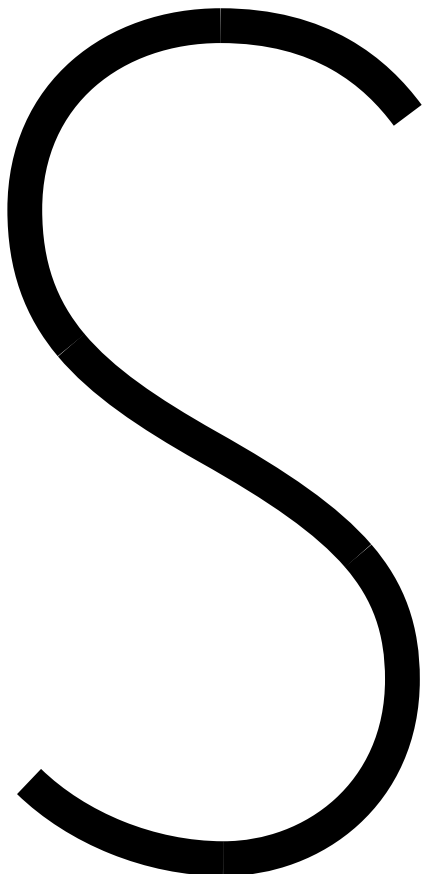


# Open Call Professionalization and deepening of the practice #11



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**With the Open Call Professionalization and deepening of the practice, the Creative Industries Fund NL is offering professionals within the fields of design, architecture and digital culture the opportunity to develop a distinctive strategy to achieve their own future-proof practice. Proposals may be submitted until Wednesday 4 October 2023.**

Developing a long-term vision and strategy is important for your design practice. In a professional practice, you schedule time for both your artistic development and your growth as an entrepreneur. How do you find the right balance between the two? What is your vision of the future and which strategy can you use to achieve that?

### **in short**

- for makers and designers who have run their own practice for at least three years
- apply for up to € 8,250 to professionalize your practice
- submission deadline: Wednesday 4 October 2023
- results: Wednesday 22 November 2023

### **who is this open call for?**

- This open call is intended for makers and designers with their own practice within the fields of design, architecture or digital culture and the crossovers between these fields. By this we mean garden and landscape architects, graphic designers, game developers, urban designers, product designers, social designers, interior architects, fashion designers, collectives, digital makers, observers, storytellers and makers in many other sub-disciplines.
- Proposals may be submitted by applicants who are based in the Netherlands and have had their own practice for **at least three years**.

**No application** can be submitted by:

- Designers or design studios who have been supported in a previous edition of this open call and who are currently still involved in an ongoing project. However, you can submit a plan if your grant process from a previous edition has already been completed. When submitting a new plan, you should reflect on the results of the previous support. The plan must be clearly distinguishable from the previously supported application.
- Designers who at the time of application are receiving support for the implementation of their development plan under the [Talent Development Grant Programme for the creative industry](#).

### **for which projects can a grant application be submitted?**

This open call provides an opportunity to conduct research in the areas of professionalization, reflection and deepening of the practice. The maximum contribution of the Fund is € 8,250. The proposal needs to be completed **within 12 months** of the announcement of the selection.

With this open call, the Fund wants to strengthen the design field and promote connections between culture, entrepreneurship and society. For that reason, we hope that your proposal gives insight into:

- how you currently work;
- your problem formulation and goal;
- your present and future vision;
- your plan of action.

The contribution can be used to cover costs that support the stated objective within the open call, for example:

- hours worked (including own hours);
- hiring specific knowledge;

- travel expenses;
- any material costs.

Please note: regular company costs will **not** be paid, for example:

- work space rental;
- office costs;
- developing a corporate identity and website;
- obtaining legal advice;
- further developing a current design.

## what are the requirements for my project plan?

You have to engage at least two advisers/mentors for the implementation of your project plan. For example, a business coach, an artistic coach, a financial adviser or somebody who can advise you about impact. You could also ask curators, intermediaries or other designers for advice.

Motivate your choice for these partners or parties by making a link with the goal and your long-term vision as stated in the project plan. Explain in detail why these persons match the goals you have set yourself.

## submitting the application

To qualify for this grant, you write a proposal. This consists of several documents. Listed below is what should be in this application. Your proposal can be submitted **until Wednesday 4 October 2023 at the latest** via the Creative Industries Fund NL's online [application environment](#). Select the round 'Open Call Professionalization and deepening of the practice #11'.

The proposal consists of:

- 1 A **project plan** (max. 5 pages A4 format, as PDF) that focuses on reflection, practice development and possible implementation containing:
  - a a *vision on the positioning* of the maker, designer or studio in relation to the professional field and a future vision on your own practice. Who are you as a maker? What makes you unique?;
  - b a clear *description of the problem* in your own practice for long-term development. What is the reason for the planned activities? What are you running into?;
  - c an *action plan* with justification and explanation of at least two partners/advisers who will be involved in concretization and/or implementation (e.g. by providing guidance or exchanging knowledge). How do you approach it? Why do you choose this approach?;
  - d an *explanation of the intended effect* for your own practice, both for artistic development and entrepreneurship. What kind of result do you expect? Why do you expect this result?;
- 2 A **budget and planning** (max. 2 pages A4 format, as PDF). To do so, follow the [Grant Application Guidelines](#);
- 3 **CVs** of yourself and the designer(s) involved (max. 1 page A4 format per person, as PDF);
- 4 Your **portfolio** of recent and relevant work (max. 10 pages A4 format, as PDF);
- 5 An **extract from the register of the Dutch Chamber of Commerce** (max. 1 year old);
- 6 **Letters of intent** from counselors or coaches (optional).

You therefore have to upload a total of five separate PDF files. If the application does not meet the above description, the proposal will not be assessed. The last PDF file is

optional but is strongly advised.

N.B.:

- Create an account in good time for the [online application environment](#). Validation of a new user account can take up to one working day.
- Refer to the [Grant Application Guideles - Open Call](#) before submitting your application. The guide provides direction with regard to the grant application and drawing up a project plan.
- If you have been successfully supported in a previous edition of this open call, you should reflect on the results of the previous support when submitting a new plan. The plan must be clearly distinguishable from the previously submitted application.

## what are the assessment criteria?

Grant applications are submitted to an independent advisory committee for assessment. This committee assesses the proposal to gauge how consistent it is and the extent to which it meets the criteria for this open call. In the assessment, design practices associated with the various (sub)disciplines, the circumstances in which the applicant works, and the methodology being used are taken into account. The advisers base their recommendation on the following criteria:

- the sharpness of the reflection on the development of your own practice until now and how this step can add value for a more future-proof practice;
- the quality of the action plan in relation to the intended result;
- the artistic quality of the portfolio;
- the quality of the contribution of the partners/advisers involved.

Each dossier is assessed by the individual advisers on the basis of the four criteria above. This is done using the following five-point scale for each criterion:

1. unsatisfactory 2. moderate 3. satisfactory 4. good 5. very good.

From the plans submitted, and depending on sufficient quality, the committee selects a maximum of 36 proposals.

## grant procedure and planning

- submission deadline: Wednesday 4 October 2023
- confirmation of receipt: Wednesday 18 October 2023
- results: Wednesday 22 November 2023

A budget of € 300,000 is available for this open call. This means that 36 positively assessed projects can be supported. These projects will be ranked on the basis of the score the committee gives to the proposal. If there are more than 36 positively assessed proposals, the proposals that are ranked after 36, will not be supported. The processing and assessment of the proposals submitted is carried out within the framework of the Fund's [Open Call Grant Scheme](#), and in particular, the extent to which the application aligns with the criteria of the open call. For each application, the committee issues a recommendation to the Board of the Fund.

## contact

For questions about the open call and the procedure, please contact Chloë Neeleman via [c.neeleman@stimuleringsfonds.nl](mailto:c.neeleman@stimuleringsfonds.nl) or Dewi Kruijk at [d.kruijk@stimuleringsfonds.nl](mailto:d.kruijk@stimuleringsfonds.nl) or call via 010-436 1600. If you have any questions, have a look at our ['frequently asked questions'](#) page or contact us. If you want to set up an artistic or other project that does not specifically concern the development of your creative practice, have a look at one of our [other grant schemes](#).

## context

The Open Call Professionalization and deepening of the practice #11 specifically addresses the policy objective: *promoting a healthy and innovative design infrastructure*. The open call is being issued for the eleventh time and it focuses on the fields of design, architecture and digital culture and every possible crossover between these disciplines. View [here](#) the grants awarded through the last open call.