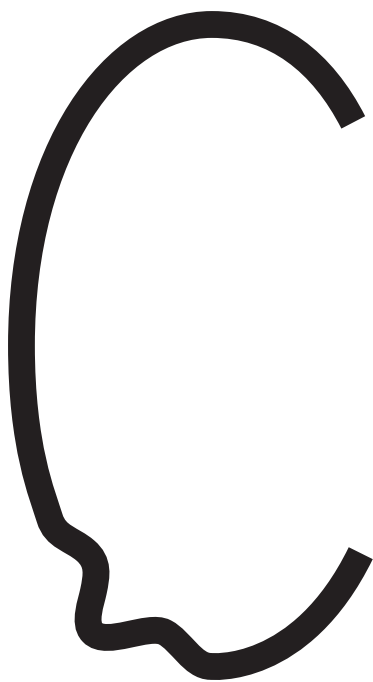


# Grant Application Manual – Design Sector Internationalisation



**creative industries  
fund NL**

**design  
architecture  
digital culture**

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This manual tells you which documents we need to assess your application and what these documents should contain. At the end of the manual, we explain the assessment procedure and criteria. Please read the entire manual so that you are in a position to draft a good application.

## 1. good to know before you start

The advisory committee will assess the applications based on the [Design Sector Internationalisation Grant Scheme](#), which describes all the rules for a grant application. The language can sometimes be a bit legalistic, but make sure you read everything carefully so that you know, for example, the conditions for receiving a grant, how the assessment is made, and what projects cannot be funded.

Only complete grant applications will be processed. You may submit a draft proposal of no more than two pages to us via email up to three weeks before the closing date. Grant officers will then check to see whether the application meets the formal requirements.

To submit a grant application, you will need an account for logging in to the Fund's [application platform](#). It takes one working day to activate a new account, so make sure you create one in good time. If you are having trouble, you can reach us at [internationalisering@stimuleringsfonds.nl](mailto:internationalisering@stimuleringsfonds.nl) or call +31 (0)10 436 16 00.

## 2. checklist of required documents

The table below provides an overview of the documents you need to submit. Pay close attention to the maximum file size and maximum number of pages (including visual material) of the various documents. With the exception of the image, everything must be submitted as a PDF. Use a minimum font size of 10 and line spacing of 1 for all documents.

document	mandatory?	specifications (max)
project plan	yes	8 A4 and 8 MB
timetable	yes	2 A4 and 4 MB
budget and funding plan	yes	3 A4 and 4 MB
publication budget	only for publications	1 A4 and 4 MB
communication plan	yes	3 A4 and 4 MB
portfolio	iif applicable	8 A4 and 12 MB
CV(s) of the most important implementer(s) of the project, or a short description of the institution or organisation's mission	yes	4 A4 and 4 MB
letters of intent, motivation letters or cooperation agreements	yes	4 MB
a digitally certified extract from the Chamber of Commerce, issued no more than 1 year ago	yes	4 MB
image of or one suited to the project for communication purposes	yes	1 JPG and 4 MB

Files that exceed the maximum file size (the number of MBs) cannot be uploaded in the application platform. Documents that exceed the maximum number of pages can be uploaded, but this may still lead to rejection of the application during the formal requirements check.

We will clarify below those documents that need a more detailed explanation. If you have any questions about the other documents, you can always contact us.

## 3. project plan

*Maximum number of pages: 8 A4 (including visual material, with a minimum font size of 10 and line spacing of 1) and maximum file size: 8 MB*

Your project plan describes the form and content of your project as completely and as clearly as possible. This can be done in words and in images, and you determine the relationship between these yourself. When writing your plan, try to include as much information as you can relating to the criteria in this manual, as these are the points the advisory committee will use to assess your application. In any case, make sure that you include the following in your project plan:

**Summary:** describe the content of your project in a maximum of five sentences.

**Reason:** what event, moment or insight led you to want to carry out this project?

**Project content:** clearly explain what your project entails. Describe the substantive and design-oriented principles of your project and indicate what research questions and/or experiments you will focus on.

**Positioning:** what does your project add to the area of expertise? For example, state how it is new or innovative, and how it relates to existing knowledge and similar projects. Explain how your project contributes to a more diverse and equal design sector, and what it contributes to your development as a maker, designer or institution.

**Expertise:** describe the knowledge involved in your project, as well as the desired or planned collaborators and how they will contribute to it. Do not forget to mention the status of the collaboration (confirmed or pending) and add letters of intent from confirmed collaborators as an attachment to the application form.

**Approach:** how will you carry out your project, and what results do you want to achieve? Explain how the chosen form and methodology fit the subject and indicate how you will evaluate your progress during the project and reflect on the results afterwards.

**Target groups:** who is your project aimed at, or who are you making it for? You should explain how you want to reach this group in the communication plan (point 6 in this manual).

**Application of diversity and inclusion:** explain how your project contributes to a diverse field of design.

**Tip:** carefully read what the advisory committee will assess and incorporate these points into your project plan.

**Tip:** avoid repetitions in the text.

**Tip:** use subheadings to help structure your project plan.

**Tip:** add images and sketches to enrich your plan. Please note that the maximum number of pages includes visual material. You may also include links for illustration purposes, for example to videos or websites. Make sure these links are publicly accessible (no WeTransfer or Google Docs) and do not contain information that is essential for the assessment of your application. Applications must be assessable on the basis of the submitted documents alone.

## 4. timetable

*Maximum number of pages: 2 A4 (with a minimum font size of 10 and line spacing of 1) and maximum file size: 4 MB*

You should specify the expected start and end dates of your project in the timetable, with the time between divided into phases to make it clear which steps you are going to take and how much time you will need to implement your project. The maximum project term supported by the Fund is two years. Please take account of the fact that the project may not start before the date on which you are informed about whether you are to receive a grant. You will receive this result in a so-called 'decision' no later than eleven weeks after the closing date of the application round.

## 5. budget and funding plan

*Maximum number of pages: 3 A4 (with a minimum font size of 10 and line spacing of 1) and maximum file size: 4 MB (plus one A4 page of 4 MB if you are submitting a publication budget)*

The budget and funding plan should provide a realistic picture of the costs of and resources needed to carry out your project. It is mandatory to use the Fund's budget template (Excel) when preparing your budget and funding plan; this can be downloaded from the [grant page](#) on our website. The budget template consists of two parts, the 'Budget' tab and the 'Funding plan' tab. You should fill in the budget first, then the funding plan. If you need to, you may add an extra page to the PDF file with an explanation of the personnel costs.

**Tip:** only fill in the white cells, but you may add new lines if necessary.

**Tip:** the coloured cells contain formulas; please always check that your totals are correct.

**Tip:** make it clear which budgeted costs are to be covered by the grant from the Fund.

### **fair practice and transparent costs**

In cooperative ventures between Dutch parties and parties based abroad, different standards may apply to fees and hourly wages. The Fund wants to prevent the situation in a local sector from becoming unbalanced due to fees that are either too high or too low. In the Netherlands, the Fair Practice Code is a guideline that focusses on strengthening the labour market position for those who work in the creative and cultural sector, whereas other countries have their own norms and standards. The Fund expects applicants to respect and apply both the Dutch Fair Practice Code and the relevant standards in the other countries concerned.

### **budget**

Indicate what costs you expect to incur for your project and provide a description of the costs for each activity and budget item. This may cover personnel and/or material costs:

#### *Personnel costs*

Personnel costs are those that relate to the working hours required for the project – this could be your own hours, those of salaried workers, and the costs of engaging freelancers or self-employed workers. Estimate these costs based on the number of hours worked multiplied by the hourly rate. The Fund contributes a maximum of € 82.50 excluding VAT to the hourly rate.

The budget must clearly show what the applied hourly rates are, even if a total rate has been agreed with the implementing parties. In addition, the column next to the allocated costs should explain how a particular rate was arrived at. Make a realistic estimate of the hours needed to prevent unpaid extra work and show how rates relate to both the Dutch Fair Practice Code and the standards in force in the country concerned.

If you deviate from the Fair Practice Code or the standards in the country in question, please use the 'comments' column to explain this. If necessary, this substantiation can also be added in a separate appendix of no more than one page behind the budget. You can find more information about the Fair Practice Code, the Governance Code for Culture and the Diversity and Inclusion Code on our [website](#).

For each activity, you should state the name of the person carrying out the task and

their position, such as programme/project manager, producer, curator, discussion leader, guest speaker, designer, or communications officer. If the name of the person carrying out the activity is not yet known, describe their profile. If one activity is to be carried out by multiple people, add an extra line to the budget for each person.

#### *Material costs*

Other costs fall under material costs – these could include the cost of locations (for workshops and events), materials, travel and accommodation, transport and distribution, publicity costs (communication and PR) and/or permits. Do not just create umbrella budget items, instead make sure that you specify all individual costs.

Please note:

- business costs, like renting an office, cannot be included as location costs. Location costs are only those that are directly related to the implementation of the project;
- unforeseen costs are not subsidised. We need the best possible picture of your grant requirements, and we cannot determine whether unforeseen costs would be subsidised;
- costs for goods that will have a value after the project (such as equipment/ computer equipment and software) are also not subsidised. The Fund provides a grant as a contribution to the costs of a project, which means that it cannot be used for tangible investments.

#### **funding plan**

This provides insight into how your project is going to be financed. The plan is in three parts – co-financing, your own contribution, and the amount of the grant requested of the Fund (i.e. your grant requirement, which will automatically be calculated in the Excel document).

#### *Co-financing*

This is all the income that does not come from the Fund or from you, for example, audience income, sales, sponsorship, other grants (not from the Fund), or investments and contributions from external parties or collaborators. Enter these types of financing under 'Co-financing type', specify the source of the income in the description column, and enter the amount. If applicable, you can also indicate whether this financing has already been requested and/or promised.

Under this grant scheme there must always be co-financing of at least 20% of the total project costs, with the Fund therefore subsidising a maximum of 80% of your total project costs.

#### *Own contribution*

You may include your own contribution to help balance the budget, but this does not count towards the requisite 20% co-financing. Contributions may also be 'in-kind', for example if someone makes a space, machines or materials available without any money being exchanged – you should still include the financial value of this in your budget.

#### **submit as a pdf**

Your budget, funding plan, and publication budget (if applicable) should be submitted as PDFs. Your 'budget and funding plan' may together cover a maximum of 3 A4 pages. The maximum file size is 4 MB. The 'publication budget' may cover a maximum of 1 A4 page. The maximum file size is 4 MB.

Ready to save the templates as PDFs? Select all the content in your spreadsheet and click File > Print. In the drop-down menu for 'Print', choose 'Selection', then tick the 'Scale to fit' box and make sure it is one page wide and one page tall. Finally, click the drop-down menu at the bottom and select 'Save as PDF...'

*This method may differ for each version of Excel, but the most important thing is that*

you create a clear and readable document that meets the maximum size described above, with your budget on one A4 page, your funding plan on another A4 page, and your publication budget (if applicable) on one additional A4 page.

### **VAT in your budget and funding plan**

If you are subject to VAT, then you should draw up your budget excluding VAT because the VAT you pay on any expenditure can be reclaimed from the Dutch Tax and Customs Administration. If you cannot reclaim the VAT on your expenditure from the Dutch Tax and Customs Administration, then it is a component of the project costs, and your budget should include the VAT. In that case you need to fill in columns K and L of the budget and column I of the funding plan. If you have any doubts about this, consult your financial advisor or ask the tax authorities. We regard each grant from the Fund as a contribution to the costs of your project and not as a fee (subject to VAT) for a service to the Fund. If at any time it turns out that you do have to pay VAT on the grant, we will assume that this VAT is included in the grant awarded. Any VAT costs on the grant will therefore be paid by you alone.

*Please note: this VAT rule applies to the party registered in the Netherlands.*

### **additional budget for printing a publication**

If the focus of your application is to produce a printed publication, we ask you to draw up an additional budget. Please use the Publication Budget Template for this. It is an Excel sheet which uses fixed formulas to calculate the maximum grant amount that can be requested. The expected income from sales is included in this calculation.

You should also provide information in the form about, among other things, the publication's print run, the costs of content development, the printing costs and the sale price. For publication applications, the Fund assumes that you will sell at least 70% of the print run and generate income from this. The template will then calculate the maximum grant amount the Fund can contribute to the publication.

You must complete this budget even if you publish independently. If you are working with a publisher, please coordinate the content of the form carefully with them.

## **6. communication plan**

*Maximum number of pages: 3 A4 (including visual material, with a minimum font size of 10 and line spacing of 1) and maximum file size: 4 MB*

Your communication plan describes the target group you want to reach with your project, why that group is important for your project, and what you are going to do to publicise your project to that group. Describe what media, platforms or locations you hope to use to find a suitable reach, and how you will involve this target group in the project. Indicate the expected number of audience members and participants/visitors of any public activities and explain how you are going to bring the results of your project to the attention of the target group.

## **7. portfolio**

*Maximum number of pages: 8 A4 (including visual material, with a minimum font size of 10 and line spacing of 1) and maximum file size: 12 MB*

The portfolio is used to show a selection of images of projects that best represent your practice or organisation, and those of any collaborators. You may provide short descriptions of the images, with the overall aim of giving the advisory committee a good picture of your practice and experience, or your organisation's work. Please do not assume that portfolio websites will be visited.

## 8. letters of intent, motivation letters or cooperation agreements

*Maximum file size: 4 MB*

You must provide at least one letter of intent from a project partner (a maximum of 2 pages per letter) for your application. Combine multiple letters of intent, motivation letters and cooperation agreements into one PDF document. A letter of intent may be a short email or letter in which the agreements, division of roles, and any agreements on intellectual property are clearly stated.

We would like to see the following in the letter of intent:

- what role the partner will have in the project;
- why the collaboration is interesting for both parties;
- what the partner will actually contribute to the project;
- a clear commitment from the partner to participate in the project.

## 9. processing period

Once you have submitted your application, you will be informed approximately two weeks after the closing date about the processing of your application and an explanation will be given about the further procedure. You will then receive the results of your application no later than ten weeks after the closing date.

## 10. assessment procedure and criteria

Applications that meet all the formal requirements will be submitted to an independent [advisory committee](#). The committee applies the [Advisory Committee Procedure of the Creative Industries Fund NL](#). The advisory committee assesses applications based on the criteria set out below.

### **a. selected subject, research question and artistic value;**

The application of this criterion very much depends on the context. The committee considers the design challenges related to the various disciplines/sub-disciplines, the circumstances in which the applicant works and the proposal's approach. The committee will also look at the substantiation of the local or other contexts that play a role in the selected theme.

When assessing the artistic value within the Design discipline, the relationship between the form and substance of the project is examined. How has the project's theme or issue been translated into an interesting artistic form and design-related approach? Which challenge is central within the project and why? What is the substantive objective or principle and how does this translate into research, a design challenge, form or another medium? If the application is submitted by one or more makers, an assessment is made of how the project fits in the personal practice or portfolio and of similar expressions within the genre or area of expertise. If the application is for a presentation, an event or a publication, the artistically relevant principles and the curator, author or programme maker's contemplation of the area of expertise is examined.

When assessing the artistic value of a project within the Architecture discipline, the central issue and the creative and cultural value are examined. Spatial design and research are central within this discipline. To assess the quality of the project, the formulation of the spatial design challenge and/or research question, the connection between form and substance in the project and the quality of the makers' portfolios

are looked at. If the application is more contemplative in character, the curator's choices and/or the programme's guiding principles are examined. The cultural scope of a project may also be examined and whether it is set against more commercially driven objectives.

When assessing the artistic value within the Digital Culture discipline, the relationship between the form and substance is examined and in that context the significance of the digital, virtual and/or technological component. Strengthening the quality, development or understanding of the field of expertise is an important goal within this discipline. How has the project's goal, theme or issue been translated into an interesting form? If the application is submitted by a maker, the committee looks at similar expressions/experiments within the genre or area of expertise and compares the portfolio of that maker with them. It looks at the step the applicant intends to take with the new project and how this relates to actual developments within the area of expertise. If the application is more contemplative in character, the curator's choices and/or the programme's guiding principles are examined. The cultural scope of a project may also be examined and whether it is set against more commercially driven objectives.

**b. the extent to which the project is effective in its set-up;**

The more practical side of the project's implementation is examined here. Which activities are actually going to be carried out? The committee assesses how well the objective and set-up accord with each other and the target groups on which the proposal focuses. The proposal must show by whom and how the project is to be carried out. In doing so, it examines the clarity of the plan of action, the effectiveness of the selected method and whether the expertise engaged to carry out the project creates confidence that the project will lead to relevant results. Furthermore, this criterion includes considering how an applicant involves or would like to involve, from a substantive, technical or strategic point of view, external parties and target groups to broaden the project's level of support. In addition, it is important for the committee to know the extent to which these parties have already promised to cooperate or whether they intend to do so. Lastly, it examines the way in which results are disseminated, and target groups are reached.

**c. positioning within the relevant professional field and the relevance to the Dutch creative industry;**

This criterion scrutinises how the proposal is positioned with respect to the international context and the extent to which it adds value. Is the proposal a response to a local or current theme, or not? Which foreign need or challenge does it link up with? What is the foreign partner's motivation and role in this collaboration? What is considered here is whether the voice and influence of the collaboration partners are sufficiently present and to what extent. Does the proposal ask any unexpected and relevant questions or discuss new perspectives? What is considered here is, are the prevailing ways of thinking and doing questioned or does the proposal build on them? How and which course will be taken to look for the necessary knowledge and what are the expected results and insights? Moreover, it must serve a clear interest of the Dutch creative industry.

**d. the set-up of the collaborations within the application;**

The committee will assess how the proposed collaborations are substantiated. In this regard, the complementary expertise and the roles of the collaboration parties within the project and the way in which they link up with the topic, the objective(s) and the implementation of the project are assessed. The collaboration itself is also examined. It is important for the division of tasks and the allocation of the budget to be well-balanced. If other parties beyond the collaboration partners are involved, the committee will also look at the roles they fulfil and how they link up with the implementation of the project proposal. Lastly, the committee looks at the motivation and positioning of both the main applicant (or the applicant) and the collaboration project partners.