

# Grant Application Guidelines - Upstream: Music x Design 2022

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**creative industries  
fund NL**

**design  
architecture  
digital culture**

p.o. box 29066  
3001 gb rotterdam

groothandelsgebouw  
entrance c, 5th floor  
weena 723, rotterdam  
+31 (0)10 436 16 00

[info@stimuleringsfonds.nl](mailto:info@stimuleringsfonds.nl)  
[www.stimuleringsfonds.nl](http://www.stimuleringsfonds.nl)

**You want to submit an application to the Upstream: Music x Design Grant Scheme. These guidelines contain suggestions and tips to help you prepare your grant application to the Creative Industries Fund NL. Using these guidelines, you will be able to draw up as complete a project plan, communications plan, planning and budget as possible.**

## before you begin

**Before you draw up and submit your grant application, it is useful to know how it will be assessed. The assessment is carried out by the advisory committee of this grant scheme based on the Upstream: Music x Design Grant Scheme. Make sure that you read the conditions, criteria and objectives set out in the Upstream: Music x Design Grant Scheme carefully. You can read more about the criteria in these guidelines. Also make sure that you read the grounds for rejection used in this grant scheme, to prevent later disappointment.**

## please note

- Do not fill in the application form in the digital application environment until you have finished your project plan, communications plan, planning and budget. The application form is used to collect information about you and your application for the Fund's grant administration and processing. You explain your project proposal in a brief summary. You can upload all appendices in PDF form. Do not upload more than the maximum number of pages, if indicated.
- Begin on time. Applying for a grant can be complicated, so always allow sufficient time to write your application.
- You need a personal account to submit your application. Create this account in good time. It takes one working day to activate a new account.

## project plan

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

- Project content: give as clear a description as possible of the content of your project proposal, and specify in particular the problem definition and the issue in question;
- Reason: describe the intrinsic and artistic principles of your proposal;
- Personal motivation: explain why your project is relevant to your development;
- Positioning: place your proposal within current design practice. How does your proposal relate to or distinguish itself from other comparable practices;
- Relevance: explain the relevance of your project to the area of expertise;
- Target groups: explain who you are making the project for;
- Plan of action: which methodology will you use to carry out your project and what are the intended results? Explain how they are interconnected;
- Expertise involved: provide insight into the expertise you will involve in implementing your project, including a brief list of the intended cooperation partners;
- Evaluation: reflect on the results (and interim results) and indicate what your

expectations are with regard to the long-term development of the project.

**Tip:** Try to avoid repetition of text fragments.

**Tip:** Where possible, add images to illustrate and clarify your project plan or add links to online videos. This could also be a short video in which you explain your project plan.

*Your project plan must not be longer than ten pages (A4).*

*The file (PDF) must not exceed 8 MB in size.*

## communications plan

In addition to a project plan, your grant application must include a communications plan or presentation plan. In this plan, you should in any event provide a substantive description of the following points:

- The activities you will undertake to publicize the project and gain the interest of the intended target groups;
- The target audience and the number of participants/visitors you expect will attend the public activities you are going to carry out. Motivate this both quantitatively and qualitatively;
- The way in which results, interim results and outcomes will be shared with relevant parties;
- You must also describe how you are going to present the results of your project in a presentation plan. How are you going to bring the presentation to your intended audience's attention? In which form? Through which medium, on which platform or in which location will you find an appropriate reach?

*Your communication or presentation plan must not be longer than two pages (A4).*

*The file (PDF) must not exceed 4 MB in size.*

## planning

The planning allows you to provide insight into the steps you are going to take to carry out your project and how long they will take.

**Please note:** The maximum project term supported by the Fund is two years. When drawing up the planning, keep in mind that the moment of awarding the grant is the commencement date of your project. You can take this to be ten weeks from the closing date of the application round.

## budget

The budget provides a realistic picture of the estimated costs and income that are directly related to the implementation of your project. The specification of costs and income must enable the Fund to assess your underlying calculations and estimates. The maximum contribution per project is € 50,000. In order to draw up a good budget, it is important to take account of the following:

- You calculate the amount of the grant you are going to apply for by deducting the total amount of co-financing and your own contribution from the total project costs;
- The budget makes it clear which budgeted costs are to be financed by the grant

- from the Fund;
- The Fund supports projects on the basis of their intrinsic and/or artistic relevance and therefore, in the first instance, finances costs that contribute directly to a qualitative implementation of projects;
- In order to ensure a healthy and future-proof labour market in the cultural and creative sector, you must adhere to the five principles of the Fair Practice Code for all work relating to the subsidized project and, as a commissioning party, pay a fair fee. If you deviate from the Fair Practice Code, please indicate the reason for doing so;
- State if your budget is inclusive or exclusive of VAT. This depends on whether or not you are subject to VAT (see below);
- Draw up your budget in euros and in round figures.

In the attachment you will find a model budget and finance plan.

**Please note:** Whether or not you are subject to VAT depends on the activities you carry out. If you are subject to VAT, then draw up your budget exclusive of VAT. You can reclaim the VAT included in your expenditure from the Belastingdienst (Dutch Tax and Customs Administration). If you cannot reclaim the VAT included in 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. If your application is granted, the Fund will regard the amount of the grant awarded to you 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.

**Loan:** The Board may choose to provide part of the grant as a loan, based on the advisory committee's advice. This form of support may be applied if it is plausible that (part of) the project will lead to a revenue model. Part of the contribution to be determined by the Board must then be paid back within no more than three years. If a project does not yield the expected income, the loan will be waived in full or in part. If this can be clearly substantiated, the applicant may indicate that part of the contribution is being applied for as a loan. If so, please indicate this in the budget and finance plan.

*Your planning and budget must not be longer than two pages (A4).  
The file (PDF) must not exceed 4 MB in size.*

## submitting the application

You submit your grant application in the Fund's application environment which is where you fill in the application form. Part of this form is a summary of your project proposal. Make sure that the form including the summary can be read and understood independently. You can upload your project plan, communications or presentation plan, planning and budget and any other appendices with your application form in the application environment. After that, you can submit your application.

An application consists of the following documents:

- application form
- project plan, planning, budget and finance plan

- communications plan, except in the case of a starting grant
- CVs of those carrying out the project
- extract from the Dutch Chamber of Commerce, no more than one year old
- picture
- portfolio, optional
- letters of intent or collaboration agreements, optional
- statement about the arrangements relating to intellectual property, optional
- collaboration agreements with participating parties
- intellectual property agreement signed by the parties involved
- calculation form, if your application relates to a publication

**Requirements:** Add a completed intellectual property agreement between the participating parties to the application; this should give insight into the intellectual property structure and the expected economic gain. The property, copyright and neighbouring right agreement must be signed by the parties involved when the realization application is submitted.

The possibility of unrestricted use of the end product by the artist concerned after realization of the product is to be safeguarded in the intellectual property agreement.

**Please note:** Create an applicant account on time, as it takes one working day to activate a new applicant account.

**Tip:** We strongly advise you to submit your application at 17:00 hours on the day of the deadline at the latest. We can be reached during office hours if you need help should something go wrong.

## processing period

After submitting your grant application and within two weeks, you will receive an official notification that your application has been taken into consideration and an explanation of how the assessment process will subsequently proceed. The results will be announced no later than 10 weeks after the closing date of the application round concerned.

## assessment procedure & criteria

The Fund presents applications that meet all the formal requirements to the independent Upstream: Music x Design Advisory Committee. The committee applies the Advisory Committee Procedure of Creative Industries Fund NL. The version published on the Fund's website at the time of submission applies.

The Upstream: Music x Design Advisory Committee will process your application based on the application form, your project plan and the attachments submitted. The assessment is made on the basis of the Upstream: Music x Design Grant Scheme's criteria below.

Only the first four criteria apply to starting grant applications: impact, artistic quality, distinctive value and Dutch interest.

**a. Impact:** the project researches an aspect of the pop music sector in an innovative way and brings parties with a proven track record in at least two disciplines together.

**b. Artistic quality:** it is an artistically high-quality project and technically feasible.

**c. Distinctive value:** the project has added value to the existing pop / urban music offerings.

**d. Dutch interest:** the project is a collaboration between two or more partners who have a clear link with the Dutch creative industry. The applicant is registered in the Dutch Chamber of Commerce. If the need is substantiated well, collaboration with a foreign party is permitted.

**e. Audience reach:** there is a clear vision of the project's audience reach and the project is scaleable internationally. The project's premiere is in the Netherlands.

**f. Co-financing:** the co-financing is reasonable and consists of a personal contribution or a third-party contribution.

The committee then makes an announcement on the extent to which the project is expected to contribute to the objectives of the grant scheme and the Fund. The committee pays particular attention to the relevance of the issue, the planned approach, the expertise of the parties involved, the intrinsic and financial backing and the consistency between these elements.

## starting grant

Within the Upstream: Music x Design Grant Scheme a starting grant can also be requested for the initial phase of projects. The initial phase is six months at most and is to be used to conduct preparatory research, to prepare the project and to conclude any collaboration. Starting grants are a maximum of € 5,000.

This means that you can, for example, apply for a starting grant for the phase prior to your research or the execution of a project. In the application for a starting grant, you should describe the activities aimed at refining the substantive and organizational aspects of the project. This allows, for example, the problem and the research questions to be detailed and the initial phase can be used to involve partners thereby generating substantive and financial support for the project. You can also utilize the initial phase to conduct essential preparatory research, draw up a communications plan and for an initial proof of concept, if necessary.

Besides describing the activities during the initial phase, it is important that you provide an outline of the intended project (or follow-up project), the communications plan and the end results. You can subsequently submit an application for a standard project grant to implement the resulting project plan.

You can subsequently submit an application for a standard project grant to implement the elaborated realization plan.

Select 'starting grant' under 'type of project' in the online application environment.

An application for a starting grant must be more than just a draft, otherwise the advisory committee will not be able to judge if the application might lead to a meaningful follow-up project.

# appendix

## model budget and finance plan

### Specified overview of project costs

In this overview, you provide a specification of the costs that are directly related to carrying out the project, for each part of the project/programme:

- You budget personnel costs on the basis of hours x rate. The Fund contributes a maximum of € 75 excl. VAT to the hourly rate of the applicant and equivalent cooperation partner. Break down the costs by activity and state the name of the person carrying out the work. If this is not known, describe the profile of the person or organization in question. If you deviate from the Fair Practice Code, please indicate the reason for doing so.
- For material expenses, make a breakdown by the type of cost. For example, location costs (for workshop and events) costs of materials, travel and accommodation expenses, transport and distribution costs, project-specific publicity costs (communication and pr) and/or costs of permits.
- Costs for the acquisition of items that will have a value after the end of a project (e.g. computer devices) are not, in principle, funded. If purchasing devices for the project is really necessary, opt to write them off in part.
- An application for unforeseen costs is not permitted.

**Please note:** In general, budget items of € 2500 and above must be specified.

Budget							
Personnel expenditure	Number	Hour	Rate	Total Excl. VAT	Including VAT	Implementer/ co-financier	Paid by
Activity 1				€			
Activity 2				€			
Activity 3				€			
Material expenses	Number	Unit	Rate	Total	Including VAT	Implementer/ co-financier	Paid by
Locations				€			
Materials				€			
Travel				€			
Accommodation				€			
Total project costs				€			

### Specified overview of income

In this overview, you indicate how the project costs are to be covered. Make a distinction between your own contributions, audience revenues and sales, contributions from private sources and contributions from public sources.

- Your own contributions: the applicant's own investment in the project (financial and/or in hours), if any;
- Audience revenues and sales: any income directly linked to audience activities, such as ticket sales, receipts, buy-out fees, sales of catalogues or other

- publications and catering;
- Contributions from private sources: all financial contributions from private parties (individuals, including associations of friends, companies, private funding bodies and charity lotteries). For instance, gifts, endowments, donations, sponsoring, bequests, inheritances or contributions. Contributions from collaborating parties, given free of charge, can also be treated as co-financing. In addition to a personal contribution in hours by the applicant themselves, collaboration partners or experts can also make their services available free of charge. In the quantification of these contributions, it is possible to deviate from the maximum hourly rate because they occur both on the cost and on the income side and are thus offset against each other;
  - Contributions from public sources: all subsidies you receive from governments and public funds:
    - subsidies granted directly by central government (ministries, agencies, government services, embassies, etc.), local authorities, provinces or water boards;
    - subsidies provided by an independent administrative body, such as a national cultural fund, a provincial or municipal fund (such as the Amsterdam Fund for the Arts);
    - grants awarded by other organizations with a legal personality under public law (such as the Taalunie);
    - subsidies provided by the EU, foreign governments or public funds and art councils.

Finance plan						
Income	Number	Hours/ unit	Rate	Total	Agreed yes/no	Actual or expected agreement date
Own contributions				€		
Public revenues and sales				€		
Contributions from private sources (individuals, companies, private funding bodies, other private organizations)				€		
Contributions from public sources (subsidy from central government, municipalities, provinces, National Culture Funds, EU, other public organizations)				€		
<b>Total co-financing:</b>				€		
<b>Grant requirement:</b> (= total project costs - total co-financing)				€		
<b>Total income</b>				€		