



Funding | Bosnia and Herzegovina | Serbia | Open Call

## Co-Branding Grants for the Cultural Sector

UNESCO, together with the British Council and the Italian Agency for Development Cooperation (AICS), invites cultural and creative organisations from the Western Balkans to submit proposals for co-branding and coordinated marketing initiatives that strengthen collaboration and visibility across the region and in Europe.

Deadline: 17:00 (CET), 16 February 2026

Organisers: [UNESCO](#) (in partnership with [British Council](#) & [AICS](#))

Who is it for: Cultural and creative institutions and civil society organisations in the Western Balkans

[Read more and apply.](#)

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About the Open Call

The [Culture and Creativity for the Western Balkans \(CC4WBs\)](#) project targets systemic development of the cultural and creative sectors in the Western Balkans, enhancing skills, knowledge, and access to financial opportunities. The Round 4 Open Call seeks projects that develop co-branding and coordinated marketing strategies to increase visibility, reach, and impact of cultural products and services, creating synergies between organisations and markets within the region and across Europe.

Co-branding refers to joint branding of a shared product or service that benefits from the strengths of multiple organisations, while coordinated marketing focuses on shared communication strategies to promote multiple offerings together.

## Funding & Conditions

Total funding available: €100,000

Maximum grant per project: €10,000 (projects must fall within this threshold)

## What It Supports

Projects should focus on co-branding and/or coordinated marketing within one or more of the following priority sub-sectors:

- Cinematography
- Gaming & Video Content Creation
- Fashion Industry & Crafts
- Cultural Heritage & Tourism

Activities may include collaborative branding strategies, joint visual identity initiatives, digital and/or physical co-branding products or services, and coordinated promotion at local, regional, and European cultural events and platforms.

## Who Can Apply

Lead applicants must be established organisations based in one of the Western Balkans IPA Beneficiary economies:

Albania, Bosnia and Herzegovina, Serbia, Montenegro, North Macedonia, Kosovo\*.

Eligible lead applicants include:

- Public institutions (museums, galleries, theatres, cultural institutes, universities, tourism offices)
- Civil society organisations (foundations, non-profits)

Each proposal must involve at least one lead applicant and a partner organisation from a different IPA Beneficiary.

Associates from the Western Balkans or EU countries can also be involved in project activities.

For more information about the eligibility requirements and application process, please read the full [open call document](#) and

visit the [CC4WBs official website](#).

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