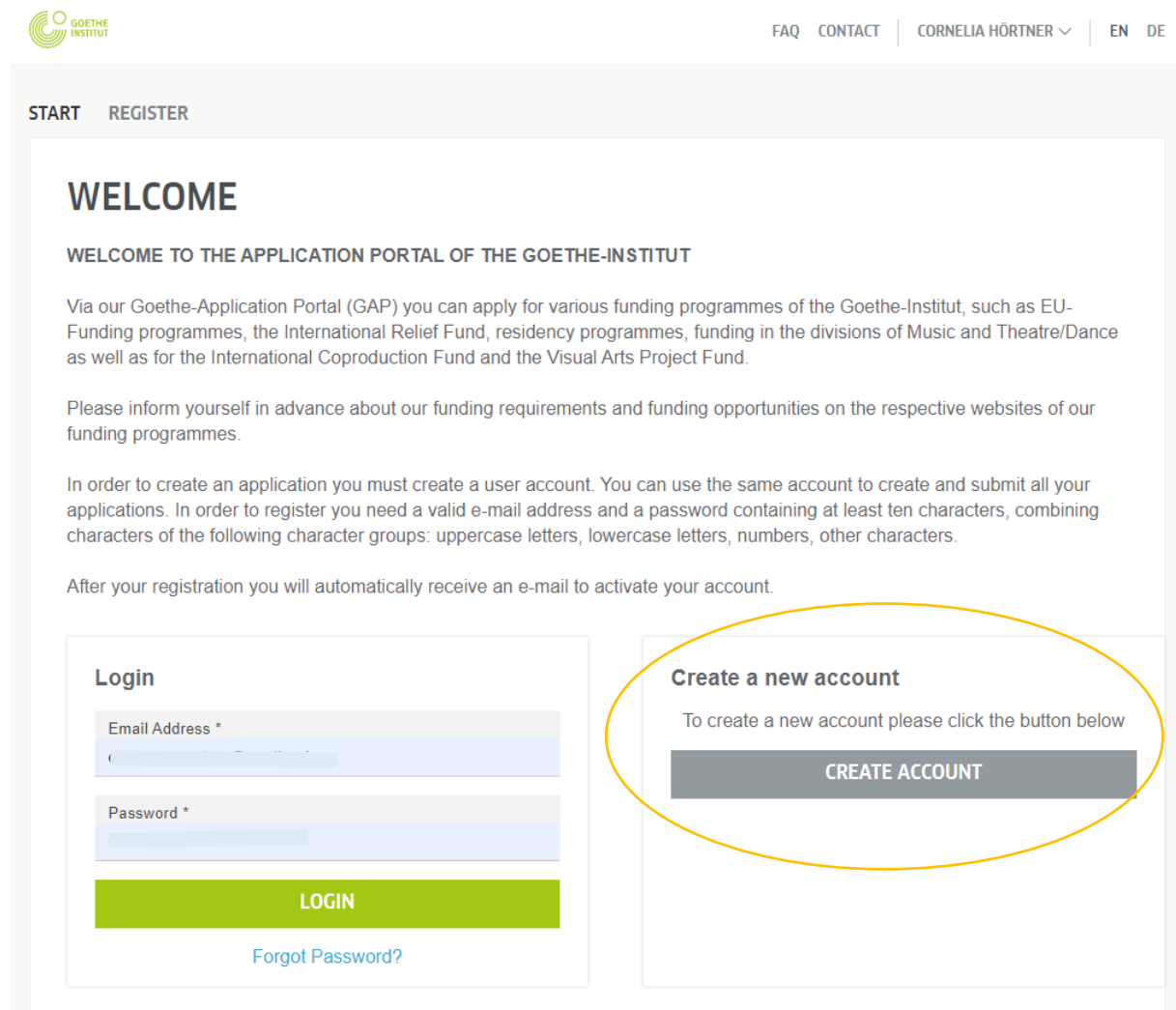


Takween Accelerator Program

How to apply via the Goethe-Application-Platform?

1. How do I register as a user?

Please enter <https://gap-online.goethe.de>. There you will see the following page:



GOETHE
INSTITUT

FAQ CONTACT CORNELIA HÖRTNER EN DE

START REGISTER

WELCOME

WELCOME TO THE APPLICATION PORTAL OF THE GOETHE-INSTITUT

Via our Goethe-Application Portal (GAP) you can apply for various funding programmes of the Goethe-Institut, such as EU-Funding programmes, the International Relief Fund, residency programmes, funding in the divisions of Music and Theatre/Dance as well as for the International Coproduction Fund and the Visual Arts Project Fund.

Please inform yourself in advance about our funding requirements and funding opportunities on the respective websites of our funding programmes.

In order to create an application you must create a user account. You can use the same account to create and submit all your applications. In order to register you need a valid e-mail address and a password containing at least ten characters, combining characters of the following character groups: uppercase letters, lowercase letters, numbers, other characters.

After your registration you will automatically receive an e-mail to activate your account.

Login

Email Address *

Password *

LOGIN

[Forgot Password?](#)

Create a new account

To create a new account please click the button below

CREATE ACCOUNT

Please select “create account”.

You will be able to select your type of organisation. Please fill out your contact data and if applicable the contact data of a contact person.

START REGISTER

CREATE USER ACCOUNT

All fields marked by a star (*) have to be filled out.

Please provide a valid email address and a password of at least 8 characters. The email address is your user account name.

PLEASE NOTE: Based on various funding regulations not all user account types are eligible for all funding types.

User account type

- ☐ Individual / Artist
☐ Organisation / Enterprise
☐ Agency

CONTACT PERSON

2. How to apply for the “Takween Accelerator Program”?

After registering as a user, you should be redirected to the application form for the **Takween Accelerator Program**.

If this is not the case please select **new application** and the funding area **Culture and Creative Industries**. In the next step, please choose funding type **Culture and Creative Industries Takween Accelerator Program**.

The screenshot displays the Goethe Institut application interface. At the top, the Goethe Institut logo is on the left, and navigation links (FAQ, CONTACT, CORNELIA HÖRTNER, EN, DE) are on the right. Below the header, a navigation bar contains 'PERSONAL DATA', 'NEW APPLICATION' (highlighted with a yellow circle), and 'MY APPLICATIONS'. The main content area is titled 'SELECT FUNDING AREA' and features a single option, 'Culture and Creative Industries' (highlighted with a yellow circle). Below this, a second navigation bar includes 'PERSONAL DATA', 'NEW APPLICATION', and 'MY APPLICATIONS'. The main content area is titled 'SELECT FUNDING TYPE' and lists four options: 'Culture and Creative Industries: Senegal: Candidature pour des bourses', 'Culture and Creative Industries - Jordan: Takween Accelerator Programme' (highlighted with a yellow circle), 'Culture and Creative Industries - Lebanon: Design Entrepreneurship Incubator Programme Lebanon', and 'VUCA@Goethe Resilience Programme'. A 'BACK' button is located at the bottom left of the form.

GOETHE INSTITUT

FAQ CONTACT CORNELIA HÖRTNER EN DE

PERSONAL DATA NEW APPLICATION MY APPLICATIONS

SELECT FUNDING AREA

Culture and Creative Industries

GOETHE INSTITUT

FAQ CONTACT DATA PROTECTION TIZIANA DESTINO TR UK RO KU AR EN HY FR AZ KA DE

PERSONAL DATA NEW APPLICATION MY APPLICATIONS

SELECT FUNDING TYPE

Culture and Creative Industries: Senegal: Candidature pour des bourses

Culture and Creative Industries - Jordan: Takween Accelerator Programme

Culture and Creative Industries - Lebanon: Design Entrepreneurship Incubator Programme Lebanon

VUCA@Goethe Resilience Programme

BACK

You should now see the application form for the **Takween Accelerator Program** :



FAQCONTACTDATA PROTECTION | CORNELIA HÖRTNER | TRUKROKUAR ENHYFR AZKA DE

PERSONAL DATA NEW APPLICATION MY APPLICATIONS

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☐ Save and Send

Application > Culture and Creative Industries - Jordan: Takween Accelerator Programme

TAKWEEN ACCELERATOR PROGRAM



Application Deadline: July 31, 2021

About the Goethe-Institut

The Goethe-Institut (GI) is the Federal Republic of Germany's worldwide cultural institute, promoting German language abroad and cultivating international cultural cooperation. Together with the previous partner platform, in 2018 the GI initiated the integrative creative industry hub called *takween*: a platform to support entrepreneurship within the creative industries in Jordan through qualification, exchange and networking as well as mentoring and experimenting. The focus of *takween* is on the design sector in Jordan including architecture, graphic and product design, handcraft, fashion design and interior design. Design as one of the clusters of the creative industries has strong ties to other clusters such as music, gaming, media art etc.

Context

The COVID-19 pandemic has put businesses and livelihoods of many designers and creative entrepreneurs at risk. In response to this situation, the Goethe-Institut Jordan, within the framework of *takween*, is planning to implement an accelerator program for start-ups in the field of design in Jordan to enhance their expertise as well as resilience and responsiveness in a time of profound challenges. Hence, the program searches for a ground between business scaling and building a sustainable business model. Further goals of the program include the personal growth as founders as well as the building of networks and community.

The *takween* Accelerator Program is intended to support up to 15 design start-ups in the cultural and creative industries sector in Jordan, whose sources of income have been severely affected by the pandemic.

Over the period of 2,5 months, the selected start-ups will receive a grant of up to 5,000.00 EUR to be spent during the program and participate in intensive training and mentoring sessions to strengthen their skills to be able to scale up and accelerate their business development, to enhance their resilience, to overcome challenges in a sustainable way, and to improve their prospects for employment and income within the CCIs in Jordan.

Application Deadline: July 31, 2021

Program Time Frame: August 15– October 31, 2021

Number of Participants: Up to 15 start-ups

Number of Hours: A maximum of 240 hours

3. How do I fill in the application form?

Program Overview:

On this page the applicants can see all necessary information including the call for applications and this guideline (to be downloaded).

For inquiries, please contact Takween team at takween@goethe.de.

Application Deadline: July 31, 2021

Program Time Frame: August 15– October 31, 2021

Number of Participants: Up to 15 start-ups

Number of Hours: A maximum of 240 hours

To understand more about application requirements, key dates, and what to expect, please download the PDF documents below.

- [Open Call for Application](#) -English
- [Open Call for Application](#) - بالعربية
- [Guidelines for the Online Application Platform](#) -English
- [Guidelines for the Online Application Platform](#) - بالعربية

For inquiries, please make sure to contact the takween team at takween@goethe.de.

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and the Goethe-Institut promote the emerging market of cultural and creative industries in Africa and in the Middle East.



General Contact Data Applicant:

In this section you see your user account details created in the first step. If you want to modify them, please click on **personal data**.

The screenshot shows the 'General Contact Data' form. At the top, there is a navigation bar with the Goethe Institute logo, links for FAQ, CONTACT, DATA PROTECTION, and a dropdown menu for TIZIANA DESTINO. Below this is a secondary navigation bar with 'PERSONAL DATA' (highlighted with a yellow circle), 'NEW APPLICATION', and 'MY APPLICATIONS'. The main content area has a sidebar on the left with a list of checkboxes: Program Overview, Information for applicant (with sub-items: General Contact Data, Description of the candidate, Financial eligibility, Supporting documents, Self Declaration), and Save and Send. The main area is titled 'Application > Culture and Creative Industries - Jordan: Takween Accelerator Programme' and 'GENERAL CONTACT DATA'. It contains two sections: 'Person responsible' with fields for Name (Mrs Tiziana Destino) and 'Contact data' with fields for Email (tiziana.destino.extern@goethe.de) and Phone (+961 704 44440). At the bottom are 'BACK' and 'SAVE & NEXT' buttons.

Description of the Candidate:

Please fill in information on yourself as Creative Professional responsible for a Company Start-up with a demonstrated link to the design field in Jordan. All fields are mandatory.

The screenshot shows the 'Description of the Candidate' form. It has the same navigation bar as the previous form. The sidebar on the left has the 'Description of the candidate' checkbox highlighted. The main area is titled 'Application > Culture and Creative Industries - Jordan: Takween Accelerator Programme' and 'DESCRIPTION OF THE CANDIDATE'. It contains several input fields: 'Name of the Company/Start-up', 'Type of registration *' (a dropdown menu), 'Company's Address *', 'Year of registration *' (with a note: 'Please note to fulfill the eligibility criteria, your company must be in operation for 1 or more than 1 year'), 'TaxID *', and 'Names and Titles of employees *'.

Area of Specialisation:

- ☐ Product & Furniture Design
- ☐ Graphic & Type Design
- ☐ Animation & Illustration
- ☐ Fashion & Textile Design
- ☐ Interior & Landscape Design
- ☐ Food Design

Please describe your Company/Start-up and its work shortly *

What are your expectations by the end of the program (select all that apply)?

- ☐ To build a strong network with experts, like-minded entrepreneurs and other stakeholders from the CCI.
- ☐ To build resilience to sustainably secure business activities and enhance your presence in the market, locally, regionally and internationally.
- ☐ To define and plan how to scale up and expand your start-up and business activities.
- ☐ To develop a plan to realize further social, green, and sustainable development within your start-up.
- ☐ To gain visibility and promote your start-up to investors.

Which language do you prefer the programme activities to take place in?

- ☐ Arabic
- ☐ English

Level of proviciency

Please state the level of proviciency in the other language.


BACK

SAVE

SAVE & NEXT

Financial Eligibility:

To be able to fund you, we need information on your business operations. Please insert the necessary information on your accounting, procurement and control procedures. Please let us know, when you do not have experience with processes of these kind.

 [FAQ](#) [CONTACT](#) [DATA PROTECTION](#) [TIZIANA DESTINO](#) [TR](#) [UK](#) [RO](#) [KU](#) [AR](#) [EN](#) [HY](#) [FR](#) [AZ](#) [KA](#) [DE](#)

PERSONAL DATANEW APPLICATIONMY APPLICATIONS

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Application > Culture and Creative Industries - Jordan: Takween Accelerator Programme

FINANCIAL ELIGIBILITY

ACCOUNTING

Does your accounting system meet national or international standards?

☐ Yes ☐ No


An electronic accounting system exists.

☐ Yes ☐ No

Annual financial statement exists.

☐ Yes ☐ No

Please upload your last annual financial statement or alternative document.


Drag files here or click to select

Does your company/start-up have qualified personnel for invoicing the funds?

☐ Yes ☐ No

Important note on time recording:

i To fulfill the reporting requirements the grant recipient must ensure that time keeping is to be documented and provided for any staff (parttime or fulltime) and for external project support.

☐ I have read the notice on the requirements for time recording and will ensure the appropriate documentation.

PROCUREMENT

Procurement of service or goods over 1000 EUR is expected within this project.

☐ Yes ☐ No

i In the framework of this project, any supplies, construction work and services must be awarded on a competitive basis. In particular, the beneficiary must obtain bids from at least three different bidders, award the contract to the most economical bid and document the procedure in a continuously verifiable manner. The threshold for securing at least three quotations before accepting a bid/confirming an order/placing a contract equals 1,000€ per bid/order/contract (unit costs are not the main criterion for this rule).

☐ I have understood that procurement of services or goods over 1000 EUR must obtained on a competitive basis by securing at least three quotations. I confirm that this process will be followed and contracts will be awarded to the most economical bid.

☐ I confirm that we will comprehensively document the procurement processes conducted as part of this grant.

INTERNAL AND EXTERNAL CONTROL BODIES

Are there internal control bodies or external auditing bodies (e. g. effective segregation of duties, formal policies and procedures, internal or external audit function)?

☐ Yes ☐ No

BACK

SAVE



SAVE & NEXT

Supporting Documents:

Please upload the required documents to your application. Please refer to the “Open Call for Application” for further information.

The documents should be in PDF format and must not exceed 10MB/document and up to 20MB for the Portfolio or career References.

Documents are accepted in either English or Arabic languages.

 [FAQ](#) [CONTACT](#) [DATA PROTECTION](#) | [TIZIANA DESTINO](#)  | [TR](#) [UK](#) [RO](#) [KU](#) [AR](#) [EN](#) [HY](#) [FR](#) [AZ](#) [KA](#) [DE](#)

[PERSONAL DATA](#) [NEW APPLICATION](#) [MY APPLICATIONS](#)

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☐ Save and Send

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SUPPORTING DOCUMENTS

PLEASE UPLOAD THE FOLLOWING DOCUMENTS IN YOUR ONLINE APPLICATION. THE DOCUMENTS SHOULD BE IN PDF FORMAT AND MUST NOT EXCEED 10MB/DOCUMENT. DOCUMENTS ARE ACCEPTED IN EITHER ENGLISH OR ARABIC LANGUAGES.

Please refer to the "Open Call for Application" for guidelines


PORTFOLIO OR CAREER REFERENCES:

A Presentation (max. 10 pages) of your start-up with a demonstrated link to the design field in Jordan (e.g. impact, objectives, partners, achievements, business plan) and an elaboration on the socio-political, economic or environmental impact of the start-up beyond individual economic profit (e.g. green design etc.).


Drag files here or click to select

CV

CV for individual applicants and for each team member if applying as a team, mentioning the qualification and capacity building programs you previously took part in.


Drag files here or click to select

MOTIVATION LETTER

Motivation Letter (max. 1 Page) including:

- ☐ Description of the situation of your start-up development in the context of the COVID-19 pandemic;; how did the pandemic affect your income and business activities? What are sources of optimism to overcome these challenges with your start-up?
- ☐ How do you plan to commit to the program without putting your business at risk?
- ☐ How do you think this program would help you expand your start-up in the CCI?
- ☐ How do you think this program would help you scale up your start-up and move towards a sustainable business model?
- ☐ What is your vision as a company especially concerning local, regional and international markets, networks, and employment of new staff?
- ☐ What would you wish to learn from this program?



Drag files here or click to select

COMPANY REGISTRATION CERTIFICATE

Company Registration Certificate in any field of design.



Drag files here or click to select

PROVE OF MINIMAL VIABLE PRODUCT

Prove of minimal viable product (MVP) in the market (working prototype) as well as proof of first paying customers and / or reached beneficiaries.



Drag files here or click to select


The Goethe-Institut Jordan reserves the right to suspend the grant and require reimbursement upon realizing fraud or infringement in any of the submitted documents.

BACK

SAVE

SAVE & NEXT

Self-Declaration: Please confirm the details mentioned under this section.

 [FAQ](#) [CONTACT](#) [DATA PROTECTION](#) | [TIZIANA DESTINO](#) ▼ | [TR](#) [UK](#) [RO](#) [KU](#) [AR](#) [EN](#) [HY](#) [FR](#) [AZ](#) [KA](#) [DE](#)

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Application > Culture and Creative Industries - Jordan: Takween Accelerator Programme

SELF DECLARATION

☐ I confirm that my sources of income and/or business activities have been severely affected by the pandemic;.

☐ I confirm that I am not benefiting from other parallel Goethe-Institut Jordan's programs.

☐ I understand that I will only be entitled to the grant if I attend and actively participate in teaching and coaching modules and related activities, as well as complete all required assignments.

☐ I declare that to the best of my knowledge no actual, potential, or perceived conflict of interest exists.

☐ I confirm that all my documents and statement herein are correct and not falsified.

☐ I have prepared for this application without direct involvement of staff responsible for the selection process.

☐ I undertake to notify the Goethe-Institute immediately of any changes regarding my application and participation in the program.

☐ I am aware that The Goethe-Institut Jordan reserves the right to suspend the grant and require reimbursement upon realizing fraud or infringement in any of the submitted documents.

☐ I am aware that information about my application will be stored as part of the application process (see Data Protection).


BACK

SAVE

SAVE & NEXT

Save and Send:

This is the final step of the application process. Here you will see, if you filled in all necessary information. You will not be able to submit the application unless all required fields are complete. You will also be able to include additional comments or print your application form. By selecting the button SUBMIT, the application will be sent.

 [FAQ](#) [CONTACT](#) [DATA PROTECTION](#) | [TIZIANA DESTINO](#) ▼ | [TR](#) [UK](#) [RO](#) [KU](#) [AR](#) [EN](#) [HY](#) [FR](#) [AZ](#) [KA](#) [DE](#)

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☐ Save and Send

Application > Culture and Creative Industries - Jordan: Takween Accelerator Programme

SAVE AND SEND

Final Remarks

⚠ You have not yet completed all the information. Therefore, it is not yet possible to send the application. Please complete the following pages:

- Program Overview
- General Contact Data
- Description of the candidate
- Financial eligibility
- Supporting documents
- Self Declaration

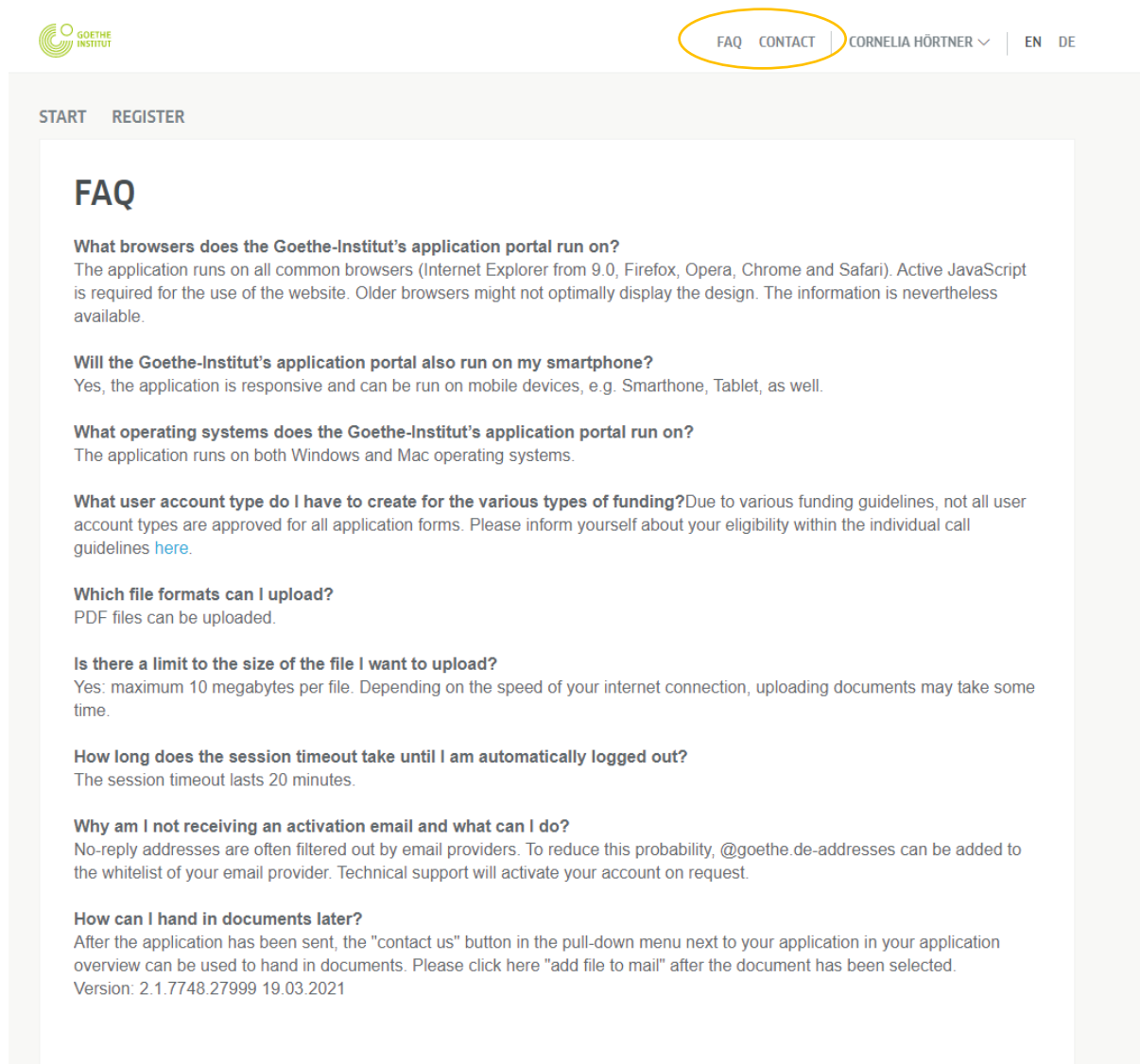
BACK

PRINT VERSION (PDF)

SAVE

4. How can I get support?

In case of further questions, please have a look at the general FAQ:



FAQ

What browsers does the Goethe-Institut's application portal run on?
The application runs on all common browsers (Internet Explorer from 9.0, Firefox, Opera, Chrome and Safari). Active JavaScript is required for the use of the website. Older browsers might not optimally display the design. The information is nevertheless available.

Will the Goethe-Institut's application portal also run on my smartphone?
Yes, the application is responsive and can be run on mobile devices, e.g. Smartphone, Tablet, as well.

What operating systems does the Goethe-Institut's application portal run on?
The application runs on both Windows and Mac operating systems.

What user account type do I have to create for the various types of funding?
Due to various funding guidelines, not all user account types are approved for all application forms. Please inform yourself about your eligibility within the individual call guidelines [here](#).

Which file formats can I upload?
PDF files can be uploaded.

Is there a limit to the size of the file I want to upload?
Yes: maximum 10 megabytes per file. Depending on the speed of your internet connection, uploading documents may take some time.

How long does the session timeout take until I am automatically logged out?
The session timeout lasts 20 minutes.

Why am I not receiving an activation email and what can I do?
No-reply addresses are often filtered out by email providers. To reduce this probability, @goethe.de-addresses can be added to the whitelist of your email provider. Technical support will activate your account on request.

How can I hand in documents later?
After the application has been sent, the "contact us" button in the pull-down menu next to your application in your application overview can be used to hand in documents. Please click here "add file to mail" after the document has been selected.
Version: 2.1.7748.27999 19.03.2021

For inquiries, please make sure to contact the Takween team at takween@goethe.de.

We will collect all questions and provide answers in the **FAQ** before the application deadline on July 31, 2021. This information will be made available to everyone within the application platform in the **Program Overview** section.