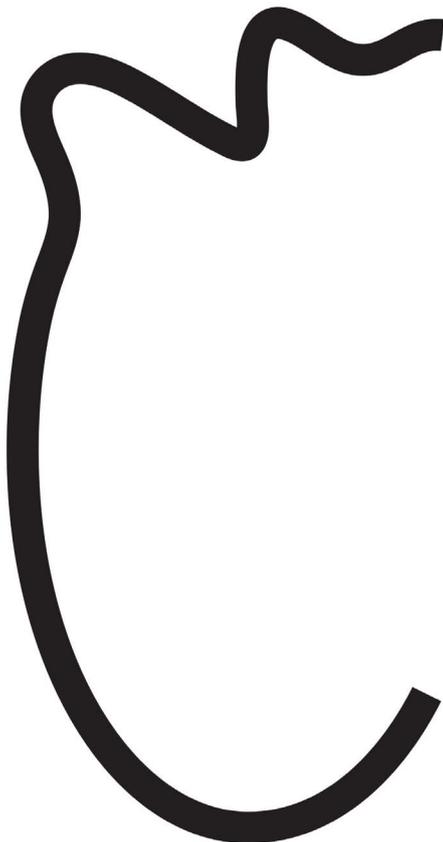


# Open Call Ways to Well-being



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**The Netherlands faces a drastic mobility transition. How can this challenge be tackled in such a way that mobility can be used as a means to improve the quality of everyone's life?**

The Creative Industries Fund NL invites designers to carry out research by design into this issue together with government bodies, market participants, social and other organizations, experts, civilians and other relevant parties. The objective is to create innovative, spatial narratives, perspectives, strategies and/or solutions to the mobility challenge from the broad perspective of welfare.

## **Open Call: Ways to Well-being**

Canvas application (phase 1a)

- Deadline for submission: 27 Februari 2023
- Number of grants: 27 proposals at € 3,000

Complete project application (phase 1b)

*Please note: Only the 27 selected applicants can submit a complete project application.*

- Deadline for submission: 31 May 2023
- Number of grants: 15 proposals at € 30,000 at most
- Project period: July 2023 up to and including March 2024, after which applications for a follow-up phase is possible up to no more than € 40,000.

## **the mobility challenge in the Netherlands**

The negative impact of our mobility system on the climate and our well-being is untenable. Besides the emission of hazardous substances, building and using infrastructure leads to a deterioration of our living environment at the expense of social cohesion, spatial quality, recreational possibilities, nature conservation areas and or experience of the landscape. In addition, a growing number of people is confronted with transport poverty because of the increasing pressure on affordable, accessible and available mobility.

The claim our mobility system takes on space is literally blocking other social futures. However, working towards a durable and social mobility system seems difficult. Too often, the approach is still sectoral, coming from notions that are set in stone and based on a restricted economic idea in which (travel) time is money.

Fundamentally new mindsets and problem-solving approaches are necessary to arrive at a sustainable mobility transition. We must think beyond the 'classic' infrastructural expansion measures and capacity bottlenecks. The mobility challenge requires an integral and multi-disciplinary approach which is inextricably linked to social issues in the field of health, climate and the living environment, to name but a few. And most of all, an approach showing awareness that mobility is a distribution problem in which reciprocity plays an important part.

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

Proposals can be submitted by spatial designers entering into a broad coalition of stakeholders, from policymakers and implementers to managers and experts. Think, for instance, of provinces, waterboards, municipalities, transport companies, landowners, area and project developers, social initiatives, artists, heritage specialists and mobility experts, but also civilians or groups of civilians. We advise that in any case you involve expertise from the social domain. Clearly indicate in your application which coalition partners you are involving and what their contributions are. Also add any letters of intent and take into account the mandatory co-financing for the complete project application in phase 1b.

After all, linking the various interests and views, and combining the various perspectives on the challenge or challenges, lead to new knowledge, insights and opportunities. Designers can provide an important and innovative contribution to this process. They are capable of redefining complicated problems and making the complexity of the challenge clear and open to discussion and offering new perspectives. Designers can also show where different aspects and some of the elements of the challenge can be linked together. They can, as well, explain the various interests and bring them together based on a shared interest.

### **which projects are eligible for a grant?**

The open call focuses on projects that develop innovative spatial narratives, perspectives, strategies and/or solutions for a sustainable and social mobility transition, based on research by design. Projects may focus on various scales and different levels of action. The principle is that mobility is a means to improve people's well-being, and thus quality of life, and a means to give everyone the opportunity to participate fully in society. We challenge you to be explicit about the value system you use to tackle the challenge: are you working from the idea of utility maximization for the biggest group, reducing differences between groups or offering a minimum level of mobility for all groups?

In the projects, an integrated approach with other big transition challenges is central. The challenge is to be approached from one or more of the following perspectives:

#### **other accessibility**

One perspective on the necessary transition to sustainable mobility from the broad welfare concept, positions the accessibility issue next to people's mobility needs. Which sustainable mobility forms and networks are needed to make sure that people can participate fully in society through mobility? How should those new mobility forms and networks be positioned on a local and regional level, knowing that the differences between living environments are great? And how do they need to be connected to each other, to the surrounding area and to higher scales?

#### **other living environments**

One perspective on mobility as a means to increase quality of life, puts the relationship between a sustainable mobility system and our living environment central. New, sustainable forms of mobility networks also require another outlook on the necessary improvements to spatial quality. How can you realize plans for an inclusive, sustainable, safe, healthy and pleasant living environment by developing strategies and concepts for the mobility transition? Or, vice versa, does improving the living environment in our villages and cities not require radically different, sustainable mobility concepts, primarily based on proximity? And what does that mean for the desired and possible mobility forms and networks?

#### **other destinations**

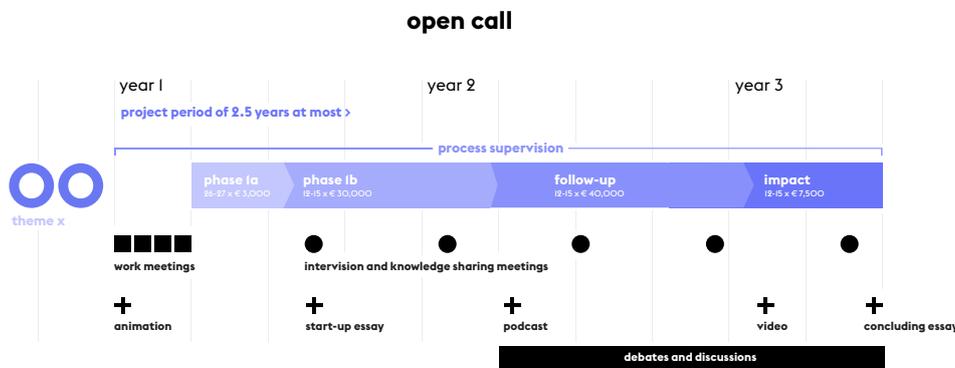
One perspective on mobility that puts the well-being of people central in a broad sense, also requires the need to engage the mobility system in organizing new destinations and ways of meeting. The first steps in the form of stations in big and medium-sized cities and 'mobility hubs' have already been taken, but the possibilities the mobility intersections provide for our living environment need to be considered from wider perspectives. How can these intersections truly become part of existing and new social networks? How can they become destinations that function as a social space with the necessary amenities that are easily accessible and where you can meet people? On what scale does this need to take place? And what form can sustainable destinations and meeting spaces like these take?

## research by design as a method

Research by design is a method by which spatial design is used as a research tool to develop new knowledge and insights. It is a method that focusses, on the basis of possible (spatial) futures and/or future (spatial) possibilities, on developing new and surprising spatial proposals, strategies, arrangements and/or concepts, which help to redefine or reorganize existing systems.

Research by design is ideally suited to represent the consequences of various choices and to make them clear and open to discussion, by connecting the past, present and future and bringing together the world of systems and the social and physical world. It answers the question of how you can bring about co-creation with those civilians, experts, social and other organizations, market participants and government bodies that are involved. And this method results in relevant, qualitative knowledge development, which leads to integral future perspectives and possible problem-solving approaches, but also to new insights for policy-making by government bodies and market participants.

## what phases does this open call have?



The Open Call: Ways to Well-being is divided into several phases:

### first phase

The assessment of the applications in the first phase is split into two parts, namely:

- canvas application (phase 1a)

In this phase, you draw up a concise application by means of the [Spatial Design Action project canvas](#) (the ARO-projectcanvas, in Dutch only). The closing date for this phase is 27 February 2023. The advisory committee assesses these applications and selects a maximum of 27 proposals, each of which receives € 3,000. This amount is a financial compensation to draw up the project application in phase 1b. Co-financing is not mandatory for this phase. This selection will be announced in the first half of April 2023.

- complete project application (phase 1b)

Only the 27 selected applicants can submit a complete project application in phase 1b. The closing date for this phase is 31 May 2023. The advisory committee assesses these applications and eventually selects 15 proposals that will be awarded a grant of a maximum of € 30,000 (€ 25,000 for research by design and € 5,000 for knowledge sharing). *Please note:* Co-financing is mandatory for this phase.

### first phase after selection

After the final selection in June 2023, you will work on the research by design from July 2023 up to and including March 2024, during which period you focus on strengthening new cooperative ventures with sectors outside the creative industry and developing new working methods, insights and design proposals. During this period, the Fund will organize a number of intervision and knowledge sharing meetings.

### follow-up phase

At the end of the first phase, the 15 applicants who were selected in the first phase can apply for a maximum of € 40,000 (€ 35,000 for research by design and € 5,000 for knowledge sharing) for the follow-up phase. You will be working on this from April 2024 up to and including January 2025. The objective of the follow-up phase is to engage the power of design to further develop the results obtained from the first phase. In the follow-up phase, the Fund will also organize a number of intervision and knowledge sharing meetings.

### impact phase

At the end of the follow-up phase, it is possible to enhance the impact of the supported projects with a maximum amount of € 7,500. The impact phase is from February up to and including June 2025. The impact grant is meant for activities that support the partners in systematically embedding results from the research by design in their regular working methods.

## what is assessed?

Both the concise canvas application and the complete project application will be submitted to at least three external independent advisers for assessment. This committee will assess the plans based on the Open Call Grant Scheme and the Open Call: Ways to Well-being.

In phase 1, canvas applications will be assessed based on the following criteria:

### 1. research question

Analysis of the problem, and the research question ensuing from it, will be assessed in relation to the open call's theme. What is important is that the application instils confidence that the research question can be worked out into a complete project application.

### 2. positioning

The committee assesses how the application, and therefore the formulated research question, is positioned with respect to existing knowledge on the theme within the area of expertise, and how that positioning is translated into an approach. On this basis, the committee determines whether the application instils confidence that the complete project application will be able to make a relevant contribution to the open call's theme.

### 3. collaboration

The committee assesses whether the application instils confidence, in terms of the intended cooperative ventures and the proposed collaboration forms, that with the complete project application, it can make a relevant contribution to how the issue is approached.

Read the explanatory notes to the Spatial Design Action project canvas [here](#) (in Dutch only), where you can find the selection criteria specified in more detail.

**Please note:** You will only be invited to submit a complete project application in phase 1b if your canvas application is granted. The complete project applications will be assessed based on the following criteria:

- relevance of the research question;
- quality of the plan of action;
- positioning;
- relevance and expertise of the parties involved;
- the manner of knowledge sharing in terms of results and interim results.

## submission of the application

You can submit the canvas application **up to and including 27 February 2023** via the Creative Industries Fund NL's [online application environment](#). Select the 'Open Call: Ways to Well-being' round. The application should consist of:

1. a fully completed application form;
2. a fully completed [Spatial Design Action project canvas](#);
3. at least one letter of intent from a coalition partner (no more than 2 pages).

### Please note:

- Make sure you create an account for the online application environment in good time. It takes one working day to activate a new account.
- Read [the explanatory notes to the Spatial Design Action project canvas](#) (in Dutch only) to prepare for writing your application.
- Designers act as the main applicant and are responsible for the project. Collaborative parties act as co-applicant.

## grant procedure

The assessment of the canvas application is similar to a tender - this means that, within the available budget, a number of proposals will be preferred over other ones. Only positively assessed projects can be supported. The submitted canvas applications will be processed and assessed on the basis of the Fund's [Open Call Grant Scheme](#) and in particular on the extent to which the application meets the open call's criteria. The committee issues its advice on each application to the Fund's board.

**Please note:** Article 8 (Contents of the application) of the Open Call Grant Scheme does not apply to the canvas application within this open call.

## acknowledgement of receipt and announcement of the selection

No later than one week after the closing date, you will receive an acknowledgement of receipt via the Fund's online application environment. The selection of the canvas applications will be announced in the first half of April 2023 in the online application environment. The selected applicants will subsequently be invited by the Fund to submit a complete project application.

## contact

For questions about the open call and the procedure, please contact: Chantal Verhoeven, Martijn Kerkmeijer or Ivo de Jeu, via [actieprogramma@stimuleringsfonds.nl](mailto:actieprogramma@stimuleringsfonds.nl) or call +31(0)10-4361600.

## newsletter

Are you interested in the results and insights from the Spatial Design Action Programme? And would you like to be informed about the in-depth lectures, masterclasses and work meetings? Then sign up [here](#) for the newsletter 'De nieuwe ruimte'.

## context

This open call is part of the Spatial Design Action Programme 2021–2024, implemented by the Creative Industries Fund NL on the instructions of the Ministries of the Interior and Kingdom Relations and Education, Culture and Science.