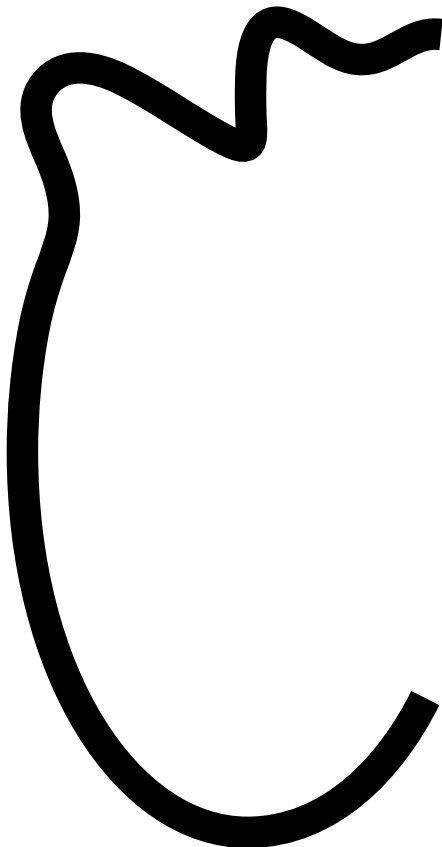


Cultural Immersive Production Voucher Pilot



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Within this pilot, the Netherlands Film Fund and the Creative Industries Fund NL are making vouchers available to makers, producers, festivals and presentation institutions for the distribution and screening of Dutch immersive media productions in the Netherlands.

The Netherlands Film Fund and the Creative Industries Fund NL have been implementing the Immerse\Interact Grant Scheme together since 2019. This scheme is aimed at the development and production of cultural interactive, immersive media productions, like VR, AR, 360-degree film or immersive installations. Unlike standard film productions, this type of production is yet to have a strong distribution network and financial business model.

To boost this much needed infrastructure, the funds are working together on a procedure for granting vouchers to cover the costs of distributing and screening immersive productions. This pilot anticipates a structural voucher procedure that the funds want to open in the second half of 2024. With the granting of vouchers, festivals, makers and organizations are asked to make an effort to increase the visibility of Dutch cultural immersive productions.

categories

There are vouchers available within two categories:

category I: makers/producers

There are 20 vouchers of € 5,000 available that makers or producers can apply for as a contribution to the distribution/screening costs of a Dutch cultural immersive media production. At the time of the application, the work/project will be largely or completely finalized and/or will be ready for presentation within the foreseeable future.

The distribution or presentation can take place through festivals, cultural and social institutions and on online platforms, like Viveport, VRC or Steam. Making the digital part of the on-/off-boarding process available to hosts, festivals and museum presentations is also eligible. The voucher can also be used for travel and accommodation expenses within the Netherlands, translation costs, hardware and technology and preparing a work for screening.

category II: festivals/presentation institutions

In addition, there are a number of vouchers available with a value of a maximum of € 15,000 per voucher, based on a grant of € 2,500 per presented work. The total budget for this category is € 150,000. These vouchers can be applied for by festivals and presentation institutions to put on a presentation or an exhibition of one or more works.

These vouchers can be used as a contribution towards the costs that often put the most pressure on the budget: the external personnel costs, like payment of the artists' fees and the expenses for staffing exhibitions and screenings, but also for training new people for this. These vouchers can also be used to buy equipment or technology. Contributions for this category are meant to supplement the institutions' current budget for the presentation or screening of digital cultural productions, not to cover the current costs.

Within this category, one or two sustainable investments must be made in the field of presentation or screening. Collaborations with other presentation institutions are encouraged. Sustainability may also relate to human capital: investments in training or educating people, the setting up of a shared pool of volunteers and the implementation of knowledge sharing are some of the recommendations.

grant ceiling

For this Cultural Immersive Production Voucher Pilot there is an amount available of:

- Category I (for makers/producers): € 100,000
- Category II (for festivals/presentation institutions): € 150,000

contents of the application

A voucher application, for both categories, consists of the following components:

1. a fully completed application form;
2. a project description or a presentation plan of at least 3 and at most 5 pages, A4 in PDF;
3. a budget for the amount of the voucher in which the costs of distribution and/or making the work/project ready for presentation are specified. Please note: the voucher may not be used for development or realization costs;
4. a marketing and communications plan;
5. a digitally certified extract, issued no more than one year ago, from the Commercial Register of the Dutch Chamber of Commerce or from one of the Chambers of Commerce that fall within the Kingdom of the Netherlands;
6. where applicable, letters of intent from or collaboration agreements with the most important external project partners.

criteria and conditions of support

To be eligible for a voucher, the application/applying party must meet the following criteria:

1. the application is complete (see above);
2. the applicant is located in the Netherlands;
3. the work/project is a cultural immersive media production. This is understood to mean an audiovisual production, in which immersive techniques are used, like VR, AR, 360-degree film or a room-scale interactive installation. The project has cultural value, in the sense that the form, story and/or experience is approached artistically;
4. at the time of the application, the work/project will be largely or completely finalized and/or will be ready for presentation within the foreseeable future;
5. the presentation/screening will take place in March 2025 at the latest;
6. for applications in category I (makers/producers), one condition is that the project has been granted a contribution from one of the following funds:
 - national cultural funds:
 - NPO Innovation Fund;
 - NPO Cross-over Fund;
 - Cultuurloket DigitALL;
 - VSBfonds;
 - Stichting DOEN;
 - Fonds 21;
 - Cultuurfonds;
 - SIDN Fonds;
 - Niemeijer Fonds;
 - Gieskes-Strijbis Fonds;
 - Stichting Stokroos;
 - Go Fonds;
 - Pauwhoff Fonds;
 - Amarte Fonds;
 - Stichting Zabawas;
 - BNG Cultuurfonds;
7. for applications in category II (festivals and presentation institutions) one condition is that the current [Guideline for Artists' Fees](#) will be applied to determine the fees of the makers involved. Also, the festival or institution must have been supported in the past five years under the BIS (Basic Infrastructure) or by one of the national cultural funds;
8. the applicant will cooperate in the study of the results of the vouchers granted.

Contributions in both categories will as much as possible be used for sustainable investments. Sharing and reusing software and hardware that is bought with a voucher is encouraged. Investments from various applications can also be shared. To prevent improper competition, any technology that is bought with a voucher may not be commercially hired out after the presentation. Hiring out on the basis of cost price and depreciation value is allowed.

procedure

Applications can be submitted at any time within the period via the Creative Industries Fund NL's [online application environment](#). Select the 'Cultural Immersive Production Vouchers' grant scheme. Applications will be assessed in the order of submission. The moment that the application is complete is deemed to be the moment of submission. After you have submitted the application, you will receive an automated acknowledgement of receipt.

assessment

The manner of assessment and the subsequent advice to the Creative Industries Fund NL's board on granting or rejecting the application is described in Article 9 of the [Voucher Procedure Grant Scheme](#). The Fund will endeavour to meet a processing period of four weeks.

Please note: keep in mind the fact that the Fund will be closed from 23 December 2023 up to and including 7 January 2024. In this period, no applications, those already submitted or new ones, can be processed. Therefore, processing may take longer in this period. It is also not possible to start an application during this period.

accountability

If the advice is positively assessed, the entire grant will immediately be determined and transferred. All applicants who receive a voucher will be invited to fill in a short questionnaire within 12 months of the voucher being issued. You are therefore not required to account for the voucher in a financial and substantive report.

obligations

There are obligations attached to receiving a grant. These obligations are described in Section 5 of the Voucher Procedure Grant Scheme. In any case, the grant may only be used for activities that are described in the application. The applicant must immediately report any changes to the set-up and implementation of the project or presentation or changing circumstances, if they affect the objective and set-up of the project or presentation.

Voucher Procedure Grant Scheme

This pilot is based on the Creative Industries Fund NL's Voucher Procedure Grant Scheme. All provisions apply, with the exception of:

Article 4.1(d) & (g)

Article 5.2(a)

Article 5.2(h)

questions?

If you have any questions about submitting an application for a voucher, please contact Digital Culture coordinator Sean Gilis via s.gilis@stimuleringsfonds.nl. You can also call the Creative Industries Fund NL's secretariat on +31(0)10-4361600.