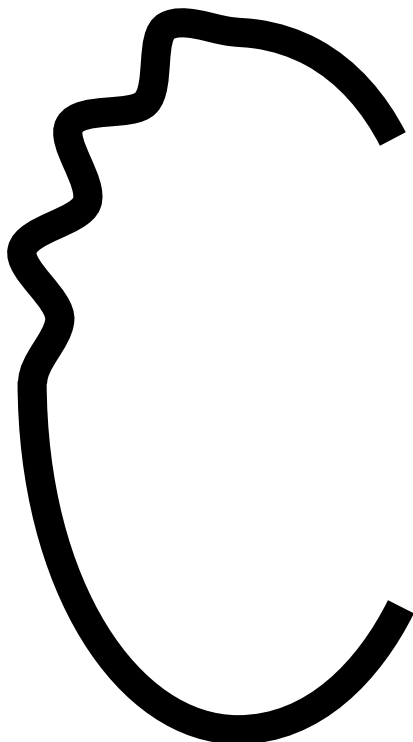


Immerse\Interact Grant Scheme



creatieve industries fund NL

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Section I: Definitions

Article 1. The Creative Industries Fund NL Mission Statement

- 1 The Creative Industries Fund NL's ("the Fund") mission is to continue and renew the rich design tradition in the Netherlands, from a cultural perspective, by stimulating experimental and research processes as well as new creation methods and to promote good commissioning.
- 2 In accordance with its articles of association and according to the statutory provisions and grant schemes, Fund provides grants to natural and legal persons who contribute to the high quality, development and professionalization of the contemporary creative industry within the Kingdom of the Netherlands.

Article 2. Definitions

The definitions used in this scheme have the same meaning as laid down in the Cultural Policy (Special-Purpose Funding) Grant Scheme. The definitions within this scheme are specifically understood to mean:

- 1 **Board:** the Executive Director of the Fund, as referred to in Article 5 of the articles of association;
- 2 **Creative industry:** the field of work relating to the design, architecture and digital culture disciplines and, specifically within this scheme, film and media, including any crossovers between these disciplines;
- 3 **Maker:** a natural person who is the artistic director of a production;
- 4 **Producer:** a production company, an organization or a studio within the film or audiovisual sector or the creative industry that oversees the production process and is ultimately responsible for the project's finances, administration and implementation;
- 5 **Cultural institution:** a non-profit legal person under private law with a supportive, producing or initiating function within the creative industry, such as a lab or workshop, a platform or a presentation space;
- 6 **Immersive audiovisual production:** a publicly accessible project at the intersection of storytelling, art and technology, which is immersive in terms of both image and sound. This includes, amongst other things, virtual reality (VR), augmented reality (AR), mixed reality (MR) and virtual worlds;
- 7 **Interactive audiovisual production:** a publicly accessible project at the intersection of storytelling, art and media and other technology, with a supporting visual component, in which interaction with the audience is central. For example, this could include interactive media installations or transmedia works;
- 8 **Project:** all activities regarding a stand-alone, specifically described activity, demarcated in time and objective;
- 9 **Co-financing:** additional financing in the form of another grant, sponsorship, investment or contribution, in addition to this scheme;
- 10 **Grant ceiling:** the total grant amount available within a round or a period.

Section 2: General provisions of the Immerse\Interact Grant Scheme

Article 3. Scope and objective

- 1 This scheme is a collaboration between the Creative Industries Fund NL and the Netherlands Film Fund. The scheme contributes to enhancing crossovers between the sectors served by both funds.
- 2 This scheme applies to project proposals from producers and independent makers based in the Kingdom of the Netherlands that focus on developing, realizing and distributing artistically high-quality, immersive and/or interactive audiovisual productions. Projects result in physical and/or virtual presentations, products or installations, intended for an audience.
- 3 The scheme complements the Fund's following general objectives:
 - a promoting artistic quality and the development of artistic quality;
 - b stimulating experiment, research, reflection and debate;
 - c promoting talent development;
- 4 The scheme complements the Netherlands Film Fund's following guidelines:
 - a Innovation
 - b Talent Development

Article 4. Grant forms

- 1 Within this scheme, applications will be accepted for:
 - a **Individual maker's development contribution:** the application is submitted by an individual maker or on behalf of a small collective. The application is a maximum of € 15,000. In addition, an additional maximum of € 5,000 for coaching can be applied for;
 - b **Individual maker's realization contribution:** the application is submitted by an individual maker or on behalf of a small collective. The application is a maximum of € 35,000;
 - c **Producer's development contribution:** the application is submitted by a producer. The application is a maximum of € 25,000. An additional maximum of € 5,000 for coaching can be applied for, if this has, in the board's opinion, been thoroughly substantiated in the application;
 - d **Producer's realization contribution:** the application is submitted by a producer. The application is a maximum of € 125,000.

Article 5. Conditions of support

- 1 A grant will only be provided when the following conditions have been met:
 - a the project is in line with the Fund's mission statement as expressed in Article 1 and the scope and objective expressed in Article 3;
 - b the applicant is professionally active within the film or creative industry and is registered as such in the Commercial Register of the Dutch Chamber of Commerce or one of the Chambers of Commerce that fall within the Kingdom of the Netherlands;
 - c the applicant has a demonstrable track record in the field of immersive media forms;
 - d there is a budget deficit and, in the board's opinion, the need for a grant has been demonstrated;
 - e in the case of a realization contribution, the grant is a maximum of 85% of the

- total budget, including any development costs;
 - f** based on the applicant's working method, it can reasonably be expected that the goals set by the applicant will be achieved;
 - g** the applicant did not fall short in complying with its grant obligations in the context of a project for which the Creative Industries Fund NL or the Netherlands Film Fund previously provided a grant.
- 2** With respect to the codes prevalent in the sector, in this scheme it means that:
- a** applicants, both producers and independent makers, apply the Fair Practice Code.
 - b** if a cultural institution acts as a producer, it applies the Governance Code for Culture;
 - c** in the application, producers describe how they relate to the Diversity and Inclusion Code.

Article 6. Grounds for rejection

- 1** No grant is provided to or for:
- a** institutions that have a structural grant relationship with the Dutch Government;
 - b** projects that have already been subsidized under one of the Fund's other grant schemes, with the exception of a starting grant;
 - c** projects that have already been subsidized under one of the Netherlands Film Fund's other grant schemes;
 - d** projects initiated by applicants who, during the project period, have already received support for the implementation of their development plan under the Talent Development Grant Programme for the Creative Industry from the Fund;
 - e** projects for which, at the time of the application, an application is already being processed under another Fund's grant scheme;
 - f** activities that have already taken place or started before the date of the decision;
 - g** projects for which an application is submitted again, after having been rejected by the board entirely or partially, with no changes in circumstances or new facts being specified by the applicant;
 - h** projects for which grant applications have already been submitted twice before within this scheme's same phase (development or realization) and which were rejected or negatively assessed;
 - i** applications that are not submitted on time or that are incomplete;
 - j** study or training course projects;
 - k** activities and costs directly related to the founding of a company or organization;
 - l** activities that do not go above and beyond the regular business activities.

Section 3: Grant application

Article 7. Submission procedure

- 1** Every year, the Fund announces on its website, www.stimuleringsfonds.nl, the periods within which a grant application under this scheme can be submitted.
- 2** The grant application must be submitted in the Fund's digital application environment.
- 3** Applications should be drafted in Dutch or English.

Article 8. Contents of the application

- 1 An application for a **development contribution** should contain:
 - a a fully completed application form;
 - b a project plan, with attention given to:
 - the artistic concept of the project;
 - the synopsis;
 - vision on immersion and/or interaction;
 - description of the intended technique;
 - the impetus behind the look and feel of the project;
 - the positioning of the project in relation to existing projects;
 - a description of the team, including the allocation of tasks;
 - a reflection on how the producer relates to the Diversity and Inclusion Code in the context of the project;
 - c schedule;
 - d a balanced budget and finance plan, complying with the Fair Practice Code;
 - e CVs of those carrying out the project;
 - f if a supplementary budget for a coach is applied, the coach's CV;
 - g visual material and, if applicable, a relevant portfolio;
 - h an option or other agreement between the producer, if one is involved, and the maker;
 - i 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;
 - j a representative image of the project, for communication purposes by the Fund, the necessary rights to which are held by the applicant;
- 2 In addition to the components stated in Article 8(1), an application for a **realization contribution** contains:
 - a a description of the user experience or user journey;
 - b an explanation of the budget and financing with attention given to feasibility;
 - c a release plan, with attention given to the intended target group, an explanation about reach, online or physical place of screening, communication and distribution strategy, including phases;
 - d if applicable: an agreement between the producer and the maker, if these are separate functions;
 - e if applicable: a co-production agreement and/or funding commitments from third parties;
 - f if applicable: collaboration agreements with the most important project partners, in which arrangements have also been set out regarding intellectual property.

Section 4: Grant provision

Article 9. Advice

- 1 The Fund checks if the application is complete, complies with the conditions, and is in line with its mission statement as expressed in Article 1 and fits in with the scope of the scheme expressed in Article 3. If that is the case, the board will submit the application to an independent advisory committee for advice.
- 2 Applications for a realization contribution will also be submitted to a production manager of the Netherlands Film Fund. This manager makes a brief commercial and financial analysis regarding the production's feasibility or risks and submits this to the advisory committee.

- 3 The advisory committee will formulate its advice based on the data provided by the applicant and, in the case of a realization application, on the production manager's analysis.
- 4 A positive advice may include a recommendation substantiating the amount of the grant to be provided and substantiated recommendations relating to the implementation of or not providing support for specifically stated activities.
- 5 The advisory committee applies the Advisory Committee Procedure Creative Industries Fund NL. The version published on the Fund's website at the time of submission applies.

Article IO. Assessment

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 well;
- 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.

Article II. Prioritization

- 1 If the total number of applications that are eligible for a grant exceeds the budget available for the grant round, applications will be prioritized. The following procedure will then be applied:
 - a The applications that have been assessed positively will be ranked based on the assessment's outcome in accordance with the criteria as referred to in Article 10(1) and (2). This will create a ranking list of the proposals that have been positively assessed.
 - b The amount available will be awarded to the applicants whose application ranks the highest on the priority list. The highest-ranking proposal will be provided with the amount advised by the committee, as long as the total amount does not exceed the grant ceiling. The applicant, whose award would lead to the grant

ceiling being exceeded, will be awarded the amount up to the grant ceiling.

- c If the outcome of the assessment, based on the criteria described in Article 10(1) and (2), leads to more than one similarly assessed application and awarding both or all of them would lead to the grant ceiling being exceeded, priority is given to the application that scores the highest on criterion a., the artistic value. Those applications that then still have the same score will be prioritized based on the score given for criterion b. Those applications that then still have the same score will be prioritized based on the production's contribution to enhancing diversity and inclusion within the area of expertise.

Article 12. Grant ceiling

- 1 A grant will always be provided on the condition that sufficient funds have been allocated to the Fund by the Minister of Education, Culture and Science.
- 2 The grant ceiling for a grant round will be announced in advance on the Fund's website: www.stimuleringsfonds.nl.

Article 13. Decision to provide a grant

- 1 The board informs the applicant in writing about its decision within eleven weeks after the final submission date.
- 2 In this decision, the board may attach other obligations to the grant provision than is stated in Articles 15 to 17.
- 3 The decision to provide a grant contains the board's advice and considerations, the conditions on which the grant is being made available, the duration of the grant period, the obligations that apply to the recipient, the maximum amount of the grant and information about any payments and advances.
- 4 The recipient may not derive any rights from the decision to provide a grant for any subsequent applications.

Article 14. Advances

In the event of an award, the Fund will pay an advance of 80% of the amount awarded. The remaining amount will be paid after the decision on determination of the grant.

Section 5: The grant recipient's obligations

Article 15. Administration

- 1 The grant recipient keeps records of the project in such a way that the rights and obligations, which are of importance for determining the grant, as well as the income and expenditure, can be verified at all times.
- 2 If necessary, the grant recipient gives the Fund insight into the records.
- 3 The grant recipient keeps the records and any documents forming part of them for seven years after the determination of the grant.

Article 16. Reference to the Creative Industries Fund NL and the Netherlands Film Fund

In all its public statements about the subsidized activities, the grant recipient is to refer to both the Creative Industries Fund NL and the Netherlands Film Fund, using their

logos, as the grant providers, with a reference to this scheme. If a grant recipient includes other parties' logos, the logos of the Creative Industries Fund NL and the Netherlands Film Fund are to be depicted in a size and layout that is in proportion to the contribution.

Article 17. Notifying the Creative Industries Fund NL

If one of the situations below occurs, the grant recipient promptly notifies the Fund thereof:

- 1 The activities for which the grant has been provided will not or not entirely take place;
- 2 The obligations attached to the grant will not be fully met;
- 3 There are substantial artistic or commercial changes compared to the plan based on which the grant was provided.
- 4 There are developments that may hinder the implementation of the activities, such as reports of inappropriate behaviour or involvement in legal proceedings.

Section 6: : Final determination of the grant

Article 18. Determination

- 1 The grant recipient submits an application for determination in the Fund's digital application environment no later than sixteen weeks after the grant period has expired. The accountability form should be used for this.
- 2 If the activities have been implemented according to plan and all the obligations attached to the grant have been met, the board will then determine the grant within ten weeks after the accountability has been submitted in accordance with the grant provision.
- 3 If it appears that activities have not or only partly been implemented, a lower grant may be determined.
- 4 The board may issue further instructions to the recipient about monitoring compliance with the conditions attached to the grant provision.

Article 19. Accountability for grants of less than € 25,000

- 1 If the grant is for less than € 25,000, the grant recipient demonstrates that the activities for which the grant was provided have been implemented and that the obligations attached to the grant have been met, by means of a short substantive report and a financial overview of all actual income and expenditure.
- 2 To account for a starting grant, a completed and signed online accountability form will suffice. The resulting detailed project plan for the implementation phase of the intended project can be added as an attachment.

Article 20. Accountability for grants of € 25,000 or more

- 1 If the grant is for € 25,000 or more, the grant recipient should demonstrate, by means of a substantive report, that the activities for which the grant was provided have been performed and that the obligations attached to the grant have been met.
- 2 The substantive report contains an overview of the activities for which the grant was provided and the results achieved with it.
- 3 In so far as applicable, the report contains an analysis of the differences between

the proposed activities and the intended results - these differences and the actual realization will then be specified in the project's description.

Article 21. Actual cost statement for grants of € 25,000 or more

- 1 If the grant is for € 25,000 or more, the grant recipient must demonstrate that the activities have been performed, by means of a statement on the actual costs and income.
- 2 In the statement the grant recipient indicates:
 - a that the activities for which the grant was provided, have been implemented;
 - b the total amount of the actual costs which are eligible for a grant;
 - c the total amount of the actual income, including third-party contributions;
 - d the total amount of the actual personal contribution.

Section 7: Concluding provisions

Article 22. Appeal

A stakeholder may lodge an objection to a decision by the board based on this scheme by submitting a notice of objection to the board. The period for lodging a notice of objection is six weeks. This period will take effect from the day after the date on which the decision has been announced in the manner prescribed above. The appeals procedure has been published on the website www.stimuleringsfonds.nl.

Article 23. Protection of personal data

The board will not provide any confidential information about an application to third parties. This relates to company and manufacturing data which have been made available confidentially by an applicant to the Fund or relating to personal data as referred to in Articles 22 up to and including 33 of the General Data Protection Regulation (Implementation) Act, unless that provision ensues from a statutory obligation or does not infringe privacy.

Article 24. Effective date and expiry

- 1 This scheme will become effective from 1 January 2024.
- 2 This scheme will expire with effect from 1 January 2029, on the understanding that it remains applicable to the finalization of any grants provided based on this scheme.

Article 25. Reference title

This scheme is to be cited as: Immerse\Interact Grant Scheme

This scheme will be published in the Staatscourant (official Dutch Government Gazette).

*The Creative Industries Fund NL,
S. Groeneveld
Executive Director*