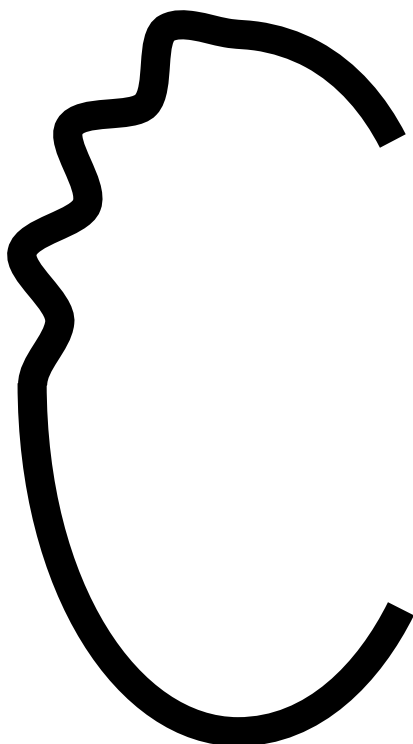# Grant Application Guideline – Immerse\Interact

**creatieve industries
fund NL**

**design
architecture
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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 will assess your applications based on the Immerse\Interact 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 immerseinteract@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 development contribution or a realization contribution. 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.

document	development contribution	max size	realization contribution	max size
project plan	compulsory	12 A4, 8 MB	compulsory	20 A4, 16 MB
schedule	compulsory	1 A4, 4 MB	compulsory	1 A4, 4 MB
budget and finance plan	compulsory	4 A4, 4 MB	compulsory, including explanatory notes	5 A4, 4 MB
portfolio/visual material	compulsory	10 A4	compulsory	10 A4
release plan	n/a	n/a	compulsory	3 A4, 8 MB
CVs of the applicant and the parties involved	compulsory	10 A4, 12 MB	compulsory	10 A4, 12 MB
coach's motivation and CV	If the application includes a supplementary budget for a coach	4 A4, 4 MB	n/a	n/a
agreement between producer and maker	if applicable	4 MB	if applicable	4 MB
letter of intent and/or collaboration agreement	if applicable	4 MB	if applicable	4 MB
co-production agreement and/or funding commit-ments	n/a	n/a	if applicable	4 MB
digitally certified extract from te Chamber of Com-merce, issued no more than 1 year ago	compulsory	2 A4, 4 MB	compulsory	2 A4, 4 MB
image of the project or one suitable for communi-cation purposes	compulsory	1 JPG, 4 MB	compulsory	1 JPG, 4 MB
covering letter	if applicable	2 A4, 4 MB	if applicable	2 A4, 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

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:

- **Synopsis:** describe the content of your project in no more than five sentences.
- **Artistic draft**
- **Description of the user experience or user journey:** you only have to do this if you are applying for a realization contribution.
- **Vision on immersion and/or interaction**
- **Intended technique**
- **Look and feel**
- **Positioning:** explain what your project adds to the area of expertise. For example, in what way is it pioneering or innovative? And how does the project differ from similar projects?
- **Team description:** explain who you are going to carry out this project with and the allocation of duties between you.
- **Application of the codes:** pay attention to the way in which you apply the codes in your project. You can describe this in a couple of sentences:
    - Fair Practice Code: compulsory, see also budget;
    - Governance Code for Culture: only compulsory if a cultural institution acts as a producer;
    - Diversity and Inclusion Code: the committee can consider diversity in assessment criteria c and d (see point 10 in the grant application guideline) for both producers and individual makers. Producers are expressly expected to write a short explanation of how they stand in relation to the Diversity and Inclusion Code. Does the project contribute to a plurality of perspectives within the cultural sector? If so, please specify this. 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 composing a team with people of different ages, gender and educational levels and with and without impairments.

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. schedule

In the schedule 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, or use the budget model development Immerse\Interact or the budget model realisation Research & Experiment of the Netherlands Film Fund (in Dutch).

When you apply for a realization contribution, we also ask you to provide an explanation of the budget and financing plan, with attention given to feasibility. Add this to the same PDF file as the budget and financing plan, as you have to upload this in the online application environment as one file.

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.
- 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.
- Material expenses are divided into type 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. The contribution from the Fund may not exceed 85% of the total budget, including any development costs.
- Clearly state if the budget is inclusive or exclusive of VAT. This depends on whether or not you are subject to VAT (see below).
- The finance plan shows whether co-financing has been agreed or not yet.
- Are you also applying for an additional contribution for coaching in your development contribution? This coaching contribution must form part of the total amount applied for and must be included in the budget. For the coaching contribution, both you and the coach write a motivation for the collaboration. We also want to receive the coach's CV. The coach's motivation and CV can be uploaded as one separate document, so not included in the budget, in the online application environment.

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. portfolio/visual material

The portfolio is a PDF document in which you show a selection of representative projects. This can be images or a link to specific audiovisual work. The portfolio gives the committee a good picture of your practice and experience. You may also upload additional visual material that relates to the project you are applying for. You may not assume that we look up portfolio websites.

7. release plan

You only draw up a release plan if you are submitting a realization application. If you are submitting a development application, you can skip this point.

In the release plan, you give insight into both the national and international distribution strategy and the presentation and distribution partners with whom you are going to work. Describe via which medium, on which platform or in which location you hope to find an appropriate reach and how you want to involve your target group or groups in the project. Also indicate which audience and how many participants/visitors you expect at public activities. Any commitments from partners can be added in the form of a letter of intent in the 'collaboration agreements' appendix.

8. agreements

It may be that you need draw up agreements or have them drawn up, for your project. You can upload an agreement, or a provisional one if applicable, between the producer and the maker in the online application environment for both for the development contribution and the realization contribution. If applicable, we would also like to receive a letter of intent or collaboration agreements with the most important project partners, in which arrangements are also set out regarding intellectual property.

For the realization contribution, we also ask for a co-production agreement and/or funding commitments from third parties, if applicable.

All agreements can be collected into one PDF document that you upload in the online application environment.

9. 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.

10. assessment procedure and criteria

Applications that meet all the formal requirements will be submitted to an independent <u>advisory committee</u>. The committee applies the <u>Advisory Committee Procedure of the Creative Industries Fund NL</u> and assesses applications based on the criteria set out below.

1 Development contribution

When assessing an application for a development contribution, the advisory committee applies the following criteria, which are given the same weighting:

   a **The artistic value:** the impetus behind the graphic and/or cinematic quality, the vision on interaction and the synopsis is examined here;

   b **The technical quality:** what is the intended technique and what are the consequences of the chosen technology for the eventual form? What is the vision on the use of immersion and/or interaction?

   c **Setup of the development phase:** which steps, with a view to feasibility, are taken in the development stage to come to a complete production plan? What is the team's intended composition and which expertise will be involved?

2 Realization contribution

When assessing an application for a realization contribution, the advisory committee applies the following criteria, which are given the same weighting:

   a **The artistic value:** the graphic and/or cinematic quality, the vision on interaction, the user journey and the synopsis are examined here;

   b **The technical quality:** which technology has been chosen and how will it be implemented to achieve the intended experience? Is the application realistic and does the team have enough expertise? What are the consequences of the chosen technology for the eventual form? What is the vision on the use of immersion and/or interaction?

   c **setup of the production:** the production's feasibility and the proposal's practical implementation are examined here. The team's composition, the expertise involved, the schedule and budget are included in this as wel;

   d **Distribution and audience strategy:** the vision and the partners involved in distribution, diversity and audience reach, both in the Netherlands and internationally, are examined here.