

# grant application guide

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In this guide you will find guidelines and tips for preparing a grant application to the Creative Industries Fund NL. Using this guide as a basis, you can draw up as complete a project plan, presentation plan, planning and budget as possible.

## before you begin

Before you draw up and submit your grant application, it is useful to know how it will be evaluated. The evaluation is carried out by committees of external advisers on the basis of the Subsidy Regulations and the regulations of the relevant grant programme. You should therefore make sure that you are familiar with the conditions, criteria and objectives set out in these regulations. For this reason, please read the Subsidy Regulations and the regulations specific to the relevant grant programme carefully before preparing your grant application. You can find the specific regulations here:

Architecture

Design

Digital culture

Talent development

Internationalization

Upstream: Music x Design

Immerse\Interact

Festivals

Activities programmes

**NB: Do not fill in the application form in the online application environment until you have completed your project plan, presentation plan, planning and budget. The application form is intended to collect data about you and your application for the subsidy administration and processing by the Fund.**

## project plan

In your project plan, describe the form and content of your project as fully and clearly as possible. You can do this in text and images and determine the text-to-image ratio yourself. Make sure that at least the following elements are covered in your project plan:

- Project content: give as clear a description as possible of the content of your project proposal, and specify in particular the problem definition and the issue in question;
- Reason: describe your proposal's intrinsic and artistic basis;
- Personal motivation: explain why your project is relevant to your own development;
- Positioning: place your proposal within current design practice;
- Relevance: explain the relevance of your project for the professional field;
- Target groups: explain who you are making the project for;
- Planned approach: which methodology will you use to carry out your project and what are the intended results? Explain how this relates to the methodology used;
- Expertise involved: provide insight into the expertise you will involve in the implementation of your project, including a brief list of the intended collaboration 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:** Try to avoid repetition of text fragments.

**Tip:** Where possible, use images to illustrate and clarify your project plan or add links to online videos. This could also be a short video in which you explain your project plan

*The maximum length of your project plan is 10 pages (A4).*

*The file (PDF) must not exceed 8 MB in size.*

## presentation plan

In addition to a project plan, your grant application must also include a presentation plan. In this plan, you will at least provide a content-based description of the following points:

- The activities you will undertake to publicize the project and involve the intended target groups;
- The target audience and the number of participants/visitors you expect will attend the public activities you will carry out. Motivate this both quantitatively and qualitatively;
- The way in which results, interim results and outcomes will be shared with relevant parties.

*The maximum length of your presentation plan is two pages (A4).*

*The file (PDF) must not exceed 4 MB in size.*

## planning

The planning allows you to provide insight into the steps you are going to take to carry out your project and how long they will take.

**NB:** The maximum duration of projects supported by the Fund is two years. When drawing up the planning, keep in mind that the moment of awarding the grant is the commencement date of your project. You can take this to be ten weeks from the closing date of the application round.

## budget

The budget provides a realistic picture of the estimated costs and income that are directly related to the implementation of your project. The specification of costs and income must enable the Fund to evaluate your underlying calculations and estimates. In order to draw up a good budget, it is important to take account of the following:

- You calculate the amount of subsidy to be applied for by deducting the total amounts of co-financing and your own contribution from the total project costs;
- The budget makes it clear which budgeted costs are covered by the subsidy from the Fund;
- 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;
- No unforeseen costs may be included in the budget;

- In order to ensure a healthy and future-proof labour market in the cultural and creative sector, you must adhere to the five principles of the [Fair Practice Code](#) for all work relating to the subsidized project and, as commissioning party, pay a fair fee. If you deviate from the Fair Practice Code, please indicate the reason;
- Indicate whether you have drawn up the budget including or excluding VAT. This depends on whether or not you are subject to VAT (see below);
- Draw up your budget in whole euros.

In the attachment you will find a model budget and coverage plan.

**NB:** Whether or not you are subject to VAT depends on the activities you carry out. If you are subject to VAT, you draw up your budget exclusive of VAT. You can reclaim the VAT included in your expenditure from the Belastingdienst (Inland Revenue Service). If you cannot reclaim the VAT included in your expenditure from the Belastingdienst, this VAT is a component of the project costs and you draw up the budget including VAT. If in doubt, consult your financial adviser or a tax inspector. If your application is honoured, the Fund will regard the amount of grant awarded to you 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 subsidy granted. In that case, any VAT charged on the contribution will be entirely borne by the applicant.

*The maximum length of your planning and budget is two pages (A4).  
The file (PDF) must not exceed 4 MB in size.*

## submitting the application

You submit your grant application via the Fund's online application environment. This is where you fill in the application form. Part of this form is a summary of your project proposal. Make sure that the form including the summary can be read and understood independently. You can upload your project plan, presentation plan, planning and budget and any other attachments in the online application environment together with your application form. You can then submit your application.

**Tip:** The Fund offers the possibility of e-mailing your draft proposal for feedback to a staff member of the grant programme to which you are applying, two weeks before the deadline for submission. They will check that the content of the proposal is clear and meets the formal requirements for consideration. The Fund employee can also draw your attention to any points that may need to be addressed in order to refine your application. The employee does not give a content-related assessment of your application or draft application. This is done by the grant programme's advisory committee.

**NB:** Create an applicant's account in time. It takes one working day for a new applicant's account to be activated.

## evaluation procedure & processing period

After submitting your grant application, you will receive within two weeks an official notification that your application has been taken into consideration and an explanation of how the evaluation process will subsequently proceed. The results will be announced no later than 10 weeks after the closing date of the relevant application round.

The advisory committee will process your application on the basis of the application form and the submitted attachments. The assessment takes place in accordance with the Subsidy Regulations and the criteria of the grant programme to which you are applying. The committee then makes a pronouncement on the extent to which the project is expected to contribute to the objectives of the grant programme and the Fund. The committee pays particular attention to the relevance of the issue, the planned approach, the expertise of the parties involved, the intrinsic and financial backing and the consistency between these components.

## starting grant

A starting grant enables applicants to study a project's options. The grant has a maximum of € 7,500. Co-funding is not compulsory for a starting grant.

A starting grant is aimed at the initial phase of a sizeable (research) project. The project plan should describe the activities aimed at refining the project's substantive and organizational aspects. This allows, for example, the problem and the research questions to be detailed and the starting phase can be used to involve partners thereby generating substantive and financial support for the project. The starting phase can also be utilized for an initial proof of concept or to conduct essential preparatory research.

Besides describing the activities during the starting phase, it is important to provide an outline of the intended project (or follow-up project) and the end results. The applicant can subsequently submit an application for a standard project grant to implement the resulting project plan.

Applications for a starting grant are processed during the regular grant rounds for the Architecture, Design, Digital Culture and Internationalization Grant Programmes. The applicant should select 'starting grant' under 'type of project' in the online application environment.

# attachment model budget and coverage plan

## Specified overview of the project costs

In this overview, you provide a specification of the costs for each project/programme component that is directly related to carrying out the project:

- You budget personnel costs on the basis of hours x rate. The Fund contributes a maximum of € 65 excl. VAT to the hourly rate of the applicant and equivalent collaboration partner. Break down the costs by activity and state the name of the person carrying out the work. If this is not known, describe the profile of the person or organization in question.
- For material expenses, make a breakdown by type of costs. These include location costs (for workshops and events), material costs, travel and accommodation costs, transport and distribution costs, project-specific publicity costs (communication and PR) and/or costs for permits.

**NB:** In general, budget items of € 2500 and above must be specified.

Budget							
Personnel expenditure	Number	Hours	Rate	Total Excl. VAT	Incl. VAT	Implementer/ co-financier	Paid by
Activity 1				€			
Activity 2				€			
Activity 3				€			
Material expenses	Number	Hours	Rate	Total Excl. VAT	Incl. VAT	Implementer/ co-financier	Paid by
Locations				€			
Materials				€			
Travel				€			
Accommodation				€			
Total project costs				€			

## Specified overview of income

In this overview, you indicate how the project costs are to be covered. Make a distinction between your own contributions, audience revenues and sales, contributions from private sources and contributions from public sources.

- Your own contributions: the applicant's own investment in the project (financial and/or in hours), if any;
- Audience revenues and sales: any income directly linked to audience activities, such as ticket sales, receipts, buy-out fees, sales of catalogues or other publications and catering;
- Contributions from private sources: all financial contributions from private parties (individuals, including associations of friends, companies, private funding bodies and charity lotteries). For instance, gifts, endowments, donations, sponsoring, bequests, inheritances or contributions. Contributions from collaborating parties, given free of charge, can also be treated as co-financing. In addition to a personal

contribution in hours by the applicant themselves, collaboration partners or experts can also make their services available free of charge. In the quantification of these contributions, it is possible to deviate from the maximum hourly rate because they occur both on the cost and on the income side and are thus offset against each other;

- Contributions from public sources: all subsidies you receive from governments and public funds:
  - subsidies granted directly by central government (ministries, agencies, government services, embassies, etc.), local authorities, provinces or water boards;
  - subsidies provided by an independent administrative body, such as a national cultural fund (<https://www.rijksoverheid.nl/onderwerpen/kunst-en-cultuur/cultuurfondsen>), a provincial or municipal fund (such as the Amsterdam Fund for the Arts);
  - grants awarded by other organizations with a legal personality under public law (such as the Taalunie);
  - subsidies provided by the EU, foreign governments or public funds and art councils.

<b>Coverage plan</b>						
<b>Income</b>	<b>Number</b>	<b>Hours/ unit</b>	<b>Rate</b>	<b>Total</b>	<b>Agreed yes/no</b>	<b>Actual or expected agreement date</b>
Own contributions				€		
Audience revenues and sales				€		
Contributions from private sources (individuals, companies, private funding bodies, other private organizations)				€		
Contributions from public sources (subsidy from central government, municipalities, provinces, National Culture Funds, EU, other public organizations)				€		
<b>Total co-financing:</b>				€		
<b>Grant requirement:</b> (= total project costs - total co-financing)				€		
<b>Total income</b>				€		