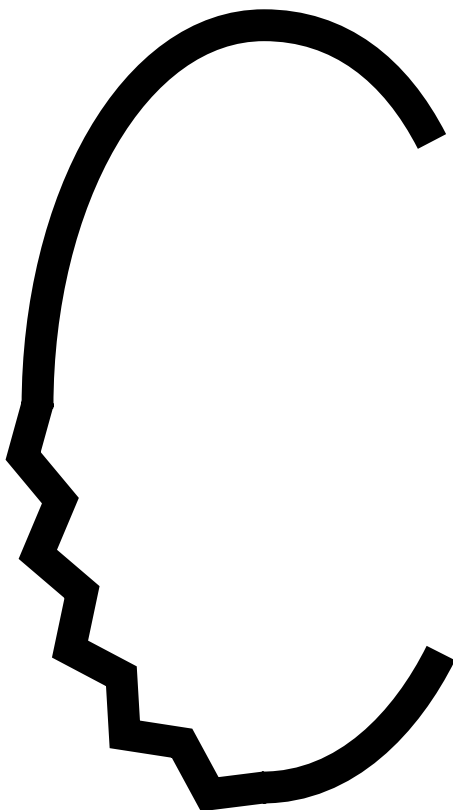


# Open Call Game Sector Professionalisation and Practice Development

creative industries fund NL



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**For individual game professionals, game designers, game developers or temporary or established collectives active within the Dutch game sector, who want to future-proof their practice or studio.**

Do you want to strengthen your position within the game industry, refine your business strategy or work on shared issues? Do you want to investigate how to grow your game practice or studio for the long term? The Creative Industries Fund NL is inviting makers and studios to submit a project proposal to the Open Call: Game Sector Professionalisation and Practice Development, which offers scope for both individuals and cooperative projects. The focus is to strengthen the professional basis of your game practice: from studio and entrepreneurial development to collaboration, knowledge sharing and exploring new revenue models. The call emphasises exchange, peer learning and network strengthening within the Dutch game sector.

To be eligible for a grant through this open call, you have until 8 October 2025 at the latest to submit a proposal.

Please be aware that the Open Call: Game Sector Professionalisation and Practice Development is running in parallel with the Open Call: Professionalisation and Practice Development, and that you may only submit an application to one of these open calls.

### **in summary**

- For individual game professionals, game designers, game developers or temporary or established collectives active within the Dutch game sector.
- Contribution per application: a maximum ranging between € 10,000 and € 25,000 per application (see 'grant amounts and division' for an explanation).
- Total available budget: € 250,000
- Deadline for submission: 8 October 2025, 16.00 hours CEST.
- Announcement of the selection: on 26 November 2025 at the latest.

### **what is this call's objective?**

With this open call, the Creative Industries Fund NL is offering game professionals, game studios and collectives in the Netherlands and the Dutch Caribbean the opportunity to strengthen and future-proof their practice. The call focusses on reflection, positioning and development, with an emphasis on issues or themes specifically related to the game sector, such as sustainable revenue models, scaling up games for a wider audience, collaborations between junior and senior professionals and the influence of technological developments, like AI, on work processes and roles within the industry.

With this call, the Fund is encouraging both individuals and collectives who contribute to the development of the sector. Which role do you, as a maker or a studio, want to take up within this industry and which strategy do you need to strengthen or redefine that position? With this call, the Fund wants to boost the professionalisation of makers and studios in the game sector, by offering scope for reflection, strategic development and collaboration.

### **who is this open call intended for?**

This open call is for game designers, game developers, independent makers, small or medium-sized game studios and temporary or established collectives within the Dutch game sector.

Applications may be submitted by:

- individual makers or studios with an independent practice in the game industry
- temporary or established collectives, set up around a shared issue or development goal

Applicants must be able to demonstrate, in a CV and/or portfolio, that they have at least **three years' professional experience** within the game sector, for example at various

studios or through projects. If you are an individual applicant, you have to provide a recent extract from the Chamber of Commerce (KvK) that shows that you are registered as an independent entrepreneur. For collectives, all makers involved or studios have to demonstrate that they are registered as an independent legal person.

*Please note:* Grants are not awarded within this call for the direct development or production of new games. This call is meant for the professional development of the practice or studio, not for game production.

### which projects are eligible to apply for a grant?

This open call is aimed at game professionals and game studios who want to gain a further understanding of, reposition or renew their practice, by working on their professionalisation. You can do so individually, but the Fund explicitly encourages collaborations: duos, temporary collectives or other forms of joint learning. The call offers scope for game professionals to set up processes to work on shared issues, exchange knowledge and experiences and explore new strategic or creative set-ups.

Applications may focus on various forms of professionalisation, including:

- gaining a further understanding of working methods by means of coaching or knowledge sharing, such as business coaching, artistic reflection or assistance with branding and positioning;
- investigating new collaboration set-ups, for example between smaller studios or between junior and senior professionals;
- developing or refining revenue models and strategic plans for scaling up or visibility;
- repositioning your practice or studio within the domestic and international game sector;
- developing a long-term collective vision or strategy, for example within a cooperative venture or a network of smaller studios;
- strengthening the commercial side of the studio, such as business operations or publishing strategies;
- exploring the impact of technological developments, such as AI, on the division of roles, working methods or creative processes.

What will **not** be paid for:

- the direct development or production of new games, prototypes or other commercial end products;
- regular business operations or recurrent expenses, such as studio rent, maintenance or software licences;
- standard marketing activities and corporate identity development which are not part of a strategic professionalisation process;
- legal advice;
- financing current activities.

Involve external experts:

You have to engage at least two advisers, mentors or coaches, such as a business coach, an experienced producer, a financial adviser, an impact strategist, a publishing expert or a creative mentor, for the implementation of your plan. Give a clear motivation in your application as to why you are choosing these people and how their expertise will contribute to your development goal and long-term strategy or to those of the collective. The plan needs to give clear insight into the central professionalisation issue, how this will be approached and the division of tasks within any collaborations.

*Let op:* the terms of the Open Call Grant Scheme apply to this open call. For example, you may not apply for a grant for activities that have already been implemented, nor for an item that will still have a value after the project.

## grant amounts and division

With this open call, the Fund wants to give both individual game professionals as well as studios the opportunity to strengthen their practice or organisation, but also to offer scope for collective processes where several parties work together on shared issues. This is why this scheme is split up into two categories

- 1 Individual applications, including studios
  - aimed at one independent game professional or one game studio
  - the maximum amount to apply for: € 10,000
  - the applicant is an independent entrepreneur or a studio with legal personality who has been professionally active in the game industry for at least three years.
- 2 Collective applications
  - aimed at cooperative projects between several independent professionals or studios that together focus on a shared professionalisation issue
  - the maximum amount to apply for: € 25,000 per collective application
  - one of the participants acts as the lead applicant / coordinator The collaboration is set out in a collaboration agreement

Please be aware that the grants are meant for the development of skills, strategies and collaboration, not for game or prototype production.

## what is assessed?

Applications are assessed on the basis of the [Open Call Grant Scheme](#) and the specific criteria of the Open Call: Game Sector Professionalisation and Practice Development. Grant applications will be submitted to a committee of independent experts with knowledge of the game industry and the creative sector. The committee assesses applications on the basis of the following criteria:

- a the astuteness of the reflection on the development of your own practice up to now and how this step could be of added value to a more future-proof practice
- b the quality of the plan of action in relation to the intended result
- c the artistic quality of the portfolio
- d the quality of the contribution of the advisers/mentors/coach involved

Each application will be individually assessed by a committee based on the four criteria stated above. In doing so, it will give scores per criterion using the following five-point scale: 1. very unsatisfactory; 2. unsatisfactory; 3. satisfactory 4. good; 5. very good. The applications will be ranked on the basis of the average final score the committee gives to the proposal.

## how do you submit an application?

Applications can be submitted up to Wednesday 8 October at 16.00 hours CEST via the Fund's application platform. Select the "Open Call" grant scheme and then the "Open Call: Game Sector Professionalisation and Practice Development".

Please make sure that you create an account for the application platform in good time, as it takes one working day to activate a new account.

The application should consist of:

- 1 a fully completed application form;
- 2 a project plan (no more than 4 A4 pages, in PDF, 8 MB), consisting of:
  - a **Your vision and current positioning**  
Who are you as a game professional, a studio or a collective and how does your work stand out within the game sector? How do you position yourself in relation

to the current professional field and how do you envisage the future of your practice or studio?

**b Your issue or problem**

What are the motives behind this professionalisation process? Which long-term challenges or chances do you foresee in the development of your practice? Which role do market developments, changes, collaborations and other factors play in your issue?

**c Your plan of action**

Which activities are you going to implement and why have you chosen this approach? Which two or more advisers, mentors or coaches are you going to engage for the implementation and what is their role? For example, are they going to guide or coach you or assist you with knowledge exchange?

**d The intended effect**

What do you want to achieve in the area of artistic and creative development as well as entrepreneurship or strategic growth with this project? What result do you expect and why is this step essential to future-proofing your practice or studio?

- 3 a timetable (no more than 1 A4 page in PDF, 4 MB);
- 4 a balanced budget, including a funding plan, (no more than 2 A4 pages in PDF, 4 MB);
- 5 CV(s) (no more than 1 A4 page in PDF per person involved, 4 MB);
- 6 portfolio(s) with recent and relevant work (no more than 10 A4 pages per application in PDF, 12 MB);
- 7 collaboration agreement, if you are a collective, specifying clear agreements on the coordinator's role and any financial compensation within the project;
- 8 one or more certified extracts from the Chamber of Commerce in the Netherlands or the Dutch Caribbean (issued no more than one year ago; see the explanation at 'who is this open call intended for' where the requirements per type of application are set out);
- 9 letters of intent from advisers, mentors or coaches (optional, no more than 4 MB).

Only complete applications that meet the foregoing requirements will be substantively assessed.

## grant procedure

- The assessment is similar to a tender - this means that within the budget available, the applications with the highest assessment will be supported.
- The submitted proposals will be assessed based on the criteria described above, the terms and entry requirements - see 'what is assessed'.
- A committee of independent advisers issues substantive advice to the Fund's board for each application.
- The committee assesses the applications within the context of this open call, which does not cover the realisation of a specific object or creation project, but does cover the strengthening of the applicant's own design practice, by means of reflection, strategic development and/or collaboration.
- Only positively assessed applications will be eligible for a grant. The processing and assessment are carried out on the basis of the Fund's Open Call Grant Scheme.
- The expected number of projects that can be supported depends on the number of individual or collective applications. The budget available for this open call is € 250,000 in total.

## acknowledgement of receipt and announcement of the selection

The applicant will be informed about the processing of the application no more than three weeks after the closing date.

The applicant will be informed about the processing of the application no more than three weeks after the closing date.

The applicants will be informed of the decision on the proposals selected via the application platform by 26 November 2025 at the latest, where a general selection report and individual scores can also be found.

### **contact**

For questions about the open call and the procedure, please contact: Niki Golob or Arnout van der Maas via [professionalisering@stimuleringsfonds.nl](mailto:professionalisering@stimuleringsfonds.nl) or call +31(0)10-4361600.