

KREATIF KUALA LUMPUR GRANTS PROGRAMME

OVERVIEW

Application Opens	Application Closes	Applicants Notified By	Approved Applications Workshop
8 July 2025	24 August 2025	1 October 2025	1 week after notification

1. Rejuvenating Downtown Kuala Lumpur through Warisan KL

Warisan KL is a culture-based urban regeneration initiative that strengthens Kuala Lumpur's identity through heritage, culture, and community. Focused on reactivating the city's historic core, it connects people to place in meaningful, inclusive ways.

Downtown Kuala Lumpur, the city's historical and cultural heart, is central to this transformation. With its rich heritage buildings and diverse urban character, the area is being reimagined as a vibrant, people-centred district.

Building on the Kuala Lumpur Creative and Cultural District (KLCCD) Strategic Master Plan¹ – developed in collaboration with Kuala Lumpur City Hall, and with support from the National Heritage Department of Malaysia and Yayasan Hasanah – Warisan KL aligns closely with the Kuala Lumpur Local Plan 2040 and the Warisan KL Strategic Action Plan.

Warisan KL initiatives take a precinct-based approach by looking at the specific needs of each area. This helps support local culture, small businesses, and fosters a stronger sense of community.

2. What is the Kreatif Kuala Lumpur Grants Programme?

The Kreatif Kuala Lumpur (Kreatif KL) Grants Programme conceived in 2020, is designed to revitalise the historical city centre, transforming it into a creation of a creative, liveable, and thriving hub. By empowering communities and offering opportunities for creative district revitalisation and economic development, the programme aims to enhance social and environmental resilience within Downtown Kuala Lumpur.

The programme seeks to attract talent and businesses to Downtown Kuala Lumpur through the creation of an enabling environment that responds to current standards and expectations.

¹ A strategic vision to position Kuala Lumpur as a leading creative and cultural hub: <https://thinkcityinstitute.org/KLCCD-Strategic-Masterplan-EN/#page=1>



Prioritising quality of place is essential for talent retention, which in turn plays a vital role in securing investments and advancing the vision of Warisan KL as a creative and cultural district. To date the programme has awarded RM6.9million to 89 applicants, achieving a co-investment ratio of 1:7.2. These grantees have focused on areas such as the Civic Precinct, Petaling Street Precinct, Heritage Triangle Precinct, amongst others.

Given the diverse nature of revitalisation efforts and varying levels of targeted public investment, we are grateful for the continued support of the Ministry of Finance, Malaysia. Think City remains committed to delivering the Kreatif KL Grants Programme under Budget 2025 to advance the Warisan KL vision.

3. What are the objectives of the Kreatif KL Grants Programme?

The objectives of the programme are to:

- Strengthen the network of creative and cultural hubs by supporting new businesses, incubators, and knowledge-based centres;
- Optimise underutilised heritage assets while enhancing the overall appeal of Downtown Kuala Lumpur;
- Improve environmental resilience through the implementation of nature-based solutions;
- Create liveable and vibrant spaces to encourage repopulation and community vitality; and
- Promote capacity-building efforts and foster public-private-people partnerships for sustainable urban regeneration.

4. Who can apply for the Kreatif KL Grants Programme?

The grants programme welcome individuals, collectives, community-based organisations, businesses and non-governmental organisations* with project ideas that can diversify the visitor experience, create culturally aligned local economic outcome and contribute to the rejuvenation efforts of Downtown Kuala Lumpur.

The lead applicant must assume full administrative responsibility and actively participate in the entire process.

As the programme prioritises bottom-up initiatives, government agencies and departments are not eligible but may explore collaborations beyond the Kreatif KL Grants Programme

**Organisations registered under Registrar of Companies, Registrar of Societies and/or Registrar of Businesses are welcome to apply.*



5. What does the Kreatif KL Grants Programme support?

The Kreatif KL Grants Programme provides funding for direct expenses related to proposed project, with grant amounts ranging from **RM30,000 to RM150,000** per application.

It is important to note that the programme:

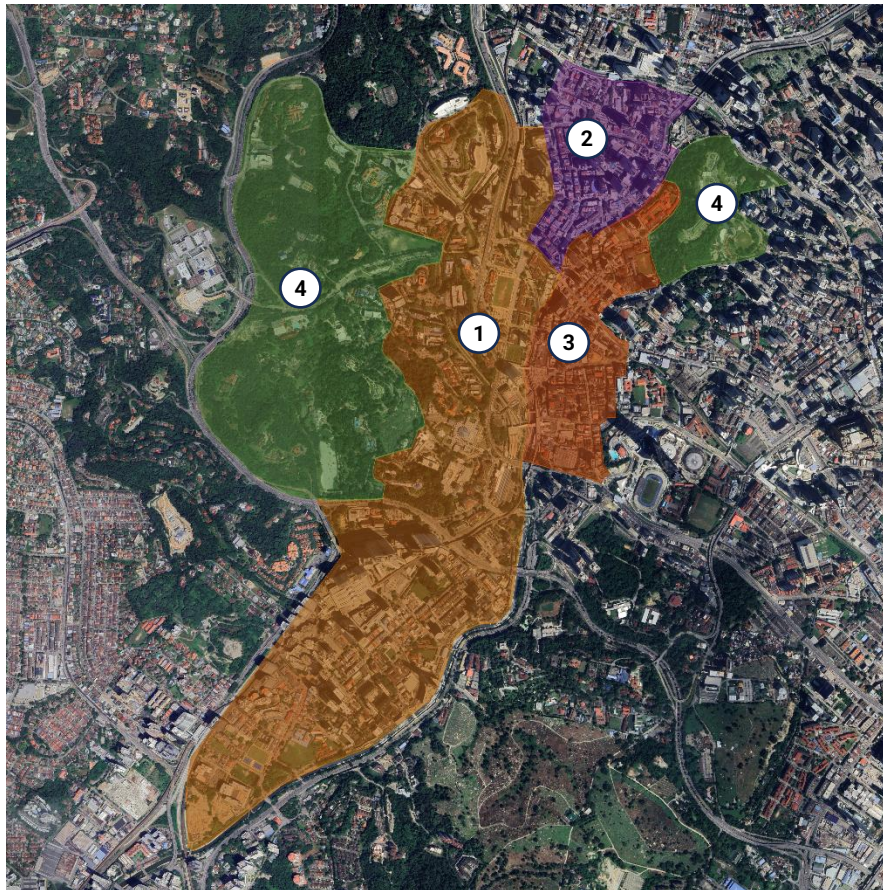
- prioritises projects that have a 1:1 co-investment;
- prioritises projects with high impact potential;
- supports projects that are inclusive to all communities, attract new users to the space, introduce new creative content, or diversify the usage of spaces; and
- prioritises projects that can be completed by 30 June 2026.*

** Any request of extension beyond this deadline must be submitted in writing to Think City by 1 May 2026 for review.*

6. Where is the geographical focus of the Kreatif KL Grants Programme?

The overarching Warisan KL initiative focuses its interventions within the heritage core of Downtown Kuala Lumpur, guided by the precincts identified in the KLCCD Strategic Master Plan. As part of this initiative, the Kreatif KL Grants Programme builds on these precincts by reorganising them into four thematic focus areas, providing a more targeted framework for grant support:





Thematic Focus Area:

1. Heritage and Civic Core

Landmarks: Dataran Merdeka, Muzium Negara, Bank Negara, Brickfields

2. Fashion and Textile Area

Landmarks: Jalan Tuanku Abdul Rahman, Jalan Masjid India, The Row

3. Cultural and Heritage Quadrant

Landmarks: St. John's Institution, Jalan Tun HS Lee, Central Market, Jalan Petaling

4. Downtown Green Corridor

Landmarks: Perdana Botanical Garden, Taman Tugu, KL Eco Forest Park



7. What are the key urban challenges in Downtown KL?

Dilapidated Built Form	Lack of Thermal Comfort	Poor Public Realm	Negative Perception of Safety
Lack of First and Last Mile Connectivity	Homelessness	Limited Night-Time Economy	Fading Heritage & Traditional Trades
Lack of High Value Visitor Experience and Offering	Lack of Support Services for Creative Business	Limited Knowledge-based Content and Incubation Hubs	Lack of Residential Population

8. How can the Kreatif KL Grants Programme support your project in revitalising Downtown KL?

The Kreatif KL Grants Programme supports projects associated to these key focus themes and areas:

8.1 HERITAGE AND CIVIC CORE

Activate Kuala Lumpur historic and civic core as a cultural mile by developing community-driven content and programmes that celebrate Malaysia's architectural and cultural heritage, reinforce national identity, and build strong collaborations with key institutions.

This theme encourages projects that reconnect people with public spaces, landmarks, and institutions at the heart of the city's identity.

Project Categories:

- **Community Content and/or Activation:** Develop engaging, high-quality content such as exhibitions, guided experiences showcases, and multimedia that can elevate the public realm experience in the Heritage and Civic Core area.
- **Programming:** Curate long-term catalytic educational and cultural programmes that can strengthen public-private-people partnership and social equity in the key institutional hubs.

For projects to be considered, please ensure that your application:

- Includes proof of engagement with relevant local stakeholders such as the Kuala Lumpur City Hall, Railway Asset Corporation or National Museum Department of Malaysia;



- Include a list of confirmed or potential project partners, detailing their roles, with letter of intent where applicable; and
- Respects the historical, civic, and cultural significance of the Heritage and Civic Core area, aligning with existing conservation works and local authorities' implementation and planning frameworks.

8.2 FASHION AND TEXTILE AREA

Support the revitalisation of Downtown Kuala Lumpur's organic fashion and textile area by addressing business gaps, strengthening existing traditional and creative ecosystem, and improving the public realm experience.

This theme focuses on practical interventions that strengthens the area's economic relevance, heritage value, and cultural identity.

Project Categories:

- **Business Seeding and/or Expansion:** Support businesses that enhance the area's traditional² and creative³ fashion and textile ecosystem and contribute to increased footfall and visitor engagement.
- **Space Rejuvenation:** Support restoration of heritage buildings, adaptive reuse and tactical urbanism interventions that improve walkability, comfort and the overall public realm experience.
- **Community Content and/or Activation:** Develop relevant, engaging, high-quality content such as pop-up exhibitions, neighbourhood festivals, and suitable public art installations that enhance the visitor experience in the Fashion and Textile Area.
- **Programming:** Curate long-term promotional and cultural programmes that foster public-private-community partnerships, enhance place-based storytelling, and encourage active participation from local stakeholders.

For projects to be considered, please ensure that your application:

- Includes proof of engagement with relevant local stakeholders such as business associations, traders and community collectives

² According to a 2016 study by International Islamic University Malaysia (IIUM), heritage trades and traditional businesses can be defined as those that have been operating for at least 25 years, with inherited and/or displayed special character related to cultural value (eg: involving traditional crafts or associated with traditional customs).

³ In the Malaysian context, DIKN (2009, p.i), the creative and cultural industries were categorised into three main areas, with a dedicated focus on digital/multimedia from the outset:

- o Multimedia: film and TV, advertising, design, animation and digital, content;
- o Culture and arts: crafts, visual arts, music, performing arts, creative writing, fashion and textiles; and
- o Cultural heritage: museum, archives, restoration, preservation.



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- Has strong implementation plans and a three-year business projection;
 - Include a list of confirmed or potential project partners, detailing their roles, with letters of intent where applicable; and
 - Respects the historical, economic and cultural significance of the Fashion and Textile area and aligns with local authorities' implementation and planning frameworks.

8.3 CULTURAL & HERITAGE TRADE QUADRANT

Support the revitalisation of the Cultural and Heritage Trade Quadrant through an integrated approach that combines built environment improvements, business support, and community-driven content and programming.

This theme supports the continuity of traditional trades and fosters inclusive, community-led uses of space through practical interventions that enhance the visitor experience, build cultural resilience, and nurture new business and talents.

Project Categories:

- **Business Seeding and/or Expansion:** Support catalytic and community oriented new and existing businesses that enhances and contribute to increased footfall and visitor engagement.
- **Space Rejuvenation:** Support restoration of heritage buildings, adaptive reuse and tactical urbanism interventions that improve walkability, comfort and the overall public realm experience.
- **Community Content and/or Activation:** Develop engaging, high-quality content such as pop-up exhibitions, neighbourhood festivals, public art installations that enhance the visitor experience and participation of the area.
- **Programming:** Curate long-term engagement and cultural programmes that foster public-private-community partnerships, enhance place-based storytelling, and encourage active participation from local stakeholders and emerging talents in the area.

For projects to be considered, please ensure that your application:

- Includes proof of engagement with relevant local stakeholders such as business associations, traders and community collectives;
 - Has strong implementation plans and a three-year business projection;
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- Include a list of confirmed or potential project partners, detailing their roles, with letters of intent where applicable; and
- Respects the historical and cultural significance of the Cultural and Heritage Trade Quadrant and aligns with local authorities' implementation, planning and heritage framework.

8.4 DOWNTOWN GREEN CORRIDOR

Support the strengthening of Downtown KL's green connector network through an integrated approach that promotes community stewardship and nature-based solutions through activations, programming and tactical greening efforts.

This theme focuses on practical, place-based applications of nature-based solutions and encourages sustained community participation that enhances the connectivity, usability, and ecological value of the green corridor.

Project Categories:

- **Community Content and/or Activation:** Develop engaging, high-quality content such as pop-up exhibitions, community events and public art installations that enhance the storytelling and community participation across the green corridor.
- **Programming:** Curate long-term engagement and educational programmes that foster public-private-community partnerships, encourage active participation from local visitors in the parks or public realm within the thematic focus area.
- **Space Rejuvenation:** Support demonstrative and tactical urbanism that demonstrates practical nature-based solutions and enhance public realm experience.

For projects to be considered, please ensure that your application:

- Includes proof of engagement with relevant local stakeholders such as local authorities, visitors and institutions;
- Include a list of confirmed or potential project partners, detailing their roles, with letters of intent where applicable; and
- Aligns with local authorities' implementation and planning frameworks.

Table 8.0.



9. What types of expenses does the Kreatif KL Grants Programme support?

Below are examples of eligible expenses supported under the Kreatif KL Grants Programme:

ELIGIBLE EXPENSES	
Project mobilisation and preliminary works	- Studies, technical assistance, assessment, and other advisory services required prior to project implementation; and - Site mobilisation, clearance, and cleaning.
Materials and supplies	Costs associated with raw or produced materials required for artwork, installation, production, construction, greening and publication.
Equipment and technology	Costs may include rental of machinery, equipment, software, or other necessary technology for manufacturing, printing, distribution, and event technical setup.
Professional services	- Associated costs required for project implementation which may include fees for hiring specialists, facilitators, collaborators, curators, project leads, consultants, contractors, service providers or other professional or advisory services required for specific project tasks; - Costs associated with capacity building activities aimed at enhancing the skills and knowledge of the project team or the wider community.
Marketing and promotional activities	- Expenses for promoting and disseminating project information, such as social media/digital ads, marketing collaterals, catalogue printing, and website development; and - Inclusive of engagement of creative personnel such as designer, copywriter, photographer, and videographer.

Remarks: The examples listed above may not be exhaustive. Please contact Think City for further clarification regarding eligible expenses.



10. What types of expenses are not supported by the Kreatif KL Grants Programme?

The following expenses are not eligible for funding:

- Costs incurred prior to the signing of the grant agreement;
- Company registration fees or licensing costs;
- Accommodation expenses;
- Routine repair and ongoing maintenance beyond the initial implementation period;
- Purchase or acquisition of physical assets;
- Existing organisational overheads (e.g. rent, insurance, utility bills, staff salaries, council tax);
- Fines, penalties, or legal fees;
- Sales and Services Tax (SST)

11. Who is not eligible for the application of Kreatif KL Grants Programme?

Your application will not be supported if :

You are an individual/collective/organisation:

- Has been declared bankrupt or is undergoing bankruptcy proceedings;
- Is currently involved in legal actions, claims, processes, or investigations;
- Is facing criminal process or is named as an accused in an ongoing court case process;
- Has pending outstanding evaluation reports from previous Think City funded programmes; and
- Has adverse findings identified during the due diligence process.

You are proposing a project that:

- Does not clearly define the project background, issues, objectives, and outputs;
- Fails to comply with applicable laws and ordinances;
- Contains content that denigrate or debase individuals or groups based on race and religion, or that may incite conflict or misunderstanding in our diverse society;
- Poses a threat to national security or public stability; and
- Is not intended for wider public consumption.

12. What documents should be submitted with your application?

Applications must include a detailed proposal that clearly identifies the project's intention, process, and technical requirements (if applicable). Applicants are also required to submit the following supporting documents (if applicable in PDF format), where relevant:

- Applicant's CV/profile/portfolio (for individuals/organisations)
- Project team and roles (including key partners overseeing or advising throughout the project)
- Budget breakdown (Detailing all costs, including any third-party costing. A summary of these details must also be provided in the grants portal application))



- Blanked-out bank statement showing proof of mailing address
- Company/organisation details – Certificate of Registration with Registrar of Companies/Societies/Business – Forms 9, 13, 24, 44, 49, M&A
- Other supporting documents such as:
 - Current pictures of the project site
 - Third-party costings
 - Research documents, etc.
- Other relevant documents listed in Table 8.01.

13. How can you apply for the Kreatif KL Grants Programme?

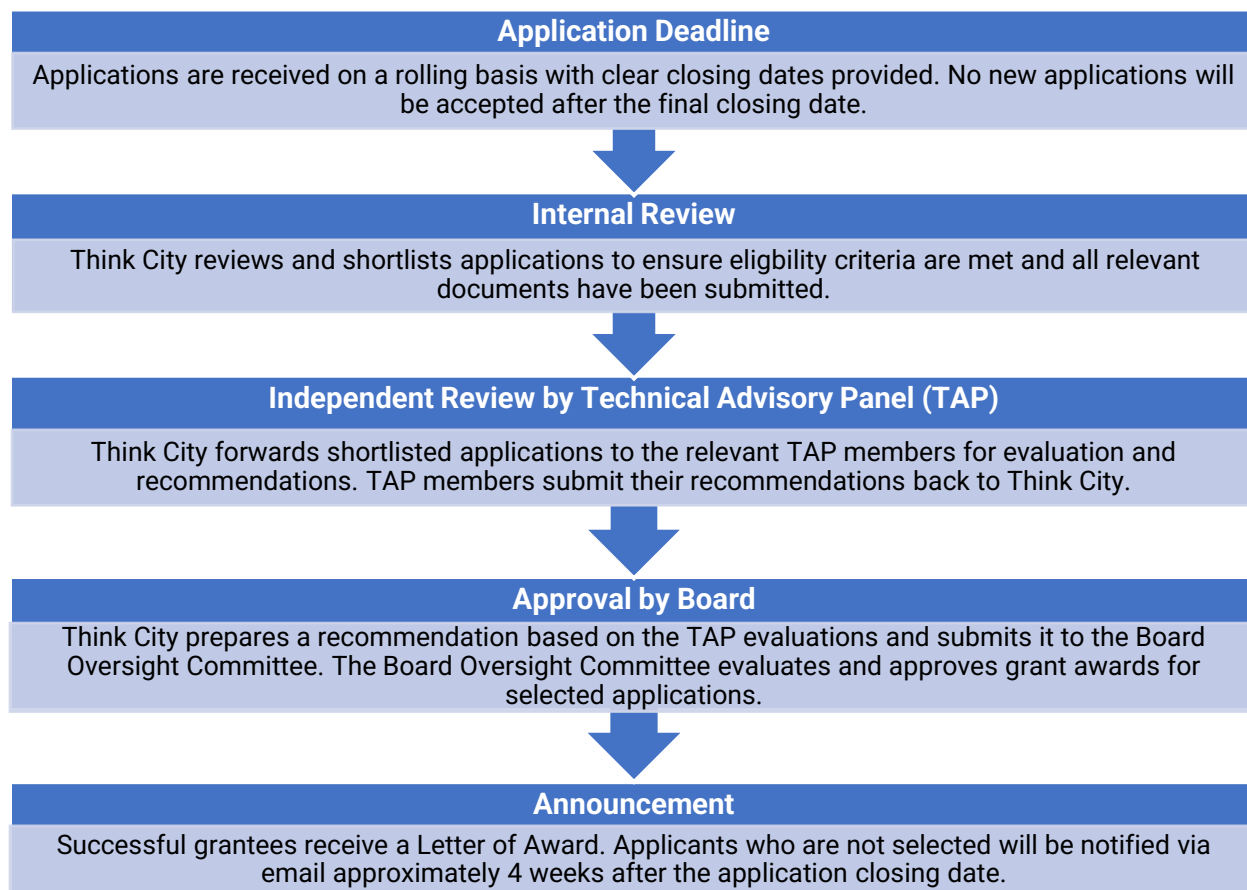
Interested applicants must submit their application and all relevant documents via the grants platform at <https://thinkcity.grantplatform.com/>.

Please note attendance at an Open Day or outreach session is a mandatory part of the application process. Dates for these sessions will be announced and communicated through all relevant Think City and Warisan KL platforms.

14. What happens after you apply?

All applications are jointly assessed and approved through a highly competitive evaluation process. The process shall be as follows, subject to change or modification at any time, at the sole discretion of Think City:





15. What happens after the applications are assessed?

a. **Successful Applications**

- i. Successful applicants will receive an official email notification along with the Letter of Offer (LOO).
- ii. The LOO will be valid for seven (7) days from the time the notification email is sent. If the applicant does not accept the offer within this period, the offer will lapse.
- iii. As a successful grantee, you are required to attend an Approved Application Workshop with Think City to confirm the terms and conditions of the grants.
- iv. Once the milestone deliverables are agreed upon by both the grantee and Think City, you will receive a Letter of Award (LOA) detailing:
 - approved grant amount and purpose;
 - terms and conditions of the project; and
 - scope of works and list of milestone deliverables.

b. **Unsuccessful Applications**

Unsuccessful applicants will receive an email notification if the application is not shortlisted within the same notification period.



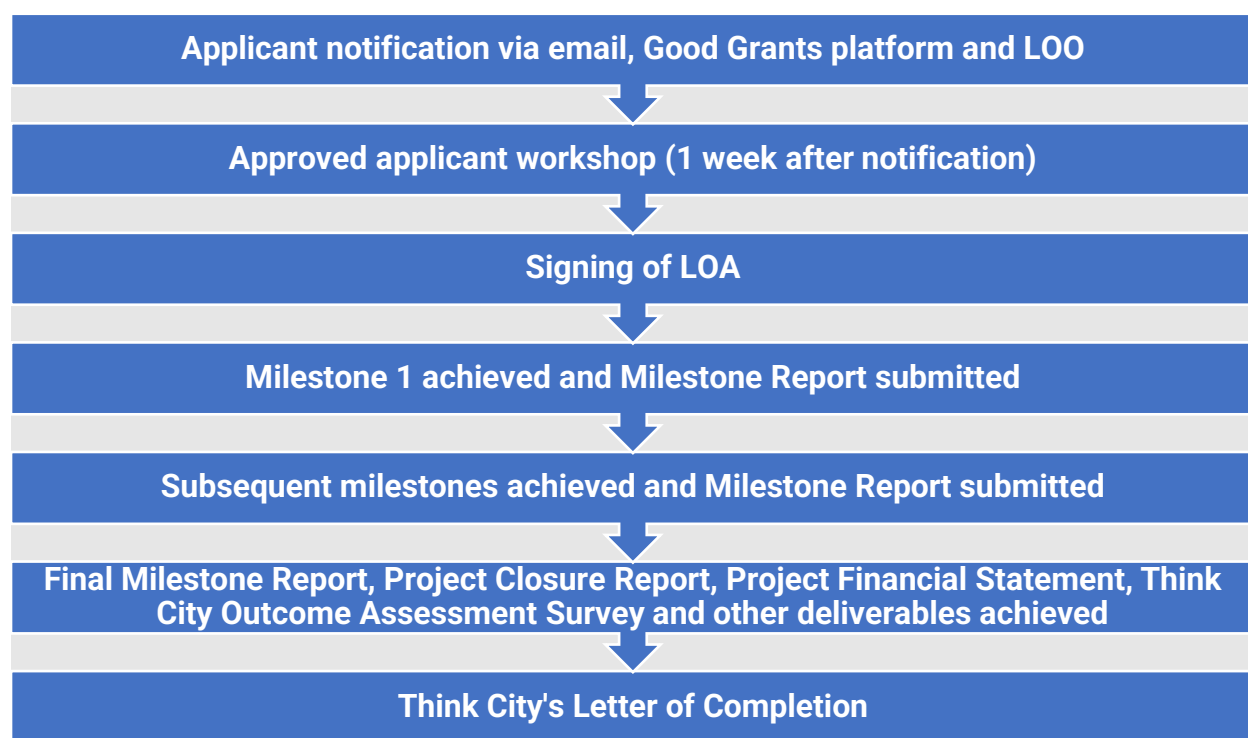
c. Appeals

Think City does not accept appeals. All decisions are final.

16. How will you receive funding?

Funding will be disbursed upon completion of agreed milestones and deliverables. The funding will be made within 30 days of the approved submission and approval of the milestone report and will be transferred to the recognised bank account of the grantee (individual or organisation).

The outlined percentages and deliverable of each milestone may be refined based on a case-by-case basis and are subject to final approval. The process flow is outlined below:



The cited reports provide Think City with valuable data and outcomes metrics to monitor the performance and progress of each project, ensuring accountability of public funds. They also support and inform Think City's research and communications, allowing us to demonstrate the impact of our funded applicants.



17. What are the expectations for deliverables and reporting requirements from successful applicants?

a. Throughout the grant period, you will be required to:

- i. Deliver the proposed project within the grant period as outlined in the Letter of Award (LOA) and adhere to agreed reporting requirements;
- ii. Maintain regular communication with Think City to provide updates on project progress, or notify us of any changes to the scope of work or timeline; and
- iii. Acknowledge the support of Think City, and Warisan KL through relevant media platforms and comply to Think City's brand guidelines i.e., to include logos on all publicity and marketing collaterals related to the supported projects.

b. Milestone Reports must be submitted at the end of each agreed milestone and a Project Closure Report is also required at the end of the project, along with the following:

- i. An Outcome Assessment Survey that is to be submitted within fourteen (14) days upon completion of the project (template provided by Think City);
- ii. A finance statement outlining the actual budget utilisation (template provided by Think City); and
- iii. Any supplementary materials such as photography, videography and/or collaterals created during the project.

c. Additional Notes:

- i. Think City reserves the right to revoke any application or approval under the following circumstances:
 - Changes to the scope of the project without prior notification to and approval from Think City;
 - Failure to complete the project as per the submitted proposal (without valid justification); and
 - Breach of terms and conditions specified and agreed in the Letter of Award (LOA).

18. Who can you contact if you have questions?

If you have any questions, or wish to discuss your applications in detail, please contact Think City via WhatsApp message at +6010 201 8930 or email downtownkl@thinkcity.com.my with your enquiries, or to request an appointment.





About Think City

Think City is an urban impact organisation established in 2009 to create more sustainable and equitable places for the benefit of all. Our knowledge, skills and strategies focus on urban solutions, the environment, social communities, and the cultural economy. Think City is a wholly owned subsidiary of Khazanah Nasional Berhad (the sovereign wealth fund of the Government of Malaysia). For more information, log on to thinkcity.com.my.

