



CREATE**HK**

協同精彩創意構思
SYNERGISING SMART CREATIVE IDEAS

創意智優計劃
CreateSmart Initiative

香港特別行政區政府於2009年6月成立「**創意香港**」，專責推動香港創意產業的發展。我們的工作包括管理**創意智優計劃**，以資助有利於本地創意產業發展的項目。

Create Hong Kong (CreateHK), set up by the Government of the Hong Kong Special Administrative Region in June 2009, is dedicated to spearheading the development of creative industries in Hong Kong. Our work include administration of the **CreateSmart Initiative (CSI)** to provide funding support to initiatives that are conducive to the development of creative industries.

HKFG –
在海外大型時裝展中推廣香港時裝
promoting Hong Kong's fashion in overseas large-scale fashion shows



創意智優計劃 CreateSmart Initiative



香港漫畫星光大道 - 全球首條以漫畫為主題的星光大道
Hong Kong Avenue of Comic Stars – the world's first avenue of stars themed on comics

創意智優計劃資助的項目十分多元化，包括：實習計劃及新畢業生支援計劃；資助青年創意人才到海外實習、進修和交流；支援創意中小企及創意菁英參與內地和海外的展覽和比賽；為新晉設計師而設的培育計劃，以及資助舉辦多項創意盛事、比賽／獎項、展覽、研討會、工作坊等，以推廣香港成為亞洲創意之都。

創意智優計劃亦會鼓勵專注於培育創意人才、培育新成立創意企業，以及推廣香港設計師與品牌等方面的項目，以期為**創意智優計劃**所資助的活動，建立一道以培育為本的漸進式階梯。

The projects sponsored by the **CSI** are diverse in nature, ranging from internship and graduate trainee programmes; programmes for young creative talent to undertake overseas work attachments, further study and exchange; programmes for creative SMEs and creative talent to participate in Mainland and overseas exhibitions and competitions; incubation programmes for emerging designers, organising signature events, competitions / awards, exhibitions, seminars, workshops, etc. to promote Hong Kong as Asia's creative capital.

The **CSI** also seeks to encourage the projects which focus on nurturing creative talent, start-up incubation, and promotion of Hong Kong designers and brands, etc., with a view to building up a nurture-based progressive ladder for its funded programmes.

申請資格
Eligibility for application

本港註冊機構 / 組織
Locally registered institution / organisation

申請手續
Application procedure

全年接受申請。有意申請者請細閱《創意智優計劃申請指南》，然後填妥申請書，經電腦申請系統提交。
The **CSI** accepts applications all year round. Interested parties should read the *CreateSmart Initiative Guide* carefully and complete the application form and submit it through the computerised application system.

資助模式
Form of funding support

一般以撥款形式，分期發放予獲資助的申請機構；每個申請機構可提交超過一項申請，申請獲批與否須視乎項目的優點而定；資助額不設上限，惟涉超過一千萬港元或以上資助額的項目要提交立法會財務委員會審批。

Funding support is normally provided by way of a grant and disbursed by instalments; more than one application can be submitted by each applicant, but approval of applications depends on their individual merits; no limit is imposed on the maximum amount of subsidy to be granted, but projects involving funding support of HK\$10 million or above would have to be submitted to the Finance Committee of the Legislative Council for consideration and approval.

不同項目培育新晉歌手及音樂人

Different programmes nurturing up-and-coming singers and musicians



常見問題 Frequently Asked Questions

1. 創意智優計劃根據哪些準則審核申請？

創意智優計劃根據一系列準則考慮個別申請，包括（但不限於）申請資助的項目是否具備潛力，協助推廣及加快本港創意產業的發展；促進一個有利香港發展創意產業的環境，及將香港發展成為區內創意之都；項目是否確實有需要推行；項目的整體規劃；項目小組的能力；是否符合經濟效益等。（審核準則已詳列於《創意智優計劃申請指南》。）

1. What factors will be considered by the **CSI** in assessing an application?

The **CSI** will give due consideration to a number of factors, including (but not limited to) the potential of the project in promoting and speeding up the development of creative industries in Hong Kong; in fostering a conducive environment in Hong Kong to facilitate creative industries development; and in building Hong Kong into a regional creative capital; whether there is a demonstrated need for the project; the overall planning; the capability of the project team; whether the project is cost-effective etc. (Details of the consideration factors are illustrated in the *CSI Guide*.)

2. 申請資助的機構及項目是否必須是非牟利性質？可否以個別公司為受惠對象？

申請機構不限於非牟利性質，但申請資助的項目必須以非牟利為主。在審核申請時，**創意智優計劃**將考慮申請項目的成果可否惠及本港所有創意產業或當中個別界別，而非只符合個別私人公司或財團的利益。

2. Is it necessary for the applicant organisation and the proposed project to be non-profit making in nature? Can individual companies be the beneficiaries for the proposed project?

Although the applicant itself needs not be a non-profit making organisation, the proposed project should be essentially non-profit making in nature. In assessing an application, the **CSI** will consider whether benefits accrued from the project can serve the interests of individual creative sectors or the creative industries as a whole, instead of just for the interests of individual private companies or consortia.



設計營商周 – 亞洲年度設計盛事
Business of Design Week – Asia's premier annual design event

3. 同一項目可否同時申請**創意智優計劃**及政府其他部門的資助？

為避免雙重資助，申請項目中部分內容如將會或已獲政府其他財政來源的資助，該部分將不會再獲**創意智優計劃**的資助。屬於政府其他專項資助計劃涵蓋範圍的項目，亦不會獲**創意智優計劃**的資助。(有關政府其他專項資助計劃的例子，請參閱**創意智優計劃**網頁或《**創意智優計劃**申請指南》。)

3. Can funding support from both the **CSI** and other government departments be applied in respect of the same project?

To avoid double subsidy, project elements which will receive or have received funding from other government sources will not receive further funding support from the **CSI**. For projects that fall under the scope of other dedicated Government funding schemes, the **CSI** will not provide funding either. (Please refer to the **CSI** website or *CSI Guide* for examples of other dedicated Government funding schemes.)

4. 申請資助的項目是否必須獲得工商資助以支付部分項目支出？

雖然**創意智優計劃**沒有要求申請資助的項目必須獲得工商資助，但有關資助可顯示業界對項目的支持，對**創意智優計劃**考慮該項目時，可能有正面作用。

4. Is industrial/commercial sponsorship required to help meet part of the expenses of the proposed project?

Although the project applicants are not required under the **CSI** to have secured industrial/commercial sponsorship to help meet part of their expenses, the availability of such sponsorship can demonstrate industry support to the project and can be a possible positive factor in getting funding approval from the **CSI**.

查詢 Enquiries



「創意智優計劃」秘書處

CreateSmart Initiative Secretariat

電話 Tel: (852) 2294 2774

(非設計項目 Non-design-related initiatives)

(852) 2294 2786

(設計項目 Design-related initiatives)

電郵 Email: createsmart@createhk.gov.hk

網頁 Website : www.csi.createhk.gov.hk



CREATE**HK**



www.createhk.gov.hk