

Appendix B

Sector Development Support – 2022-2023: Research Component STANDARDS FOR INDUSTRY RESEARCH

The information below is a guide for Applicants requesting funding as part of the Research Component and is not necessarily exhaustive. We ask all Applicants to review this before submitting their application.

GOALS

Empower and inform key stakeholders (Canadian production companies and studios, content creators) with business intelligence that will better equip them to grow their companies and develop their careers. Support industry growth and sustainability with relevant market intelligence.

REQUIREMENTS

Funding is provided on a non-renewable basis. Applicants who seek funding for an update or new iteration of a study previously funded by the CMF must submit a new comprehensive proposal that addresses the priorities and requirements listed in this document.

Requests for research funding should include:

1. **Expected Results:** Please describe the impacts your project is seeking to achieve or facilitate, and how they relate to documented/demonstrated industry or community needs or gaps. (Maximum 1,000 words)

The impacts may relate to, for example, how the research will support:

- Access to audiences, markets or business opportunities for content producers and studios
- Access to career development for industry professionals
- Innovation and transformation of business cultures and practices (e.g. best practices guide disseminated to and implemented by stakeholders)
- Greater access and participation for equity- and sovereignty seeking communities
- Adoption of eco-friendly and sustainable practices
- Adoption of sector-wide guidelines or changes in industry policy
- Etc.

2. **Project:** Please describe the research project you propose in order to achieve the expected results. (Maximum 2,000 words)

Demonstrate that the market intelligence the project aims to produce is currently lacking. Explain how the project builds on previous research if applicable. The project must be clearly differentiated from other existing studies.

Describe the project's research design and methodology to the extent possible at the time of application.

Methodology is defined as the methods used for research implementation. It should convey how you intend to create reliable, validated and implementable work.

- Explain the research design, which includes identifying problems to be addressed, approach and rationale for approach. Describe all areas the research will leverage, such as: existing literature/research, stakeholder engagement/consultation, types of information/data, anticipated new knowledge creation.
- Describe the methods for data collection (primary, secondary collection methods) and protocols for data governance (how data will be collected, stored and shared).
- Describe how you intend to analyze data, summarize and present findings.
- Present actual or foreseen limitations in methodology (e.g. representativeness of survey samples), identify implicit bias and potential gaps.

Please note:

Priority will be given to projects that seek to fill demonstrated intelligence gaps through primary data collection and descriptive analysis.

- Research projects that seek to collect secondary data (including administrative data) may be considered but will not be prioritized.
- Research projects involving diagnostic or predictive analysis may be considered but will not be prioritized.
- Research projects based on prescriptive analysis (e.g. recommendations) may be considered if recommendations are the result of engagement and consultation with stakeholders.

Projects may target one or multiple regions or communities across Canada. For projects focused on one region or community, priority will be given to regions and communities that are underrepresented in recent research.

All approved Applicants will be required to submit their project's full research design and methodology as part of the project timeline. In the case of research involving persons, Applicants may be required to provide confirmation of an ethics assessment/clearance process.

3. Audience: Please describe the target audience(s) who will benefit from the project. (Maximum 300 words)

4. Distribution: Please describe the release/distribution/marketing plan for the project's report/publication in relation to your target audience(s) and expected results. (Maximum 1,000 words)

Include a description of the report/publication's presentation format. Shorter presentations and reader-friendly formats are preferred to long-form academic style studies. If long-form work is supported, an executive summary and/or other reader-friendly formats summarizing the findings are expected.

Indicate in which language(s) the report/publication will be published. The CMF expects reports/publications to be released in both English and French minimally. Exceptions can be made in duly justified cases. If you plan to release your report/publication in one language only, please explain why.

Please note:

A legal disclaimer that limits the responsibility of funding partners is mandatory and should be placed at the beginning of the final report/publication.

It is at the CMF's discretion to publish and/or promote research it has funded on its communications channels. The CMF may request not be referenced as a partner/financier if the research does not meet its quality standards.

5. Evaluation and reporting: Please detail how you will monitor and report on the expected results of your project. (Maximum 500 words)

6. Timeline: Please provide an overview of the project timeline and key dates/milestones, including for evaluation and reporting.

7. Project Team & IP ownership: Please detail the skills and expertise of the person(s) who will lead the project and any other partners, consultants or research firms. (Maximum 1,000 words)

State who will hold the Intellectual Property rights to the research (data and reports/publications).

If the funding request to the CMF for research exceeds \$25,000: The CMF expects prior due diligence in the selection of viable research firms or consultants. Indicate if an RFP tendering process will be conducted; if not, please explain why.

The CMF will consider and evaluate the following factors regarding the project team:

- *Independence of research firms or consultants;*
- *Proven capacities to uphold research standards along with expertise in the relevant field, including proper terminology usage, viable sources and demonstrable resources;*
- *Evaluation of prior studies and proven satisfaction of previous clients;*
- *Diversity and inclusivity in the proposed research approach and team. The CMF expects that research partners encourage diversity and inclusivity in all research. When the research addresses diversity and inclusivity specifically, the approach and team must reflect diversity and inclusivity accordingly;*
- *For nationally-focused studies, established abilities to research in English, French, and/or Indigenous languages as needed.*