



Participate in the 'Jazz Emprende 2024', event of jazz + entrepreneurship!

Dear Caribbean entrepreneurs in the field of the jazz music,

We invite you to engage in a space to encourage creativity in its maximum cultural and business expression for three days in the framework of the 'Jazz Emprende 2024' event, which will take place from 27 to 29 February in Havana, Cuba.

As part of this event, the [Programme Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity](#), funded by the European Union and implemented by the UNESCO Regional Office in Havana, has joined hands with the Organising Committee to provide an opportunity to four (4) young Caribbean entrepreneurs aged between 18 and 35 - particularly women - with a cultural and creative project in the field of the jazz music, to benefit from a variety of scaled-up activities such as entrepreneurship workshops, masterclasses, networking, concerts, among others.

The applicants should represent one of the following 16 countries: Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, the Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, as well as Trinidad and Tobago.

Through this support to the entrepreneurship opportunity, UNESCO *Transcultura* will:

- Cover the costs (round-trip economy class flights, arrival, and departure transfers¹, Cuban visa fees, accommodation, 3 meals per day and daily transport - if necessary -) for the international mobility to Havana, Cuba, from 26 to 30 February 2024 (4 nights), of four (4) jazz entrepreneurs, representing three different linguistic areas (English, French and Spanish).
Please note that UNESCO does not provide medical insurance services to other travellers. Travellers are responsible for self-insuring themselves for any medical services and costs they may incur during their mission trip.
- Provide opportunities for jazz entrepreneurs to pitch their businesses, network with industry professionals, and access resources to expand their reach.

This initiative will facilitate a high visibility of the selected Caribbean entrepreneurs in the international jazz market, including empowering jazz cultural professionals' entrepreneurial skills, fostering collaboration and innovation within the industry at the regional level, and increasing the recognition of Caribbean jazz on a wider scale, leading to increased market access and economic opportunities for the region's cultural and creative practitioners.

¹ (i) From the airport in Havana (Cuba) to the accommodation in Havana (Cuba) upon arrival; (ii) from the accommodation in Havana (Cuba) to the airport in Havana (Cuba), upon see off.

Thanks to this initiative, you will also have the opportunity to meet many influential figures and exponents of the jazz music in the Caribbean and Europe.

In this document, you will find all the information you need to successfully submit your application.

Don't miss this unique opportunity to link the art and the business! You are encouraged to carefully read the details below and send your application.

UNESCO *Transcultura* Programme Team

Context and objectives of this Call:

Jazz has a rich and vibrant history in the Caribbean, with the region being home to many influential musicians and playing a significant role in shaping the global jazz landscape. The genre has become an integral part of the Cultural and Creative Industries (CCIs) in the Caribbean, contributing to the artistic and economic development of the region. Jazz has provided a platform for cultural expression, creativity, and innovation, making it a cornerstone of the Caribbean's musical heritage.

Building on this, the event is developed as a space to encourage creativity in its maximum cultural and entrepreneurial expression. It includes opportunities for masterclasses, networking, entrepreneurship workshops, live concerts, among other activities. This is a new and innovative event, born from the recognition of the points of convergence between the jazz musical genre and entrepreneurial activity: technical knowledge, innovation, and creativity, embracing diversity and improvisation.

In this context, the UNESCO *Transcultura* programme is contributing to the regional enrichment of the 'Jazz Emprise 2024' event to promote the growth and sustainability of the Caribbean's jazz industry. Specific objectives include empowering jazz cultural professionals' entrepreneurial skills, fostering collaboration and innovation within the industry at the regional level, and increasing the visibility and recognition of Caribbean jazz on a wider scale, leading to increased market access and economic opportunities for the region's cultural and creative practitioners.

Furthermore, the *Transcultura* Programme, launched on 1 January 2020, aims to create an enabling environment for young women and men to fully participate in the development of their countries and the region, fostering intercultural dialogue and culture as a driver for sustainable development, as well as empowering them to exercise and fulfil their economic and cultural rights. Within its "Support to entrepreneurship" component, *Transcultura* generate opportunities for strengthening of capacities for the development of new cultural projects, self-employment and start-up/scaling up activities. Innovative and entrepreneurial project development supported through the Programme will enhance beneficiaries' access to new knowledge, markets, management models and funding source.

By supporting this jazz entrepreneurship event, it is expected that there will be an impact on the development of the CCIs in the Caribbean. This includes the potential for the creation of new business

ventures, job opportunities, and economic growth within the jazz sector. In addition, the increased visibility and recognition of Caribbean jazz could potentially enhance the appeal of the region's cultural identity and heritage. The multiplier effect generated by this event could lead to increased collaborations, increased exports of Caribbean jazz music, and a boost to the region's overall economy.

Eligibility criteria / Who can apply?

- Age: Applicants must be between 18 and 35 years old.
- Geographical scope: Applicants must be citizens and permanent residents of any of the following 16 Caribbean countries within the Transcultura Programme's geographical scope: Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Monserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname or Trinidad and Tobago².
- Professional requirements: young entrepreneurs with an early-stage business initiative /project within the jazz music field of the CCI's.

Application process:

Applicants should apply through this [online application form](#) to provide personal data, and information on their jazz music business / entrepreneurship initiative.

- As part of the application, candidates will have to provide the following supporting documents through the following address: transcultura.programme@unesco.org: (with the subject 'Jazz Emprende 2024').
1. Portfolio with evidence of work related to the jazz music industry within the CCI's.
 2. Digital copy of your passport (.pdf or .jpg)

The deadline for submitting the applications is **Wednesday 7 February 2024** at 23:59 Paris time (UTC +2h)

Selection process:

- Once all applications are received, they will be subjected to a rigorous selection process.
- The Selection Committee will select four (4) jazz entrepreneurs, representing three different linguistic areas (English, French and Spanish), based on their background and business / entrepreneurship initiative.

Please note:

- Only fully applications will be considered and evaluated for suitability.
- Once all applications are received, the Selection Committee might request additional information. Applicants are invited to check their inboxes regularly, including the SPAM boxes.

² Cuba is not included as it is the host country.

- The UNESCO *Transcultura* Programme reserves the right to use the applicants' information for the exclusive purpose of the implementation of the initiative and preserving confidentiality.
- The selected candidates will be contacted, no later than 7 working days after the application deadline.

For any inquires related to this activity, please contact transcultura.programme@unesco.org with the subject: 'Jazz Emprende 2024'.

To learn more about the UNESCO *Transcultura* Programme, please visit: <https://en.unesco.org/fieldoffice/havana/transcultura>