Republika e Kosovës
Republika Kosova-Republic of Kosovo
Qeveria-Vlada-Government

Ministria e Industrisë, Ndërmarrësisë dhe Tregtisë
Ministarstvo Industrije, Preduzetništva i Trgovine
Ministry of Industry, Entrepreneurship and Trade

Kosovo Investment and Enterprise Support Agency

FINANCIAL INSTRUMENT FOR SUPPORT TO THE CREATIVE INDUSTRY

Guidelines for application: For the Public Call for Financial Support to Micro, Small and Medium-Sized Enterprises (MSMEs) in the Creative Industry (CI) sector.

Contracting and implementing authority: Ministry of Industry, Entrepreneurship and Trade (MIET), namely the Kosovo Investment and Enterprise Support Agency (KIESA).

1. Introduction

MIET/KIESA, in cooperation with UNDP, signed an agreement on 08 May 2025, for the establishment of the Financial Support Instrument (FSI) for MSMEs in the Creative Industry for 2025. The purpose of this instrument is to foster innovation, development, growth and increased visibility of the creative industry in Kosovo. The total value of the FSI, as stipulated in the agreement, is €1.45 million, of which: €950,000 is financed by the Government of the Grand Duchy of Luxembourg, and €500,000 is funded by MIET/KIESA.

2. Purpose of the Call

The creative industry is considered a high-potential sector for fostering innovation, creating new jobs, generating income, and contributing to increased exports. For this reason, the Financial Support Instrument (FSI) is designed to support enterprises in the creative industry that submit innovative proposals aimed at enhancing productivity, sustainability, quality and visibility of their products or services, with a strong focus on expanding market participation. The FSI aims to empower the creative industry in Kosovo by promoting its development and ensuring a sustainable and inclusive social and economic contribution.

3. Eligible sectors

The primary or secondary field of activity of the applying enterprises must fall within one of the creative industry sub-sectors, based on the NACE code classification, as follows:

Table 1: Key sectors of the creative industries according to international classifications

1399	Manufacture of other textiles n.e.c.
1512	Manufacture of luggage, handbags, and similar items, including saddlery and harnesses
2341	Production of ceramic products for household and decorative use
3212	Manufacture of precious jewelry and related articles
3213	Manufacture of imitation jewelery and other similar articles
3220	Production of musical instruments

5911	Film, video and television program production activities
5912	Post-production activities of films, videos and television programs
5920	Sound recording and music publishing activities
7111	Architecture activities
7410	Specialized design activities
9003	Artistic creation

Note: Codes 5911 and 5912 exclude television programs.

4. Supported categories and financial conditions

The total value of the FSI for the first phase is €1,000,000, which is planned to be distributed across three categories of enterprises, as follows:

Table 2: Support by category

Category	Number of employees	Maximum funding amount	Minimum co-funding	Total budget per category
Category 1: Micro	up to 9	€20.000	10%	€ 400,000
Category 2: Small	10 - 49	€35.000	15%	€ 400,000
Category 3: Medium	50 - 249	45,000 €	20%	200,000 €

5. Expected outcomes

The selected projects are expected to achieve concrete results by the end of the project implementation period, in the following areas:

- Increasing production/creative capacities or productivity
- Creating, developing or updating products/services through innovative concepts
- Improving the enterprise’s brand or digital presence
- Expanding participation in the local, regional or international market
- Enhancing cooperation and building new strategic partnerships.

6. Documents required for application according to Administrative Instruction 01/2018

1. Registration certificate of the enterprise with all accompanying information according to the requirements of the applicable legislation in the Republic of Kosovo;
2. Fiscal number certificate (not applicable to enterprises that have their business registration number and fiscal number in a single certificate).
3. Tax certificate certifying that the applicant has no outstanding tax debts or other tax liabilities or is under a debt settlement agreement with TAK.
4. List of employees for 2024, issued by TAK, with the name of the enterprise and in accordance with the UIN (it can be downloaded online from the TAK website). Based on the list, the MSMEs will be categorized and evaluated, and the female gender employment points will be evaluated. For enterprises registered during 2024 and 2025, they must provide a list of employees since registration.
5. A copy of the identity card of the person in whose name the enterprise is registered.
6. The evidence from the applicant that he/she is not in bankruptcy or under violent court administration issued by the Basic Court - original copy no older than 30 days is required; The document may be issued by the Commercial Court of Kosovo.
7. Proof of an active bank account in the name of the applicant enterprise, held with one of the banks licensed by the Central Bank of Kosovo. The proof must be within the validity period of the call.

8. The bank account balance in the name of the applicant enterprise for the most recent year (2024). This requirement does not apply to newly established applicants.
9. The project implementation offer must include only the expenses that necessarily involve purchases from another business entity.
10. The applicant must not have received funds from other financing sources for the same activities (to be proven with a statement under oath, which must be downloaded from the KIESA website, completed with the enterprise's information, and uploaded to the e-Kosova system).
11. Applicants must have fulfilled all obligations arising from previous financial support, if they have benefited from public funding sources from MIET within the past two years (to be proven with a statement under oath, which must be downloaded from the KIESA website, completed with the enterprise's information, and uploaded to the e-Kosova system).
12. For enterprises registered before 2023, the turnover for 2023 and 2024 must be submitted, proven by a document issued by TAK. For enterprises registered during 2023 and 2024, the total turnover since registration must be submitted. For enterprises registered in 2025, the total turnover since registration must also be submitted.
13. The project proposal must be downloaded from the KIESA website, completed and uploaded to the e-Kosova system. It must be aligned with the project implementation offer, and in the event of being awarded, the project proposal shall be fully reflected in the agreement between the parties. The project proposal must include the following points:
    - An overview of your business activity and the key characteristics of the products or services you offer;
    - The purpose of the project, including the innovative concept;
    - Activities and expected results, including a timeline;
    - Costs and financial resources;
    - The organizational structure and the enterprise's objectives;
    - Current production capacities and goals for creative production growth and export.
14. A video of up to 2 minutes presenting the concept of the project proposal must be submitted via a link on one of the following platforms: YouTube, Google Drive, Vimeo, OneDrive or Dropbox and uploaded to e-Kosova.

7. Information on eligible and ineligible expenses

- Eligible expenses include the purchase of equipment and technology, production materials and supplies, branding and marketing, creative content, specialized materials, participation in fairs/exhibitions/festivals/networks, as well as exports.
- Any promotional activity should not exceed 30% of the requested budget.
- All expenses must be carefully planned for the entire duration of the project, clearly justified in the application, and supported by valid documentation, such as quotations, bids or contracts.
- Costs related to workspace rental, administrative staff salaries, or regular operational costs are not considered eligible for support under the FSI for the creative sector.
- Costs incurred before the signing of the grant agreement are not eligible for funding. The final approved budget shall be subject to verification by the Contracting Authority.

8. Additional clarifications

- The application and budget must be completed online via the e-Kosova platform, in one of the following languages: Albanian, Serbian or English.
- MSMEs that have potentially benefited in 2023 or 2024 from KIESA schemes are not eligible to benefit from this call, including any other grant scheme of KIESA during 2025, except for the scheme for digitalization services.
- Applications shall be disqualified if any of the required documents are missing.
- Enterprises registered in the KBRA after the opening of this call will be disqualified.
- Changes to KBRA will not be accepted during the application phase of the public call, nor for beneficiary enterprises from the moment the preliminary list is published until the disbursement of funds.
- Beneficiary enterprises shall be ranked according to the number of points awarded by the Evaluation Committee. Depending on budget limitations, the list of beneficiary enterprises may include up to 10 reserve enterprises.
- The list of enterprises ranked based on the points awarded to their evaluated application shall be published on the MIET/KIESA website.
- Consulting companies that provide services to the applicant enterprises are excluded from this call. If their involvement is identified as representatives of the enterprises, the applicants shall be disqualified. This is because the entire process is straightforward and free of charge, from the electronic application via the e-Kosova platform to the evaluation, agreement signing, disbursement of funds, and their monitoring.
- Any expenditure related to the application and project proposal by the enterprise is not eligible for justification prior to the signing of the agreement.
- Prior to signing the agreement, beneficiary enterprises are required to submit a guarantee from an insurance company or a bank for the full amount of the financial support.
- In case such an enterprise becomes a beneficiary, then a bilateral agreement will be signed (MIET/KIESA and the enterprise), with the statements made during the application being its part thereof.
- After signing the agreement, 100% of the approved value will be transferred to the beneficiary enterprise.
- VAT is an eligible expense for natural persons and enterprises that are non-VAT declarants, whereas for enterprises that are VAT declarants, it is considered an ineligible expense.
- During the monitoring process, beneficiary enterprises must substantiate the expenses with invoices or contracts, supported by bank transactions in accordance with the financial activities presented in the offer. For activities that do not necessarily require an offer from another business entity, all commitments outlined by the applicants in the project proposal shall apply, and the same data shall constitute an integral part of the agreement.
- Any change to the offer may only be made through a specific request submitted to MIET/KIESA, namely to the Monitoring Committee. The request must be supported by valid justifications from the beneficiary, and such changes may only be implemented following approval of the request, provided that the project concept and the amount of support from MIWT/KIESA remain unchanged. In cases where the offered price is higher than the one presented in the project application, the price difference shall be the responsibility of the beneficiary, and under no circumstances shall the value of the support from MIET/KIESA be changed, In cases where the actual implementation of the project results in a lower value than the one presented in the project proposal, the

support from MINT/KIESA will be reduced proportionally to the percentage of the approved support.

- If the information provided in this application is proven to be inaccurate, the payment shall not be executed, and the enterprise shall bear full responsibility for all consequences, in accordance with the relevant applicable legislation.
- In the event that the quota is not fulfilled in one of the categories, the remaining portion of the budget may be reallocated to other categories. MIET/KIESA reserves the right not to allocate all available funds.

9. Table 3: Evaluation criteria

#		Maximum points		
		Category 1	Category 2	Category 3
1	Project proposal evaluation	50	50	50
2	Evaluation of creative idea/innovation	10	10	10
3	Assessment of the annual turnover of the applicant enterprises, according to sub-point 12 of point 6 of these guidelines	20	20	20
4	The percentage of female employees, one (1) point for every 10% of female employees.	10	10	10
5	Social and Economic Impact: Number of new jobs expected to be generated during and after the project completion.	Five (5) points for one (1) person to be employed	3.33 points for one (1) person to be employed	Two (2) points for one (1) person to be employed
		10	10	10

10. Duration and implementation

The maximum deadline for project implementation is 12 months from the date of signing the contract. Businesses are obliged to report at least 30 days before the agreement expiration.

11. Application

- The public call announcement is published on the official MIET and KIESA websites:
  - https://mint.rks-gov.net/
  - http://kiesa.rks-gov.net/
- The application is submitted only through the e-Kosova platform https://rks-gov.net/670
- Application deadline: from 04.08.2025 to 22.08.2025.
- Additional information can be obtained via email address: sme.kiesa@rks-gov.net

12. Complaints

Following the publication of the preliminary results, applicants may address complaints within the deadline specified by AI 01/2018 via the e-Kosova platform:

Note:

- If it is proven that the information presented in the application is incorrect, the beneficiaries will not receive payment and will be held accountable according to the applicable legislation.
- All commitments related to the data provided that will be used in the evaluation criteria must be reflected by the applicants in the project proposal, and the same data will be an integral part of the agreement.