

Open Call

**UK/Brazil Season of Culture
2025-26**

Collaboration Grants

Application Deadline
10 January 2025

Table of Contents

About UK/Brazil Season of Culture 2025-26	2
Concept and Thematic Pillars.....	2
Objectives.....	3
Who Can Apply	4
Grant Availability.....	5
Number of Grants	6
Guidelines	6
Project Delivery	7
Delivery Formats	7
Project Type	7
Geography.....	8
Season Branding.....	8
Equality, Diversity and Inclusion (EDI).....	8
Gender	9
Safeguarding	9
Monitoring and Evaluation	9
Assessment Criteria	10
Scoring Guide.....	12
Selection Process.....	12
Reconsideration Requests	12
Contractual and Compliance	12
How to Apply	13
Timeline and Milestones.....	13

About UK/Brazil Season of Culture 2025-26

The UK/Brazil Season of Culture led by the British Council and Instituto Guimarães Rosa (IGR), the Brazilian government's organisation for cultural diplomacy, provides a structured approach to deepening cultural ties, promoting the rich cultural heritage of both nations, and fostering enduring relationships among artists, cultural leaders and institutions. The planned activities will take place in both Brazil and the UK, reaching wide audiences and encouraging dialogue.

We invite organisations from both countries to participate in this Open Call, contributing to build a vibrant programme of cultural activities that will strengthen the bonds between Brazil and the United Kingdom. This is an opportunity to be part of a significant cultural exchange, showcasing the best of the creativity and the diversity of both countries to international audiences.

Concept and Thematic Pillars

The concept and thematic pillars outlined below serve as guiding principles for this Open Call. All proposals submitted must align with and creatively respond to the overarching concept by addressing one or more of the thematic pillars. This alignment is crucial to ensuring that projects contribute meaningfully to the objectives of the UK/Brazil Season of Culture.

Flows | Fluxos¹

The UK-Brazil Season of Culture will honour the cultural heritage that has influenced Brazil and the UK past and present, while also looking ahead to explore how the arts and human creativity will shape our future and address the challenges and opportunities that lie ahead. At the centre of the Season lies the recognition of **Flows| Fluxos** – the ongoing evolution of cultures within a world in continuous movement and dynamic interaction, encompassing the flows of time, people, nature and information, which together form the rhythm of life. Within this concept of flows the programme will focus on **five thematic pillars** to draw focus and inspiration for exciting new work.

Pillar 1: Culture and Climate - The Climate Crisis is not simply a scientific challenge; its impacts will be society wide, altering the landscape and ways of lives for people and the communities they are part of. Culture is humanity's binding agent: from our traditions and practices passed down to us over generations; to our creative expression of the world around us; and our innovative imagination of the future, culture is all around us. Adaptation and mitigation are incomplete without consideration of culture. The theme looks at how arts can find meaning, raise awareness and develop ideas for how our societies deal with the environmental future in front of us. Through creative enterprise, sustainable practices, storytelling, and new works, COP30 in Brazil provides a platform for culture to influence lasting global climate debate and action.

¹ The theme Flows | Fluxos is presented in both English and Portuguese languages

Pillar 2: Culture and Place - Culture transports us to distant and imagined places while also grounding us, giving meaning to our geography and identity. This dynamic relationship evolves with the flows of people and ideas. Good social infrastructure, such as parks, libraries, museums, and town squares, create spaces for human connection. This theme explores how culture and creativity are experienced in public spaces and how strong civic design enhances the creative potential of a place.

Pillar 3: Culture and Voices - Representation is crucial for ensuring that diverse creative voices are heard, and new perspectives are seen, reinforcing the idea that art is for everyone. It broadens audiences' understanding of the world by providing a more comprehensive portrayal of human experience. Diversity enriches the creative environment, pushing artistic and social boundaries and fostering innovation. The Season of Culture will intentionally programme activities in places and with people who have been underrepresented and underserved, ensuring opportunities for hidden talents to be recognised and showcased.

Pillar 4: Culture and Technologies - Creative minds have used technological advances to develop and inspire new forms of expression for thousands of years. The printing press, the moving image, industrial production of paints all changed what was possible for the artist. Today, our relationship with technology is pervasive. It has changed how we communicate, how we shop, how we consume and produce culture. As digital innovation accelerates and the capabilities of AI expand, opportunity and challenge are confronting the creative sector simultaneously. The theme will explore artists taking imaginative leaps with technology, innovating, creative expression, identity, and ownership. Diversifying digital representation and encouraging critical engagement with technologies.

Pillar 5: Culture and Joy - If culture is meaning, it is joy too. Whether in the celebration of sporting victory or the collective experience of a festival crowd, the strength of feeling is built on emotion. Carnival is a mass embodiment of this feeling; the expression of that joy, and the communities it was born from is core to its experience both in Brazil and the UK. As practices of intangible culture, carnivals are the heritage of the communities and groups that maintain, create and project it. The theme will connect with the history, the practice and the future of collective experiences culture provides, like Carnival, considering how cultural heritage and ritual serve as community builders, as spectacle, as resistance and as collaboration.

Objectives

The UK/Brazil Season of Culture aims to establish collaborations and partnerships between cultural sectors that last beyond the duration of the Season. This legacy will be built through sustainable cultural collaborations that continue to thrive after official events have concluded.

The Open Call aims to:

- Foster new connections, exchanges, and long-term collaborations between the UK and Brazil through face-to-face and/or hybrid artistic projects.

- Encourage innovative approaches to addressing contemporary cultural and social issues through artistic collaboration.
- Provide opportunities to diverse cultural expressions from both the UK and Brazil through emerging talents and underrepresented voices in both countries.

Who Can Apply

The grants are open to a diverse range of organisations in both the UK and Brazil, regardless of size. Applications are encouraged from a wide variety of entities, including festivals, museums, theatres, community arts organisations, cultural institutions, etc.

All applications must involve a partnership between at least one UK-based and one Brazilian partner.

- **Projects delivered in the UK:** Organisations, charities or arts practitioners with a registered address in the United Kingdom may apply as a lead partner and the collaboration must include a Brazilian partner. Individual applications are allowed only within the UK.
- **Projects delivered in Brazil:** Only non-profit organisations registered in Brazil are eligible to apply as the lead applicant and must include a British partner.
- **Project delivered in both countries:** Projects can be delivered in both the UK and Brazil, ensuring cross-cultural collaboration. However, the lead applicant must be a Brazilian registered non-profit organisation.

We aim to encourage a diverse range of cultural projects that highlight the rich cultural heritage and geographical diversity of both countries.

Further information can be found in the Contracts and Compliance note.

International Collaboration Grants (ICG)

If your organisation has previously submitted a proposal to the British Council's International Collaboration Grant (ICG) 2024, you are welcome to resubmit your application for the UK/Brazil Season 2025-26 Open Call, incorporating the necessary budget adjustments to fit within the funding Tiers established within this open call. This resubmission provides an opportunity to enhance your project's alignment with the thematic pillars of the season. This time the proposal must be submitted by the Brazilian partner if the activity is delivered in Brazil and by the UK partner if the activity is delivered in the UK.

Grant Availability

Grants are divided into **two Tiers** to match the funding with the project's scale, scope, and organisational capacity. This ensures resources are distributed effectively, allowing both smaller and larger organisations to contribute and deliver impactful results.

TIER 1: GBP 50,000 | BRL 364,000

This Tier is designed to support projects that are more focused, often led by organisations or those new to international collaboration. The aim is to provide a manageable level of funding that allows organisations to develop impactful projects without overstretching their resources.

Proposals might include activities with interventions that address a particular theme or issue within the Open Call's objectives.

To ensure a concentrated impact, projects applying for Tier 1 funding should align with at least **one** of the five thematic pillars.

Proposals are also expected to demonstrate a creative promotional strategy that outlines how the project will be marketed to engage a broad audience. This includes developing compelling content, utilising social media platforms to share updates and stories, and actively involving the community to enhance visibility and participation.

TIER 2: GBP 100,000 | BRL 729,000

Tier 2 is suitable for organisations with experience in managing complex projects and those capable of delivering extensive, multifaceted initiatives in collaboration with international partners. Projects applying for Tier 2 funding should aim to make a broader impact, either by addressing multiple thematic pillars or by deeply exploring a single, highly impactful theme within the Open Call's objectives.

Projects in this Tier might involve comprehensive initiatives that incorporate various art forms, large-scale events and engage multiple stakeholders across different sectors leaving a lasting legacy, fostering long-term cultural exchange between Brazil and the UK.

Applicants for Tier 2 should demonstrate how their project will contribute to multiple dimensions of the Season's themes such as combining Climate and Culture with Culture and Technologies, or Culture and Voice with Culture and Joy or how a single theme will be explored in depth to achieve a significant, far-reaching impact.

These projects are expected to evidence a consistent online communications strategy that will leverage project impact and increase online reach, ensuring that the initiative resonates with a wider audience.

Note: If you would like your Tier 2 application to be considered for the Tier 1 level funding, please indicate which project elements would be retained to stay within the £50,000 funding limit.

Number of Grants

A greater number of projects are expected to be funded at the Tier 1 level, as this option provides more available grants and broader opportunities for funding and support.

The British Council may also adjust the number and value of grants awarded, depending on budget availability and overall demand.

Guidelines

Implementation Plan and Execution

Proposals should include a detailed implementation plan that outlines collaboration with specific activities, timelines, and measurable outcomes. The project must not only strive for ambitious artistic and creative achievements but also ensure that these goals are realistically achievable within the context of the country in which it will be delivered, whether that is Brazil or the UK.

The implementation plan should specify how the project will engage with local communities and audiences ensuring that the content is culturally relevant and resonates with the geographic diversity.

Scoping Visit

The implementation plan may also include a scoping visit prior to project delivery. This visit can provide valuable insights into the local context, stakeholders and logistical requirements, allowing partners to refine objectives and address potential challenges before full implementation. Only one person may be approved to undertake the scoping visit, limited to the country where the project will be delivered.

Budget and Financial Management

Budget should include production costs, materials, local staff or contractors, venue hire, marketing, and any other elements crucial to bringing the project implementation.

Grant recipients will be required to provide a rendering of accounts, which is a detailed financial report outlining how the grant funds were spent. This report should include documentation of all expenditures, ensuring transparency and accountability in the use of the allocated budget.

Local Engagement and Partnerships

Given that the project may take place in Brazil, the UK, or both countries, it is essential to work closely with local partners and stakeholders. This might include collaborations with cultural institutions, arts practitioners and community leaders in the respective country who can provide valuable insights and support.

Legacy and Sustainability

Beyond the immediate impact, the proposal should aim to create a legacy that benefits both the UK and Brazil. This could involve ongoing collaborations or the establishment of networks that endure beyond the life of the grant. The legacy plan should also consider how the project's outcomes will be documented, evaluated, and shared to maximise long-term benefits.

Project Delivery

Projects must be delivered by **June 2026**, with planning permitted to begin before April 2025.

The timeframe allows for thorough planning, implementation and evaluation, ensuring alignment with the overarching goals of the UK/Brazil Season of Culture.

Throughout the project, the timeline will be coordinated in close collaboration with British Council staff to ensure smooth execution and adherence to all objectives.

Delivery Formats

Projects may be delivered in **face-to-face, digital, or hybrid formats**, depending on what best suits the project's context. Various methods can be used to present the outcomes, such as exhibitions, performances, or other forms of public engagement.

Project Type

Projects should align with the overarching concept of the Season and engage with at least one of its thematic pillars.

Proposals are encouraged to consider how underrepresented groups such as indigenous communities and people, people of African or Caribbean descent, LGBTQIA+ individuals, and disabled people can be actively involved in the creation or experience of the work.

This involvement should go beyond representation, ensuring meaningful participation such as co-creation, leadership roles, or decision-making capacities within the project. Projects might also offer skills development opportunities or create inclusive spaces where diverse perspectives are celebrated and valued.

Proposals should carefully consider cultural sensitivity when engaging with underrepresented communities. Approach with respect and understanding of their unique cultural contexts can help avoid any potential misrepresentation or misunderstanding.

While addressing all of these aspects is not required, careful integration of relevant elements into your proposal is encouraged.

Art Forms

We are committed to ensuring that a wide variety of art forms are represented in the final selection. The aim is to support and showcase projects that span across different artistic disciplines, enabling a rich and diverse cultural exchange between the UK and Brazil.

Geography

Projects must be delivered in either Brazil or the UK or both countries.

- **Brazil:** We aim to decentralise and democratise the offerings of this Open Call, ensuring broad representation from diverse regions of Brazil. We strongly encourage organisations from all parts of the country to participate.
- **UK:** We also aim to decentralise and democratise the offer in the UK, involving organisations from the four nations (England, Scotland, Wales and Northern Ireland) for a diverse and comprehensive representation of cultural perspectives and contributions from across the UK.
- **Brazil and the UK:** Projects can be implemented in both countries, and proposals are encouraged to design activities that reflect and engage with the unique cultural contexts of Brazil and the UK. The lead applicant must be a Brazilian organisation to ensure compliance with contractual and operational requirements.

Season Branding

All projects selected in this open call will be presented under the UK/Brazil Season 2025-26 branding. This means that all project outputs, activities, and communications must adhere to the branding guidelines provided by the British Council, as well as any requirements from potential sponsors, if applicable.

Equality, Diversity and Inclusion (EDI)

The British Council strive to integrate EDI principles and practices into all aspects of our work. Please refer to this [link](#) with our EDI policies to support developing your proposal.

We expect applicants to demonstrate clear evidence of diversity and inclusion within their project teams, the themes addressed in their projects, and the audiences they aim to engage.

Accessibility

Accessible projects are strongly encouraged to ensure full and meaningful participation for all. This includes making venues wheelchair accessible, offering online access, and providing sign-

language interpreters when necessary. Marketing materials should be inclusive, reaching a wide and diverse audience.

Key considerations for accessibility include evaluating physical spaces to ensure they have essential features like ramps and accessible restrooms. Project materials should be offered in formats such as large print, braille, or digital versions, catering to different participant needs.

Accessibility should extend to communication and information dissemination. Implementing inclusive communication strategies is crucial, including providing sign-language interpreters during events and ensuring that online platforms adhere to accessibility standards.

Gender

Applicants are encouraged to include information on how their project promotes gender equality as part of their application. This careful consideration will help ensure that the project's aims align with the overarching objectives of promoting gender equality and inclusivity. Alternatively, applicants can reference other parts of their application within this statement, if relevant.

We recognise that the impact on gender and gender relations may vary depending on the project, so applicants are invited to use their knowledge, experience and judgement to determine what is most appropriate in light of the project's context and objectives.

Safeguarding

Safeguarding is a crucial aspect of the project particularly when working with vulnerable groups or in sensitive socio-political and environmental contexts. All projects must prioritise the safety and well-being of participants and audiences, especially those from vulnerable communities.

The British Council has a clear reporting mechanism for safeguarding concerns, ensuring compliance with both UK and Brazilian safeguarding policies. Our primary goal is to establish a secure environment where both children and adults engaged in our initiatives can be confident that their physical and emotional wellbeing will be protected from harm, exploitation, or any other negative influence.

British Council will run a workshop ahead of projects implementation to support selected proposals on this subject. More information [here](#).

Monitoring and Evaluation

Grantees will participate in monitoring and evaluation (M&E) activities, including regular reporting, data collection, and assessments of project impact. Collaboration with the British Council and Instituto Guimarães Rosa is required to meet all M&E obligations.

Assessment Criteria

Important Requirements

- Projects offering either free admission or paid entry are eligible to apply for this call, contingent upon funding availability and regulatory compliance requirements
- All projects must include photographic and video coverage to document the events and activities. The costs for this coverage should be incorporated into your project budget to ensure proper allocation of resources for capturing and sharing its impact
- All projects will require interpretation between **English** and **Brazilian Portuguese** to ensure clear communication and understanding across both partners and the public.
- Proposal will be assessed across the following areas, which are also clearly marked in the application form to help you prepare your proposal.
- Engagement with theme is critical part of assessment criteria.

Objectives, activity and viability: 40%

Does the project proposal support the aim of the Season in relationship? Is it of a high-quality, achievable and aligned with at least **one** of the themes?

Criteria	Description	Max Points 40	Scoring Guide
Evidence of discussions aligned with the objectives of the Open Call	Alignment with the objectives of the Open Call to strengthen collaboration between the UK and Brazil	10	1-2: Insufficient evidence 3-4: Limited evidence 5-7: Good evidence 9-10: Strong evidence
Thematic focus and alignment	Evidence of focus on the thematic pillars and support for the aim of the Season	10	1-2: Insufficient evidence 3-4: Limited evidence 5-7: Good evidence 9-10: Strong evidence
Viability of objectives and outcomes	Evidence of clear, achievable objectives, activity outline, and expected results.	10	1-2: Insufficient evidence 3-4: Limited evidence 5-7: Good evidence 9-10: Strong evidence
Feasibility of Timescale and Budget	Clear, feasible timeline, budget plan, and evidence of capability to deliver, with proven track records.	10	1-2: Insufficient evidence 3-4: Limited evidence 5-7: Good evidence 9-10: Strong evidence

Partnership, contribution and legacy: 40%

Does the project support UK and Brazil organisations to strengthen and further develop their partnership? Does it deliver benefit to individuals both from the UK and in Brazil?

Criteria	Description	Max Points 40	Scoring Guide
Strength of Partnership	Evidence of a meaningful partnership between UK and Brazilian organizations.	10	1-2: Insufficient evidence 3-4: Limited evidence 5-7: Good evidence 9-10: Strong evidence
Community and Audience Impact	Demonstrates measurable benefits to UK and Brazilian communities and audiences.	10	1-2: Insufficient evidence 3-4: Limited evidence 5-7: Good evidence 9-10: Strong evidence
Long-term Sustainability	Clear plans for sustaining and developing the partnership beyond the project.	10	1-2: Insufficient evidence 3-4: Limited evidence 5-7: Good evidence 9-10: Strong evidence
Impact Documentation and Sharing	Documentation and sharing the project's long-term impact, including expected audience reach.	10	1-2: Insufficient evidence 3-4: Limited evidence 5-7: Good evidence 9-10: Strong evidence

Innovation, Diversity, and Sustainability: 20%

Does your project encourage innovative and creative approaches, while promoting elements such as gender equality, diversity, inclusion, and environmental sustainability?

Criteria	Description	Max Points 40	Scoring Guide
Innovative Approach	Combining at least one season theme with a cross-art form approach to create fresh, impactful connections.	5	1: Insufficient evidence 2: Limited evidence 3: Good evidence 5: Strong evidence
Equality, Diversity, Inclusion, and	Clear plans to incorporate gender equality, diversity, and inclusion.	5	1: Insufficient evidence 2: Limited evidence 3: Good evidence 5: Strong evidence
Environmental Sustainability	Consideration and action plans for environmental sustainability.	5	1: Insufficient evidence 2: Limited evidence 3: Good evidence 5: Strong evidence
Accessibility and diverse Audiences	Strategies for accessibility engaging and attracting diverse audiences.	5	1: Insufficient evidence 2: Limited evidence 3: Good evidence 5: Strong evidence

Scoring Guide

Description
Insufficient evidence: Minimal or no evidence of meeting the criteria. Limited clarity or detail.
Limited evidence: Some relevant evidence present but lacks depth or clarity. Meets basic expectations but could be stronger.
Good evidence: Solid evidence that meets the criteria with clear details and alignment with expectations. A well-defined proposal.
Strong evidence: Thorough high-quality evidence that fully meets and may exceed expectations. Clearly aligned with theme(s), objectives and likely to succeed.

Selection Process

Proposals will be selected based on their final evaluation scores, with those achieving the highest scores receiving funding first. A list of highly ranked proposals that are not initially funded due to budget constraints will be created. Should further resources become available, we may allocate additional funding to these proposals, allowing more projects to receive support. This ensures that a wider range of impactful projects can be considered for potential funding beyond the initial announcement.

Reconsideration Requests

If a proposal is not selected for funding, applicants may submit a request for reconsideration with justification. Please see timeline and milestones. This process allows applicants to provide a rationale for reevaluating the initial decision, addressing any specific aspects of the proposal that may warrant further review. The reconsideration request will be reviewed carefully; however, submission does not guarantee a change in the initial decision.

Contractual and Compliance

Contracts with UK organisations: The contract for the grant will be established between the UK organisation, charity or arts practitioners and the British Council in the UK.

Contracts with Brazilian organisations: The contract for the grant must be established between a Brazilian non-profit organisation and British Council Brazil known as Associação Conselho Britânico. Please note that for-profit Brazilian organisations are not eligible.

This requirement is in place due to the legal and operational status of the British Council in Brazil, which requires that grant agreements and contracts be handled through a locally registered non-

profit entity to ensure compliance with local regulations and alignment with the British Council’s operational framework in the country.

A 4% ITCMD (Tax on Donations and Inheritances) applies to all non-profit organisations across Brazil and will be deducted from the total grant amount – therefore it must be included in the project budget sheet considering the net amount necessary for project delivery.

Organisations that possess an ITCMD exemption certificate will not be subject to this tax.

For projects involving activities that, at the British Council’s full discretion, may expose the public to risk, either directly or indirectly, the British Council may require liability insurance to ensure the protection of third-party rights.

How to Apply

All applications must be submitted via the online application form starting 8 November 2024.

All applications should be completed in **English** or **Portuguese** depending on where the project will be physically delivered. If it will be in both countries, it must be in Portuguese. If the project will take place in both countries, the application must be in **Portuguese**.

A letter of consent from both organisations, must be signed and uploaded in the application form. Please refer to the provided download link for the template.

For any questions, please refer to the FAQs document and/or contact: UKBRAsession@britishcouncil.org until **5 January 2025**.

Timeline and Milestones

Date	Milestones
8 November 2024	Open Call Announcement (start of applications period)
27 November 2024 – 19.00 (GMT) – 16:00 (BRT)	Information Sessions (online Q&A)
10 January 2025 – 23:00 (BRT)	Deadline for applications
3 March 2025	Successful projects publicly announced
4-5 March 2025 23:00 (BRT)	Reconsideration with justification
10 March 2025	Final list announced