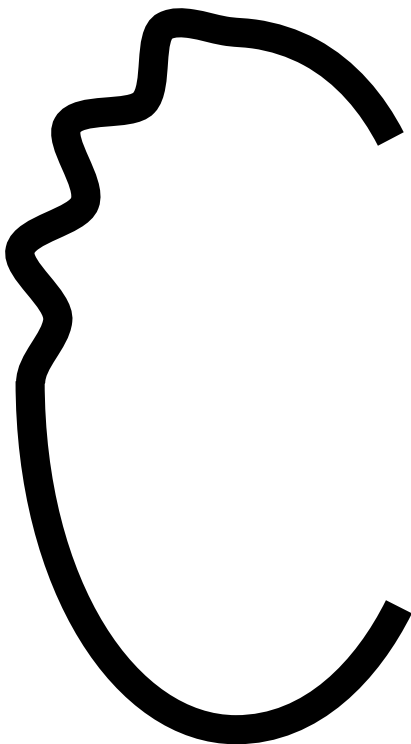


Explanatory notes to the Creative Industry Activities Programme Grant Scheme



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In these explanatory notes you will find a short explanation of a few components of the Creative Industry Activities Programme Grant Scheme, namely, the grant amount to be applied for, the grant period, the activity plan, regional spread and the assessment criteria. Please read all the explanatory notes and the scheme so that you can draft a good application.

1. grant amount

Within this scheme, institutions can apply for grants for programmes with a grant requirement of **between € 50,000 and € 125,000 per calendar year**. This means that there is not only a maximum contribution, but also a minimum contribution. In this regard, the scheme is aimed at activities programmes that have a certain scope.

A condition that the Fund sets is that the grant applied for is no more than 80% of the activities programme's costs. Therefore, there must be co-financing of at least 20% in the form of own income or other grants. To determine if this condition is met, it is the costs that are directly related to the activities programme, the so-called activities charges, that are scrutinized. A reasonable part of the organization's administrative charges that are necessarily linked to the implementation of the activities is included in this.

It may be that an institution implements several activities that are not part of the organization's activities programme or core task, for example in the form of catering activities or renting. These activities will not be taken into account when assessing the 80% standard.

2. grant period

Within this scheme, the Fund provides **grants for a period of two years** (2025-2026). However, the Fund will only require a detailed activities programme and budget for the first calendar year. In this way, the Fund wants to safeguard the scheme's accessibility for smaller institutions that do not have a detailed plan yet for the second year. By awarding a two-year grant, the institutions' financial situation becomes clearer, which is important in the context of fair practice.

Therefore, the assessment of the application is based on a detailed activities programme for the first calendar year. If a grant is awarded, the grant requirement is expected to be the same for the second calendar year. The Fund will award the amount for the second year of the grant period at the same time as the amount for the first year. In the autumn of 2025, the Fund will schedule monitoring meetings with the supported institutions and will ask for a detailed activities programme and budget for the second calendar year. The manner of advance funding and the monitoring meetings are specified in Article 17 of the scheme.

If an institution incurs substantially more costs for the activities programme in the second calendar year compared to the first calendar year, for example, because of a biennial or a sizable audience programme, then a reservation may be included in the first calendar year. If this is the case, the reservation must be clearly explained in the activities programme and the budget. The maximum annual contribution may, even in this case, still not exceed € 125,000.

3. activities plan

The activities plan consists of five components and creates a picture of how the institution interprets the assessment criteria.

- a. A short description of the institution's mission. It is important to consider, amongst other things, how the organization contributes to the strengthening of the design, architecture or digital culture domains within the context of its core task.
- b. A reflection of no more than one page on the implementation of the activities and the functioning of the institution in the previous year. If the institution was established in 2024, reflect on the institution's reason for being, establishment and first activities.
- c. A description of and timetable for the activities that the institution wants to implement in the 2025 period. It is important to consider, for example:
 - how the activities programme relates to the organization's core task;
 - a description of the different intended activities;
 - a timetable for the different intended activities for 2025.
- d. A description of the communication and digital strategy.
- e. Explanatory notes on how the institution relates to the principles of the [Governance Code for Culture](#).

4. regional spread

In this scheme, regional spread is leading for the prioritization of the positively assessed proposals. The prioritization does not examine the spread across disciplines. The prioritization is done based on the **five regions plus the Dutch Caribbean**. Article 5 of the grant scheme contains a list of the regions.

The prioritization process is specified in Article 14 of the scheme. In a nutshell, there is a guaranteed budget per region for the two positively assessed applications with the best score. The remaining budget is awarded to the proposals with the best score that have not been supported through regional prioritization. In this way, the Fund makes sure that there is room to support institutions' activities programme in every region, without those institutions having to compete with institutions from other regions.

5. assessment criteria

All proposals will be assessed by an independent advisory committee based on the following criteria:

a. the artistic value

Is the activities programme high quality, artistically speaking? The advisory committee looks at role of design in the programme, the substantive themes and those who are involved in the programme.

Explanation: when assessing the activities programme, the artistic quality will be linked to the programme's substantive significance, examining the relationship between the programme's form and substance. When assessing the artistic quality, the committee looks at the programme's expertise, power of expression and originality. The expertise relates to the skills of the makers that are involved with the institution. The power of expression relates to the artistic impact the activities have on the audience. Lastly, originality is linked to the recognizable artistic signature

connected to the institution and the programme.

b. contribution to the area of expertise and the social significance

What is the activities programme's social significance and to what extent does this form a contribution to the understanding or innovation of design, architecture or digital culture? In assessing this criterion, the contribution to plurality within the area of expertise in relation to the programme and partners is examined from an intersectional perspective as well.

Explanation: both the social significance and the significance for the area of expertise are considered in this criterion. In the context of this scheme, intersectional means the interaction between characteristics that may contribute to differences in position, equality/inequality and privilege, such as gender, ethnicity, age, place of establishment or validity. In other words, the applicants can contribute in various ways to the broadening and accessibility of the relevant area of expertise with their activities programme, based on their own strength and the local context. The [Diversity and Inclusion Code](#) offers institutions clear guidance on setting goals in this regard.

c. accessibility and audience reach

How is a diverse audience/ professional audience reached and involved? This involves examining the communication and digital strategy, for example. But also: how does the institution ensure that the activities are accessible to the intended target groups? If applicable, the connectivity of the institution with a place, province and/or cultural region is also looked at.

Explanation: the institutions in this scheme are expected to think their audience strategy through. An institution may aim at a wide audience with an activities programme, but it might also serve a more specific professional audience. Thus, high audience numbers are not decisive, but an accessibility strategy is important; this also applies to online expressions, for example. The [Diversity and Inclusion Code](#) also offers institutions clear guidance on setting goals in terms of the audience and accessibility.

d. the business activities and organization

The institution's business activities and set-up must enable the institution to implement the planned activities responsibly and in a financially sound way. How is the [Fair Practice Code](#) applied? The Fund expects a reflection on the current position with respect to the Fair Practice Code and the development the institution has in mind for this.

Explanation: every institution that receives support under this scheme, must be financially, organizationally and operationally sound. This criterion, in the first place, includes financial soundness, which is apparent, amongst other things, from a realistically, well-substantiated budget and financing mix. In addition to fair practice and sound business activities, the committee will also examine the application of the [Governance Code for Culture](#).

To be able to assess the sound business activities optimally, it is important for the applicant to give its attention, at the very least, to:

- *the financial position in the 2023-2024 period, to the extent that this is possible;*
- *the financing mix in the period for which the grant is applied for, any underlying earnings model and the substantiation of this;*
- *a risk analysis for disappointing income and expenditure, and the measures that can be taken in that event;*
- *the organization's remuneration policy.*

e. the application's consistency in objective and setup

The interlinking and interconnectivity of all components referred to in Article 10 will be assessed.

Explanation: it could be that an institution is assessed incredibly well or poorly on one of the above criteria, while interconnectivity between the application's different criteria or components is out of balance. The average score based on the assessment criteria could thus affect the committee's overall impression and the quality of the application. Therefore, this additional criterion also assigns a score to the extent to which all parts of the application, in terms of interconnectivity and interlinking, lead to a high-quality activities programme.