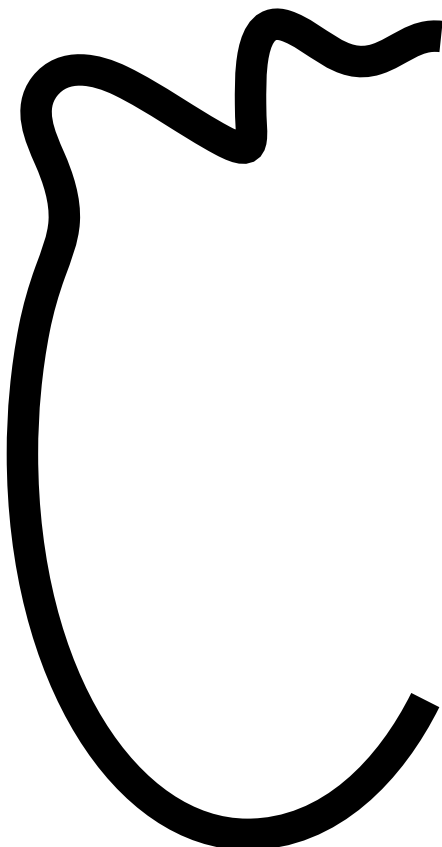# Grant Application Guideline - Digital culture

creative industries
fund NL

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In this guideline you can find out about which documents we need to assess your grant application and what should be in those documents. At the bottom of the guideline, we explain the assessment procedure and criteria. Please read the entire guideline so that you can draft a good application.

1. good to know before you start

The advisory committee assesses applications based on the Digital Culture Grant Scheme. This scheme describes all the grant application regulations but sometimes the language can be pretty legalistic. Please make sure that you read the document thoroughly, so that you know, for example, what the conditions to obtain a grant are, how the assessment is made, and for which projects you cannot apply for a grant.

Only complete grant applications will be processed. You can submit a draft proposal to us via email up to two weeks before the closing date. Grant officers will then check with you to see if the application meets the formal requirements and what needs more attention.

To submit a grant application, you need an account with which you can log in to the Fund's online application environment. It takes one working day to activate a new account, so create it in good time.
If you have any questions, you can contact us via:
digitalecultuur@stimuleringsfonds.nl or call on +31 (0)10 436 16 00.

2. checklist of required documents

The table below gives you an overview of the documents (in PDF) you need to send in when you apply for a starting grant or a project grant. Please pay attention to the maximum size of the various documents. Files larger than the maximum size cannot be uploaded to the online application environment.
Do you want to know whether you need a starting grant or a project grant for your project? Our website explains the difference.

document	starting grant	project grant	maximum size
project plan	not applicable	compulsory	10 A4, 8 MB
schedule	compulsory	compulsory	1 A4, 4 MB
budget and finance plan	compulsory	compulsory	2 A4, 4 MB
calculation form	not applicable	only for applications for publications	1 A4
communications plan	not applicable	compulsory	2 A4, 4 MB
additional visual material	optional	not applicable	12 MB
visual material/ portfolio	compulsory	compulsory	10 A4, 12 MB
CVs of the applicant and the parties involved	compulsory	compulsory	1 A4 p.p., 4 MB
letters of intent	if available	if available	4 MB
arrangements about intellectual property	if available	if available	4 MB
copy of the articles of association	if available	if available	4 MB
covering letter	only in the case of a revised application	only in the case of a revised application	2 A4, 4 MB
digitally certified extract from the Chamber of Commerce, issued no more than 1 year ago	compulsory	compulsory	4 MB
image of the project, suitable for communication purposes	compulsory	compulsory	1 JPG, 4 MB

Below we will clarify 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

You only draw up a project plan if you are applying for a project grant. If you are applying for a starting grant, then you no longer have to submit a project plan for the rounds in 2024. Instead, we will ask you questions in the online application environment about the project for which you are applying for a starting grant. Answering those questions can take a considerable amount of time. We have clarified the starting grant on this page and you can already have a look at the questions from the application form.

In the project plan you describe the form and content of your project as completely and as clearly as possible. You can do this using text and images and you determine the text-to-image ratio yourself. Make sure that at least the following elements are included in your project plan:

Summary: describe the content of your project in no more than five sentences.
Reason: describe the intrinsic and artistic principles of your project. Also explain how the project will contribute to your development as a maker, a designer or an institution.
Project content: clearly explain what your project entails. Also indicate which research questions are or experiment is central in your project.
Positioning: explain what your project adds to the field of digital culture. For example, in what way is it pioneering or technically innovative? And how does the project differ from similar projects?
Expertise involved: explain which knowledge you are going to involve in the project. Indicate who the collaboration partners are or who you would like to involve and how they will contribute to the project. Make sure that you specify the status of the collaboration (confirmed/not confirmed). Add letters of intent from confirmed collaborations as a separate attachment in the online application form.
Plan of action: explain how you want to implement your project, and which results you want to obtain. How does the selected form complement your subject? Also indicate how you are going to evaluate and reflect on the project's progress in the mid-term.
Intended target groups: explain at whom your project is aimed or for whom you are making it. In the communications plan (point 6 of this guideline), you set out how you want to reach this target group.
Application of diversity and inclusion: Explain how your project contributes to a diverse field of digital culture. See also assessment criterion E at the bottom of this guideline.

Tip: Avoid repetitions in the text.
Tip: Use subheadings to give structure to your project plan.
Tip: Add images, sketches or links to videos or demos. They could clarify your plans. You can also include a link to a short video in which you explain your project in more detail. Make sure that these links are publicly accessible and are active (no WeTransfer).

4. timeline

In the timeline you explain which steps you will take to carry out your project and how long this will take. The maximum project term supported by the Fund is two years. Please take into account the fact that the project may not start before the date on which you are informed about whether you are receiving 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 finance plan

With the budget and the finance plan you provide a realistic picture of the costs and income that are needed to implement your project. To assess this properly, it is important that you specify all the amounts and indicate which costs you are applying for a grant for. You include this in the budget. In the finance plan, you indicate how the project costs are to be financed. Make a distinction here between your own contributions, audience revenues and sales, contributions from private sources and contributions from public sources, such as grants.You can download an Excel template document for the budget (1st tab) and the finance plan (2nd tab) on the grant page.

The Fair Practice Code is aimed at a stronger labour market position for those who work in the creative and cultural sector. The Fund expects applicants to relate to and apply this code. You describe how you do this in your application and demonstrate it in your budget. If you deviate from the code, please explain why. Read more about the Fair Practice Code on our website. You can also read about the Governance Code for Culture and the Diversity and Inclusion Code here.

When drawing up your budget and finance plan, make sure that you consider the following points:
- Draw up the budget in euros and in round figures.
- Specify all separate costs. Do not create overarching budget items but clarify all costs.
- Unforeseen costs will not be subsidized.
- Material expenses are divided into types of costs. For example, location costs (for workshops and events), costs of materials, travel and accommodation expenses, transport and distribution costs, publicity costs (communication and pr) and/or costs for permits.
- Make it clear in your budget which costs are to be financed by the grant from the Fund. For example, you can do this by colouring these cost items.
- Costs for the acquisition of items that will have a value after the end of a project (e.g. computer devices) will not be funded.
- Clearly state if the budget is inclusive or exclusive of VAT. This depends on whether or not you are subject to VAT (see below).
- You budget personnel costs on the basis of hours x rate. The Fund contributes a maximum of € 82.50 excluding VAT to the hourly rate of the applicant and possible collaboration partners. Break down the costs by activity and state the name of the person carrying out the work. If this is not yet known, describe the profile of the implementer.
- The finance plan shows whether co-financing has been agreed or not yet.

VAT on your budget and finance plan
If you are subject to VAT, then draw up your budget exclusive of VAT. You can reclaim the VAT on your expenditure from the Belastingdienst (Dutch Tax and Customs Administration). If you cannot reclaim the VAT on your expenditure from the Belastingdienst, this VAT is a component of the project costs, and you should draw up the budget inclusive of VAT. If in doubt, consult your financial adviser or a tax inspector. We consider the grant you receive from the Fund as a contribution to the costs of your project and not as a payment (charged with VAT) for a service provided to the Fund. If, at any time, it should transpire that you are nevertheless liable for VAT on the Fund's contribution, we will assume that this VAT is included in the amount of the grant awarded. In that case, any VAT charged on the contribution will be entirely borne by the applicant.

6. communications plan

You only draw up a communications plan if you are applying for a project grant. If you are applying for a starting grant, you can skip this point.

In a communications plan you describe which target group you want to reach with the project and what you are going to do to publicize the project. Describe via which medium, on which platform or in which location you hope to find an appropriate reach and how you want to involve this group in the project. Also indicate which audience and how many participants/visitors you expect at public activities, if any, and set out how you are going to bring the results of the research to the target group's attention.

7. additional visual material

When applying for a starting grant, you can upload visual material (such as sketches, reference images, etc.) to support your answers to the questions in the online application form. Make sure you state which images relate to which questions.

When applying for a project grant, you can incorporate additional visual material in your project plan. See section 3 of this guide.

8. portfolio

The portfolio is a PDF document in which you show a selection of projects that are representative of you and of your possible collaboration partners. The portfolio gives the committee a good picture of your practice and experience. If you do not have a portfolio, then you can upload a short text document with an explanation of why a portfolio is not applicable. You may not assume that we look up portfolio websites.

9. calculation form

If you are applying for a grant to print a publication, then you also need to send in a completed calculation form. The calculation form is an Excel document with fixed formulas that calculates the maximum grant amount to be applied for. This calculation includes the expected sales income. In the form, you must supply information about, for example, the number of copies, the way the publication is going to be printed and bound, the content development costs, the printing costs and the sale price. For publication applications, the Fund assumes that you will sell a minimum of 70% of the copies and generate income from that. If you publish the publication independently, you also have to fill in a calculation form. If you work with a publisher, make sure you coordinate the content of the calculation form with this party.

10. processing period

Have you submitted your application? Then you will be informed about the processing of your application and an explanation will be given about the further procedure approximately two weeks after the closing date. You will receive the results of your application no later than eleven weeks after the closing date.

11. assessment procedure and grant 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. Slightly different criteria apply to starting grants. Please carefully read article 10 of the Digital Culture Grant Scheme for this.

a. The artistic value of the project
This criterion considers the relationship between the project's form and substance and the significance of the digital, virtual and/or technological component. How has the project's goal, theme or issue been translated into an interesting form? What step is taken with the project? And, if it concerns a programme or a reflective project, what are the basic principles, and which substantive choices are made? If the application is submitted by a maker, the committee will look at the role the digital media and technology have in the artistic thought and work process. In this regard, the portfolio of any other makers involved in the project will also be examined.

b. The significance of the selected theme and issue to the area of expertise
This criterion considers how the project relates to the knowledge that is already present in the area of expertise and the extent to which it adds to this knowledge. Is the proposal a response to a well-known or current theme, or not? Does it ask any new questions or discuss other perspectives? Does the project question prevailing ways of thinking and working or does it build on them? How and what course is taken to look for new knowledge and what are the expected results and insights?

c. The degree to which the project is effective in its setup, methods and the expertise involved
This criterion considers the implementation of the project. Does the set-up of the project fit the goal? At which target groups is the project aimed? Is the plan of action clear and is the method used effective? And are collaborations entered into that lead to innovative results?

d. The project's level of support, as demonstrated by the partners involved and the method and extent of co-financing and the expected audience reach
This criterion considers the extent to which you involve, from a substantive, technical or strategic point of view, collaboration partners and target groups to broaden the project's level of support. Have the collaboration partners confirmed their cooperation or not yet? Are the collaboration partners going to contribute to the project financially or in goods or services? How will the results be spread, and target groups reached?

e. The project's contribution to diversity and inclusion within the area of expertise
This criterion considers the extent to which the project contributes to a diverse field of digital culture. The project may have a substantial share in this, but the composition of the team, the collaboration partners and the audience may play a part as well. Diversity may be reached in various areas, e.g. cultural diversity, regional spread, or by actively involving people of different ages, gender and educational levels and with and without impairments.