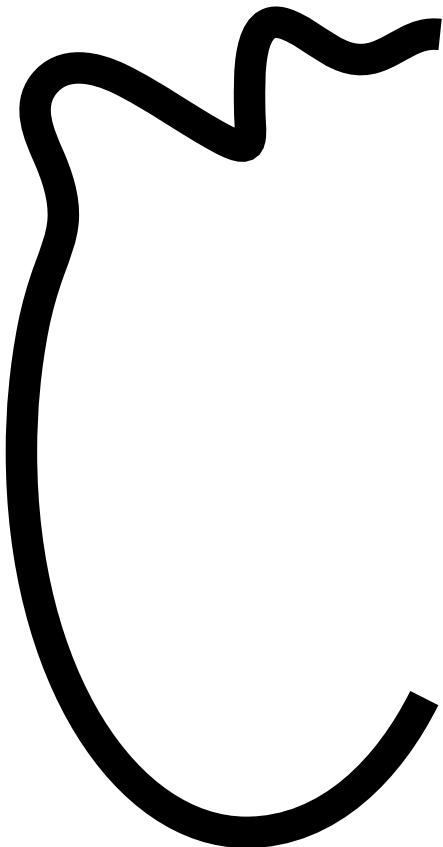


# Grant Application Guideline - Upstream: Music x Design



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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 assesses applications based on the [Upstream: Music x Design 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 [upstream@stimuleringsfonds.nl](mailto:upstream@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 starting grant or a project grant. 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](#).

Do you want to know whether you need a starting grant or a project grant for your project? [Our website explains the difference](#).

document	starting grant	project grant	maximum size
<b>project plan</b>	compulsory	compulsory	10 A4, 8 MB
<b>schedule</b>	compulsory	compulsory	1 A4, 4 MB
<b>budget and finance plan</b>	compulsory	compulsory	2 A4, 4 MB
<b>communications plan</b>	not applicable	compulsory	2 A4, 4 MB
<b>portfolio and/or additional visual material</b>	if available	if available	10 A4, 12 MB
<b>CVs of the applicant and the parties involved</b>	compulsory	compulsory	7 A4, 4 MB
<b>letters of intent</b>	if available	if available	4 MB
<b>cooperation agreement with arrangements about intellectual property</b>	compulsory	compulsory	4 MB
<b>copy of the articles of association</b>	if available	if available	4 MB
<b>covering letter</b>	only in the case of a revised application	only in the case of a revised application	2 A4, 4 MB
<b>digitally certified extract from the Chamber of Commerce, issued no more than 1 year ago</b>	compulsory	compulsory	4 MB
<b>image of the project, suitable for communication purposes</b>	compulsory	compulsory	1 JPG, 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

You draw up a project plan if you are applying for a project grant or a starting grant.

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:

**Summary:** describe the content of your project in no more than five sentences.

**Collaboration:** a motivation of the intended collaboration between the music artist and designer or creator from the creative industry.

**Project content:** clearly explain what your project entails. Also indicate which research questions are or experiment is central in your project.

**Reason:** describe the intrinsic and artistic principles of your project.

**Personal motivation:** explain why your project is relevant to your development.

**Positioning:** place your proposal within the current design practice and the pop industry. How does your proposal relate to or distinguish itself from other comparable practices.

**Relevance:** explain the relevance of your project to the area of expertise.

**Intended target groups:** explain at whom your project is aimed for.

**Plan of action:** which methodology will you use to carry out your project and what are the intended results? Explain how they are interconnected.

**Expertise involved:** provide insight into the expertise you will involve in implementing your project, including a brief list of the intended additional expertise/partners.

**Evaluation:** reflect on the results (and interim results) and indicate what your expectations are with regard to the long-term development of the project.

**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](#).

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](#).

The maximum contribution per project is € 50,000. 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.
- Unforeseen costs will not be subsidized.
- Material expenses are divided into types 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 Fund supports projects on the basis of their intrinsic and/or artistic relevance and therefore, in the first instance, finances costs that contribute directly to a qualitative implementation of projects.
- Costs for the acquisition of items that will have a value after the end of a project (e.g. computer devices) are not, in principle, funded.
- Clearly state if the budget is inclusive or exclusive of VAT. This depends on whether or not you are subject to VAT (see below).
- 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.
- The finance plan shows whether co-financing has been agreed or not yet.
- You calculate the amount of the grant you are going to apply for by deducting the total amount of co-financing and your own contribution from the total project.

#### **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.

#### **loan**

The Board may choose to provide part of the grant as a loan, based on the advisory committee's advice. This form of support may be applied if it is plausible that (part of) the project will lead to a revenue model. Part of the contribution to be determined

by the Board must then be paid back within no more than three years. If a project does not yield the expected income, the loan will be waived in full or in part. If this can be clearly substantiated, the applicant may indicate that part of the contribution is being applied for as a loan. If so, please indicate this in the budget and finance plan.

## 6. communications plan

You only draw up a communications plan if you are applying for a project grant. If you are applying for a starting grant, you can skip this point. In this plan, you should in any event provide a substantive description of the following points:

- The activities you will undertake to publicize the project and gain the interest of the intended target groups;
- The target audience and the number of participants/visitors you expect will attend the public activities you are going to carry out. Motivate this both quantitatively and qualitatively;
- The way in which results, interim results and outcomes will be shared with relevant parties;
- You must also describe how you are going to present the results of your project in a presentation plan. How are you going to bring the presentation to your intended audience's attention? In which form? Through which medium or which platform will you find an appropriate reach? What are the intended presentation partners? What venues are involved and to what extent are they already confirmed?

## 7. portfolio

The portfolio is a PDF document in which you show a selection of projects that are representative of you and of your possible collaboration partners. The portfolio gives the committee a good picture of your practice and experience.

## 8. 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.

## 9. assessment procedure and grant criteria

Applications that meet all the formal requirements will be submitted to an independent [advisory committee](#). The committee applies the [Advisory Committee Procedure of the Creative Industries Fund NL](#).

The advisory committee assesses applications based on the criteria set out below. Slightly different criteria apply to starting grants. Please carefully read article 10 of the [Upstream: Music x Design Grant Scheme](#) for this.

**a. The artistic quality** of the work of the parties involved.

**b. Impact:** the project's expected significance for the Dutch creative industry and the pop music sector.

**c. Objective and set-up:** the extent to which the project is consistent in objective and set-up, including which expertise is involved and the support in relation to the objective.

**d. Audience strategy:** the extent to which the vision regarding audience reach in the Netherlands or internationally is clear.

**e.** The project's contribution to enhancing **diversity and inclusion** within the creative industry and the pop music sector.