

Guidelines

Digital Adoption Program

1. Program Objective

The Digital Adoption Program (“the Program”) supports Nova Scotia businesses to rapidly adopt digital tools and innovations to manage through impacts related to COVID-19. The Program provides financial incentives to Nova Scotia small businesses to:

- Build or improve their online presence to retain and create new sales opportunities and improve firm resilience and flexibility to keep pace with the changing nature of business; and
- Adopt digital tools and implement process improvements related to e-commerce solutions and to support remote working.

2. Eligible Applicants

All applicants must meet the following criteria:

- 1) be a Nova Scotia registered business in good standing (current registration on the *Registry of Joint Stock Companies*; federally registered businesses with a head office registered in Nova Scotia may be eligible) with less than 100 FTEs in Nova Scotia
- 2) have a permanent establishment in Nova Scotia
- 3) have the majority of the workforce currently residing in Nova Scotia (some exceptions may apply)
- 4) have a product/service with the potential to be sold outside of Nova Scotia

Businesses NOT eligible for the Program include:

- Games of chance operations and bingo halls
- Real estate developers
- Licenced liquor establishments whose primary business is alcohol sales (excepting production breweries, brew pubs, wineries, and distilleries)
- Associations
- Creative industries companies including, but not limited to, Fashion/Design, Film and TV, Music, Performing Arts, Production and Fine Craft, Visual Art and Applied Arts, and Publishing.¹
- Tourism operators
- Publicly funded organizations
- Non-revenue-generating not-for-profit organizations

¹ If your business is in the Creative Industries, please refer to the [Creative Industries Fund](#)

3. Projects Assisted

The Program contributes up to 50% of eligible costs to a maximum of \$10,000 CAD for a business to adopt digital tools and innovations to help manage through impacts related to COVID-19. Minimum project cost is \$2,000 CAD.

Eligible project costs (excluding GST/HST/PST/QST) include:

- One-time expenses on software and platforms to enhance remote working productivity
- One-time expenses related to software, implementation, and training for companies to connect and sell remotely (e.g. video conferencing, virtual reality tools).
- One-time expenses related to implementation of e-commerce solutions, or material enhancements and improvements to an existing solution, including online storefront, digital payments, inventory control and fulfillment solutions, and buyer/supplier portals.
- One-time expenses on hardware required to create, implement, or materially improve an e-commerce solution (could include IT equipment, photography, and product display hardware).
- One-time expenses within the business premises for broadband and connectivity upgrades.
- Machinery and equipment upgrades, including control software and control hardware, industrial automation and monitoring, and digital supply chain implementations.

Any costs not listed under “Eligible project costs” above are deemed ineligible.

The project must clearly demonstrate an expected beneficial impact to business operations in Nova Scotia with respect to business resilience, flexibility, and increased sales.

4. Application Process

1. A completed Application Form must be submitted to Nova Scotia Business Inc. (contact information is available under Section 8c of this document).
2. Applications received outside of the application intake period as set out in Section 5 will not be considered.
3. Projects must commence after the submission of a completed application. Only project costs incurred after the application date are eligible to be claimed. Any expenses incurred prior to approval are at the business' own risk.
4. Response to any request by NSBI for missing or follow up information for evaluation of the application must be received no later than 5 days following such request by NSBI. Non-receipt of requested information will result in an application being declined. An application is not considered complete until all required information has been received by NSBI.
5. Written approval and decline of applications will be provided.
6. If approved, the business must sign and return the Digital Adoption Program Letter of Offer within 10 business days of receipt of the Letter of Offer.
7. There is no application fee for this Program.

Funding decisions will be based upon the application demonstrating that the Program objective(s) would be met. Project applications are subject to a competitive process and not all applications that meet these criteria may be approved.

5. Application Intake

Applications for the Digital Adoption Program are accepted between June 15, 2020 and September 30, 2020. **Applications must be received no later than 5:00pm (Atlantic Standard Time) on September 30, 2020.**

6. Terms of Incentive

- This is a discretionary, non-entitlement incentive program.
- Incentive is in Canadian dollars, net of GST/HST/PST/QST.
- The total amount of the incentive is the lesser of 50% of total eligible project costs or \$10,000 CAD per fiscal year.
- Applicants are entitled to apply once per fiscal year.
- Applicants are required to pay all invoices prior to submitting a one-time claim.
- Activities must be of a one-time, non-recurring nature.
- Project funds are not intended to replace funding that can be obtained from other government departments or agencies.
- Businesses must participate in NSBI's annual corporate questionnaire for two years following the project's completion.

7. Incentive Compliance and Payment

Claims for applications submitted from June 15 to August 12 must be submitted by November 30, 2020. Claims for applications submitted from August 13 to September 30, 2020 must be submitted by January 15, 2021. Failure to adhere to these deadlines will result in the project claim being denied.

Deliverables Include:

- Claim Form
- Copies of related project invoices/receipts as well as proof of payment in the form of credit card statements, copies of the front and back of cheques (indicating that they have been cashed at a financial institution) or confirmation of a wire transfer.

All claims must be submitted to NSBI at claims@nsbi.ca.

8. Other Pertinent information

a) Freedom of Information and Protection of Privacy Act

Information collected in connection with this program is subject to, and will be created in accordance with, the [Nova Scotia Freedom of Information and Protection of Privacy Act](#).

b) Public Announcements and Disclosure of Information

Approved applicants must consent to:

- Participate in any public announcement or public ceremony relating to the awarding of the Digital Adoption Program funding to the business and related accomplishments, at a mutually agreeable time; and

- The release of project information (company name, sector, region), and total Digital Adoption Program funding amount being approved) to the media and general public.

c) Contact Information

For more information, go to www.novascotiabusiness.com/dap or email dap@nsbi.ca
Submit your completed Application Form to: dap@nsbi.ca