The CreateSmart Initiative (Design) Secretariat

Create Hong Kong

40/F, Revenue Tower,

5 Gloucester Road,

Wan Chai, Hong Kong.