



CreativeTECH LAB

Jamaica and Honduras



MEDIA KIT

September 7th, 2023 to October 20th, 2023

HEADLINE

Creative Tech Lab Honduras & Jamaica: Leveraging technology to accelerate the creative economy in Central America and the Caribbean.

PRESS RELEASE

There is a lack of knowledge about the digital tools available on the market and how to adapt them effectively to meet the challenges faced by the cultural and creative industries (CICs) and to introduce innovation in the processes, products, services and marketing. These gaps require interventions that raise awareness and actively involve creative professionals and developer in the development of digital innovations, not only to recover from this unprecedented crisis, but also to take advantage of the new opportunities offered by digital technologies. The Creative Tech Lab, launched by the IDB and supported by Banj with our partners from Jamaica (Kingston Creative Hub) and Honduras (UTH - Universidad Tecnológica de Honduras) aims to fill the above gaps and help creative young people and businesses realize the full potential of digital technology for the creative industries.

The CTL H&J will be accepting applications from September 7th, 2023 to September 20th 2023.

The Creative Tech Lab Jamaica & Honduras (CTL H&J) is actively seeking software developers interested in working in teams with creatives to develop innovative solutions adapted to the new economic reality. The goal of the workshop is to enable participants from both countries, such as artists, technologists, entrepreneurs, lawyers, investors, influencers, policy makers and civic leaders, to explore new economic models and use existing innovations such as blockchain technology, augmented reality, artificial intelligence and other digital technologies to stimulate growth in various sector



CreativeTECH LAB
Jamaica and Honduras

**ARE YOU A CREATIVE
OR A DEVELOPER**

INTERESTED IN **LEVERAGING TECHNOLOGY**
TO ACCELERATE THE **CREATIVE ECONOMY**
IN **CENTRAL AMERICA AND THE CARIBBEAN?**

✓APPLY BEFORE
SEPT 20TH 2023

<https://creativetlab.com>



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The general public is invited to submit their inputs to CTL H&J by completing a survey to help the participants of the Lab better understand how to shape the experiences for another edition of CTL.

The deadline for developers and creative to submit applications to the Creative Tech Lab Honduras & Jamaica is September 20th, 2023. After the selection process, online icebreakers and training workshops will be organized for the selected developers to network with the creative dream team and learn about specific topics related to technology and economy for the ecosystem in Jamaica & Honduras. The purpose is to start the process of creating teams and to continue to inspire these developers on potential products they could focus on creating. Mid October they will take part in a 2-days online workshop, build days to create their first prototypes. Towards the end by October 18th 2023 the finalists will attend a pitching workshop and in October 20th 2023, these teams will present their prototypes to the general public.

Those interested in the Creative Tech Lab can visit this website: <https://creativetlab.com/>

For developers and creatives to submit their application click:

<https://creativetlab.com/cohort/creative-tech-lab-jamaica-and-honduras/application?id=4>

The deadline for all submissions is September 20th, 2023 11:59 PM

TARGET AUDIENCE

Developers and Creatives: Anyone who has experience in software development in fields including Block chain, Enhanced Reality, Virtual Reality, Artificial Intelligence and Data Science.

Age or gender does not matter. Youths and women are encouraged to apply.

METHODOLOGY

The Creative Tech Lab H & J will be held from September 7th, 2023 to October 20th, 2023 online, starting with an official launch with the creatives and developers. The purpose is to start the process of creating teams of developers and to continue to inspire them on potential products they could focus on creating. First, the developers and creatives and influencers will be in one room together, then distributed into rounds of Zoom Breakout Rooms with smaller numbers of people for more direct ways to connect and share.

After the networking day, a set of online live training sessions will be presented by selected experts or the Creative Dream team to make sure every participant and the public is equipped with the right set of technical tools and knowledge to engage in building successful businesses in the creative world leveraging technology.

Participation is based on interest but each participant is required to attend at least 2 workshops. After 3 days of online training, selected technologists will have 48 hours to submit their project ideas and team list with (3-5) people to continue engaging with the program. The most endorsed teams will be selected for the build days (Prototype construction) in mid-October 2023 and will end with a closing event in October 20th 2023 during which the teams will share their prototypes with the public.

Creatives

Creatives' applications for the Creative Tech Lab Honduras & Jamaica will be collected via the CTL website:

Eligibility Criteria

- Be a citizen of an IDB member country (see <https://www.iadb.org/en/about-us/who-we-are>)
- Be available when needed during the program
- Must fill out the application form which requires:
 1. Online link(s) to your creations
 2. Online link to personal website or CV outlining your work
 3. Description of a project idea if implemented would contribute to solve the problem that this CLT is addressing
- Must have at least 1-year experience doing creative work
- Only individual creatives are eligible or one individual selected to represent a group

Developers

Developers' applications for the Creative Tech Lab Honduras & Jamaica will be collected via the CTL website:

❖ Eligibility Criteria

- Be a citizen of an IDB member country (see <https://www.iadb.org/en/about-us/who-we-are>)
- Be available when needed during the program
- Must be passionate in supporting creative artists in addressing their pain points
- Must fill out the application form which requires:
 - Online link(s) to previous projects you created or worked on
 - Online link to personal website or CV outlining your work
 - Description of a project idea if implemented would contribute to solve the problem that this CLT is addressing
 - Experience working with languages such as Java, PHP, Python, R or Ruby
- At least two years' experience in software development
- Developers should apply as individuals (not in groups)

Age or gender does not matter. Youths and women are encouraged to apply!

To evaluate applications, a jury has to be created. Jury members are identified among of experienced creatives, developers and identified partners.

❖ Selection Criteria

Judges must evaluate applications based on the following criteria but not limited to:

Developers

- Experience using technology to creatively solve real world problems or implemented software solutions
- Quality of submitted portfolio of previous work (use of latest technology, UX, UI)
- Experience experimenting with new technologies
- Evidence of having worked with Java, PHP, Python, R, Ruby or related language
- Previously participated in hackathons od Design Sprints

Creatives

- Potential of the submitted project idea to impact the creative industry
- Level of understanding of the issues of the creative sector
- Quality of submitted portfolio
- At least one year of experience generating revenue from creative work
- Experience experimenting with technologies, or collaborating across sectors
- Branding/image development and visible industry presence/ following

The number of Developers and Creatives who will be selected is 40.

Groups and Project ideas

A) Eligibility criteria

Technologists must form groups of 3 people based on common interest for a challenge identified during the first parts of the workshop. Each group must agree on one project idea that the team is willing to continue working on during the rest of the workshop and commit to continue executing together 1 year after the workshop.

One member of a formed group will fill a form on the website with the following information:

- Names of the members; and
- The description of the project they choose to work on.

The selection of a project will not be made based on a scoring mechanism. It will be based on the endorsement of Creatives. The list of projects will be sent to the Creative Dream team and each will endorse 3 projects. Each endorsement means that the Creative is willing to push that project idea toward success leveraging their time as mentors, their network and, if possible, with other resources that they may have available at least 1 year after the workshop.

Creatives are advised to visit the following non exhaustive areas of the submitted projects before making their choices of endorsements.

Criteria to look at
1. Clarity of submitted project
2. Creativity of the proposed solution
3. Usefulness of the solution
4. Feasibility in 1 year time
5. Strength of the team (combination of profiles and capacity to work together)

The 5 most endorsed teams/projects will make it to the online build days and only fully built prototypes will be able to pitch on the final day.

KEY DATES

Events	Dates
Opening of Applications	September 7 th 2023
Closing of Applications	September 20 th 2023
Online networking for Creatives and Developers	September 28 th
Panel Discussion Series	September 11 th to September 18 th
Trainings	October 2 nd ; October 3 rd
Build Days	October 10 th ; October 11 th
Pitch Workshops	October 18 th
Closing Event	October 20 th

READ MORE

[TERMS AND CONDITIONS](#)

This document describes the terms and conditions for the participants of the Creative Tech Lab. The IDB's Creative Tech Lab Honduras & Jamaica (CTL H&J) seeks to close the aforementioned gaps and to support creative firms in realizing the full potential of digital technology for the creative industries. The CTL H&J is a methodology for an open collaboration tool that brings together diverse individuals interested in designing the future of the creative industries. It exposes creative entrepreneurs to digital technologies available for generating and improving sustainable revenue flows. The CTL H&J supports innovation and entrepreneurship ecosystems by: (i) getting the right people together (such as artists, technologists, entrepreneurs, investors, policymakers, influencers and civic leaders) in order to; (ii) collaborate, experiment, and prototype innovative solutions that; (iii) solve problems faced by the creative industries in order to; (iv) grow creative enterprises (i.e., creating new, innovative outputs and improving productivity and growth amongst creative entrepreneurs and creative firms).

Submitting an application form as Creative or Developer automatically implies the acceptance of the terms and conditions of the Creative Tech Lab Honduras & Jamaica.

Filling the Personal Information Form as Participant automatically implies the acceptance of the terms and conditions of the Creative Tech Lab.

Selected Developers and Creatives are considered “Participants” of the Creative Tech Lab Honduras & Jamaica. Wherever that term is used, it always refers to both.

PRIVACY

Each person who wishes to participate in the Creative Tech Lab H&J must provide personal data through a registration form. The organizers will use that data strictly to manage the registration and the realization of the Creative Tech Lab.

- The participants authorize the Creative Tech Lab organizers to maintain the personal information that they voluntarily provided when submitting their forms.
- All activities during the Creative Tech Lab will be open to the general public, documented by photos and/or videos and may be shared via different public media.

INTELLECTUAL PROPERTY

- The Creative Tech Lab participants expressly declare that they are the original authors of the ideas that they submit in their applications. The responsibility for the registration or management of intellectual or industrial property rights of any prototype, software, trademark, patent or any other type recognized by the legislation in force lies exclusively with the participants.
- It is established that the acceptance to participate in the Creative Tech Lab implies the expressed authorization of the participants to use their first and last name, as well as their image in any public activity or broadcast related to the challenge; without an obligation of compensation, payment or remuneration of any kind for the participants.
- The Creative Tech Lab organizers are not responsible for legal offenses that future users of the built prototypes may have committed, in particular those related to intellectual and industrial property, copyright or the violation of confidential information.

SUBMISSION DEADLINE

The deadline to submit an application is clearly defined (September 20th). Only applications received during the fixed period will be considered.

PRIZE

The Creative Tech Lab H&J is not a competition between participants but aims for collaboration, visibility and the creation of solutions aimed at solving problems observed within the framework of the theme addressed by the current edition of the Creative Tech Lab.

Participants engage in hands-on training, exploration, and development of innovative digital technology such as web-based applications, blockchain technology, artificial intelligence, and virtual reality. The CTL exposes creative artists to new technologies that will enhance the competitiveness of their creative-business model through technological adoption.

AVAILABILITY

During the period of the edition of the Creative Tech Lab, participants agree to be available online to participate in all activities, which means having access to the necessary infrastructure such as computers, internet and electricity during the entire duration.

FAQ

1. What is the Creative Tech Lab Jamaica & Honduras?

The Creative Tech Lab Jamaica & Honduras (CTL H&J) is an initiative organized by the IDB and powered by Banj to connect creatives and developers to stimulate innovation and creativity that will lead them to the creation of prototypes to increase the digital economy. This initiative is looking for software developers interested in forming teams in collaboration with creatives, and developers will have the opportunity to use new technologies such as artificial intelligence, augmented reality, blockchain, data science, etc. in this experience.

To submit your application, you must first meet the eligibility criteria available on the CTL website.

3. Who will own my prototype?

Team members will own the intellectual property to their creations.

4. What Prize will we give to the winner?

The Creative Tech Lab H&J is not a competition between participants but aims for collaboration, visibility and the creation of solutions aimed at solving problems observed within the framework of the theme addressed by the current edition of the Creative Tech Lab.

Participants engage in hands-on training, exploration, and development of innovative digital technology such as web-based applications, blockchain technology, artificial intelligence, and virtual reality. The CTL exposes creative artists to new technologies that will enhance the competitiveness of their creative-business model through technological adoption.

5. What kind of ideas are you looking for?

We are looking for software developers interested in working in teams with creatives to co-create solutions that could grow the digital economy.

6. What is the deadline for submitting an application?

The deadline for submitting applications is **September 20th, 2023 before 11:59 PM**

7. What are the eligibility criteria for developers?

The eligibility criteria are:

- Be a citizen of an IDB member country (see <https://www.iadb.org/en/about-us/who-we-are>)
- Be available when needed during the program
- Must be passionate in supporting creative artists in addressing their pain points
- Must fill out the application form which requires:
 1. Online link(s) to previous projects you created or worked on
 2. Online link to personal website or CV outlining your work
 3. Description of a project idea if implemented would contribute to solve the problem that this CLT is addressing
 4. Experience working with languages such as Java, PHP, Python, R or Ruby
- At least two years' experience in software development
- Developers should apply as individuals (not in groups)

Age or gender does not matter. Youths and women are encouraged to apply

8. I am a developer; can I participate in the CTL H&J?

To participate in the Creative Tech Lab Jamaica & Honduras, the software developers should have worked with these technologies: Artificial Intelligence, Augmented Reality, Blockchain, Data Sciences.

9. If I already have my developer team, can we apply together?

No, applications must be submitted individually.

10. I am a software developer, what are the criteria for evaluating my application?

- Experience using technology to creatively solve real world problems or implemented software solutions
- Quality of submitted portfolio of previous work (use of latest technology, UX, UI)
- Experience experimenting with new technologies
- Evidence of having worked with Java, PHP, Python, R, Ruby or related language

Previously participated in hackathons or Design Sprints

11. What are the eligibility criteria for creatives?

- Be a citizen of an IDB member country (see <https://www.iadb.org/en/about-us/who-we-are>)
- Be available when needed during the program
- Must fill out the application form which requires:
 1. Online link(s) to your creations
 2. Online link to personal website or CV outlining your work
 3. Description of a project idea if implemented would contribute to solve the problem that this CLT is addressing
- Must have at least 1-year experience doing creative work
- Only individual creatives are eligible or one individual selected to represent a group

12. I am a creative, can I participate in the CTL J&H?

The selection of creatives and influencers is open to the public. Prior to go on the website and submit your application. <https://creativetlab.com/>

13. Is it mandatory to be in Jamaica & Honduras during the Creative Tech Lab period?

It is not necessary to be in Jamaica & Honduras for the Creative Tech Lab, but it is mandatory to be available online to participate in the various activities.

14. Where can I find the link to apply?

You can find the link to submit your application on the CTL website by clicking:

<https://creativetlab.com/cohort/creative-tech-lab-jamaica-and-honduras/application?id=4>

15. How can we contact you?

You can contact us through our

email: labs@banjht.com

REQUEST FOR CLARIFICATIONS

- Inquiries can be directed to: labs@banjht.com
- For more information, interested parties can visit the [Creative Tech Lab website](#) and the social networks of the various partners.
- Frequently Asked Questions (FAQs) are available to help users with questions of general interest.
- The Creative Tech Lab organizers reserve the right not to respond or to partially respond to requests for information that are not relevant to the objectives of the call.

THE ORGANIZERS

[The Kingston Creative Hub:](#) is a nonprofit arts organization started in 2017 by a team of three co-founders who believe in using Art and Culture to achieve social and economic transformation. We want to see the city of Kingston leverage its creative heritage, its world-class talent and reach its potential to become a Creative City, not just in name or by UNESCO designation, but for this to be a reality for all who live in Kingston. We envision a safe and vibrant Art District in Downtown Kingston, a Creative Hub that develops and trains people and long-term, a healthy creative ecosystem in Jamaica. We are a small, voluntary organization, and we recognize that this is a huge vision, but it is certainly a vision worth working towards.

[UTH-Universidad Tecnologica de Honduras](#) The largest private university of Honduras with a presence in more than 10 points nationwide providing with the highest quality education. They offer engineering degrees, bachelor's degrees, master's degrees and doctorates in cities such as San Pedro Sula, Tegucigalpa, La Ceiba, El Progreso, Roatán, Siguatepeque, Puerto Cortés, Choloma, Choluteca and El Progreso.

[BANJ](#) is a coworking space, entrepreneurship hub and business accelerator powered by Google in Port-au-Prince, Haiti. It's the go-to place for networking and growing tech startups. Banj strengthens the entrepreneurial ecosystem of the capital by connecting and offering modern workspaces capable of stimulating creativity and creating results-oriented conditions to entrepreneurs from all social backgrounds wishing to increase their visibility and take their



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entrepreneurial journey to the next level. Banj offers a set of quality events, acceleration and business innovation programs to accelerate learning and exchanges in Haiti and with the rest of the world through local and international partnerships.

PARTNERS

- Inter-American Bank Development (IDB)
- Kingston Creative HUB
- UTH-Universidad Tecnológica de Honduras



CreativeTECH LAB
Jamaica and Honduras



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