

OPEN CALL INNOVATIELABS

The Innovationlabs programme gives an impulse to the cultural and creative sector to develop useful knowledge and new working methods that will help this sector become more resilient in the longer term. For instance, the possibilities of alternative use of space, digitalization and hybrid practices, new revenue models to be developed or other ways of approaching the public.

In the Innovationlabs, we are looking for partnerships that work in an investigative way to generate opportunities and solutions that will strengthen our sector sustainably. Insights and results from the project and the collaboration are shared as openly as possible. As a result, the programme ensures that the knowledge generated by the projects benefits the position of professional makers and other parties from across the breadth of the cultural and creative disciplines in the Netherlands. On behalf of the sector, the Creative Industries Fund NL and CLICKNL are inviting interested makers and institutions to submit a proposal. The available budget for this open call is € 3,150,000.

The closing date of the open call is on Thursday, 11 November 2021.

BUDGET

The expectation is that 12 to 15 projects will be selected, with requested amounts between € 150,000 and € 300,000.

This open call is funded from the COVID-19 support measures for the cultural sector and is a one-off call.

WHO IS THIS FOR?

The open call is aimed at professional makers and institutions in the cultural and creative disciplines, but is also open to interested knowledge institutions, private, public, semi-public and social organizations, whether or not from other fields. This open call is intended for anyone who expects to be able to contribute to the above-mentioned objective of the Innovationlabs, and for this purpose enters into a partnership on as equal a footing as possible with at least two other makers or institutions that complement each other in knowledge and in offering new perspectives.

A partnership consists of at least three parties, of which at least one partner, maker or institution is professionally active and rooted within the Dutch cultural and creative sector. One party from the partnership acts as applicant. The conditions of this open call state which costs are eligible for funding and which are not.

PURPOSE

The proposals concern new ideas or existing projects that need to be developed, further developed, tested or scaled up. Makers and institutions are asked to enter into partnerships in order to develop new knowledge and perspectives for the cultural and creative sector on the basis of research and experimentation. A contribution from the Innovationlabs Open Call gives them the opportunity to jointly start a project for research, experiment, pilot, development, implementation and scaling up on one of the following themes.

THEMES

Within the Innovationlabs programme, three themes have been identified, on the basis of which new possibilities and perspectives for the cultural and creative sector can be explored, and which have already been the starting point for many experiments launched over the past two years: digitization, spatial design and product differentiation.

Prior to launching this open call, CLICKNL and the Fund appointed three quartermasters who each investigated one of these themes and identified developments, opportunities, obstacles and needs in the cultural and creative sector, together with the field.

The explanatory information about the themes below arises from the recommendations of the quartermasters and provide ways of thinking or angles of approach for projects that can be financed from this open call.

SPATIAL DESIGN

Over de gebouwde omgeving, alternatieve ruimtes en vormen van ruimtegebruik voor cultuur. Denk bijvoorbeeld aan:

- Better use of existing housing stock: to prevent green spaces having to make way for new housing, it is important to make better use of existing space. Designers and artists can play an important role here. Cities and neighbourhoods are now working separately from each other on the combination of densification, improving quality and sustainability of the housing stock. By promoting the sharing of knowledge and the joint deployment of, for example, designers, artists, policymakers and lawyers in this task, results can quickly be achieved for the creation of new housing while preserving green space.
- New interpretation of the inner city: the COVID-19 period revealed the one-sidedness and vulnerability of inner cities that have been designed in recent decades as the ideal environment for shoppers and tourists. The inner cities lack a number of other qualities, such as places for community, healthcare, peace and quiet and greenery. Who do we welcome into our inner cities? For whom is public space designed and how does this reflect the diversity of our urban population? And what role can the broad cultural sector play?
- Orgware: regulations always reflect the period in which they were drawn up, but as a result, regulations can also obstruct the way to necessary change on several fronts. Regulatory changes can open up new ways of working and fields of activity for makers and designers. By combining expertise from various disciplines and fields of activity within the cultural and creative sector, obstacles in this area can be tackled. However, sometimes there is a lack of appropriate procedures, for example in the case of projects led by residents or collectives. Here, standard procedures may be required to make new ways of working easier for authorities. A large proportion of the makers in the cultural and creative sector are self-employed

people who are not in a strong position in terms of income and social resilience. Systemic change is also needed in this area, which may lie beyond the capability of makers but could increase the resilience and clout of the sector. Broadening or changing the provision of services can also mean innovation for the sector.

DIGITALIZATION

This is about the development of well-functioning platforms, new working methods, and renewal of artistic presentations and productions. For example:

- Innovative digital working methods: with working methods such as iterative working, the needs of target groups can be integrated into the development process from the start. To this end, intensive mutual collaboration must be at the heart of projects. How can digital working methods innovate this process?
- Developing platforms or parts (building blocks) of platforms: to connect makers, audiences and productions or to facilitate audiences in finding what is on offer, new formats (including digital formats) are needed that can be used sustainably and are available to the entire cultural and creative sector.
- Reflection on public values in the digital world: PublicSpaces has released a manifesto with the key elements open, transparent, accountable, sovereign and user-centric. Reflection on this and knowledge and skill with regard to public values is important. How can we work towards an alternative software ecosystem that represents the public interest and is not for profit?
- Exchanging information: there is a requirement for a platform or an access point that makes parties from the cultural and creative sector less dependent on big-tech platforms and gives users insight into programming. For example, should an open API be provided, or should metadata be published according to DERA standards?
- Sustainable digital storage: by thinking about the way artistic productions are stored before a production or project begins, opportunities are generated to reach new users and develop new formats. For instance, contextualizing a live performance by linking it to existing material from an archive.

PRODUCT DIFFERENTIATION

In the research into product differentiation within the cultural and creative sector, the position and practice of individual makers was highlighted. How do you develop tools to stimulate the deepening and broadening of the maker's practice and how do you make the practice less vulnerable?

During the COVID-19 crisis, various innovations took place that could further strengthen the development of the cultural and creative sector, in particular the individual makers. At the same time, this period has also exposed the vulnerabilities. Sustainable solutions must be sought for these problems, which makers can benefit from.

- Although there were already makers who were hybridizing their practices for substantive reasons, the COVID-19 crisis highlighted the benefits of hybrid ways of working. As a matter of opportunity or necessity, new collaborations were entered into, revenue models were

devised or other audiences were sought. Hybrid practices yield creativity and new insights. How can the experiences of the new hybrid practices be more widely known and used?

- In addition, there are makers who see a changing role for art and culture in relation to other social domains. Many younger makers in particular see a more socially engaged role for themselves and want to develop their practice further to explore issues in society, for example in the areas of diversity & inclusion, democracy and sustainability. How does the cultural and creative sector strengthen its connection with these themes?
- An important solution is often found in collaboration, with makers regularly bringing in solutions from unexpected quarters. During the pandemic crisis, the vulnerable position of makers and smaller organizations became clear, but collaborating means combining forces, even if it is a pooling of small forces. How can small and large parties or experienced and inexperienced parties benefit from each other in a sustainable way? What new collaborative forms of work can emerge from this trend?
- Besides the discovery of digital possibilities, there is also a movement that focused more on the discovery of new local possibilities. Research into methods for allowing art to be meaningful at a hyper-local level and making this visible (impact measurement) could reinforce this approach.

INTENDED OUTCOMES

The Innovationlabs programme stimulates the development of new means of broadening or deepening the practice of makers and institutions. Projects should lead to new insights in at least one of the following subjects or result areas:

- broadening of the field of activity, including by expanding existing practices, entering into crossovers and developing and strengthening collaborative ventures;
- new forms of presentation and approach to audiences or target and user groups;
- alternative revenue models; and
- regional embedding.

In an application, explain how the project relates to these intended outcomes.

If the application is approved, an assessment will be carried out to examine how a budget can be made available in the follow-up procedure of the selected projects for upscaling and increasing the impact in the region (in a later phase of the programme). For all projects together, a minimum of € 600,000 is available.

NB: The start date for projects is 1 January 2022 with a maximum project duration of 18 months, until 1 July 2023. In October 2022, the results or intermediate results of all projects will be presented during a large public meeting at Dutch Design Week.

SUBMITTING AN APPLICATION

Proposals can be submitted until Thursday 11 November at the latest via the Creative Industries Fund NL's online application environment. Select the 'Open Call Innovationlabs' round.

In addition to a fully completed application form, an application consists of:

1. A project plan (max. 15 pages of words and images, PDF in A4 format) which includes at least a description of the subject, theme or topicality of the project.

- a. Define the research question or the assignment and describe the purpose of the research or intended further development of the project. Substantiate and justify the research, for example using results from a preliminary study or other existing knowledge;
- b. State the intended results, knowledge and insights in relation to the above result areas and explain how the project is expected to contribute to sustainable development of the cultural and creative sector;
- c. Explain the method or way of working;
- d. Provide a brief description of the collaborating parties and any other partners, their position, expertise and relevance to the project;
- e. Explain the intended knowledge sharing and communication concerning the project;
- f. Add a planning of the activities

2. A budget including a coverage plan (max. 3 pages, PDF in A4 format), in which the principles of the Fair Practice Code are followed. Co-funding is not compulsory, but provide information about the subsidy requirement. If co-funding is involved, please specify for which components the subsidy is being requested. The maximum contribution to the hourly rate of the collaborating parties and/or project team members is € 75 excluding VAT.

3. Concise CVs of the project team members (max. 4 pages, PDF in A4 format).

4. Letters of intent from the collaborating parties (max. 10 pages, PDF in A4 format).

5. Optional: relevant visual material that provides insight into the project and the activities of the collaborating parties (max. 15 pages, PDF in A4 format).

6. An extract from the register of the Dutch Chamber of Commerce (max. 1 year old).

7. A representative image of the project (to be used freely by the Fund for communication purposes, where the necessary image rights are held by the applicant).

8. Optional: a link to a video.

If the submission does not comply with the above description, no assessment of the proposal can take place.

NB: Request your login details for the online application environment in good time. Validation of a new user account can take up to one working day.

WHAT ARE THE ASSESSMENT CRITERIA?

For the assessment of submitted proposals, the Fund seeks advice from external advisers with relevant expertise in the cultural and creative sector, the described themes and the desired impact within the objective of the Innovationlabs.

These advisers apply the following criteria in assessing the proposals:

- the relevance of the issue in relation to the objective and themes of this open call;
- the quality of the planned approach, such as the elaboration of the objective and structure, the working method and/or research method, the support enjoyed, the budget and the coverage plan;
- the quality of the partnership, such as the complementary expertise of the collaborating parties and the way in which they work together;
- the extent to which the intended effects are expected to strengthen the Dutch cultural and creative sector; and
- coherence between the above-mentioned components.

The criteria above contribute equally to the final score.

The advisers use the assessment method as described in the working method of the Fund committee (PDF) in articles 1 to 5.

If, on the basis of the average final score, applications end up in a tie in the rankings and the subsidy ceiling is reached with these applications, the tied applications will be ranked as follows:

- a. The tied proposals are first prioritized on the basis of the score awarded to the criterion ‘the extent to which the intended effects are expected to strengthen the Dutch cultural and creative sector and contribute to the desired impact within the objective of the Innovationlabs’;
- b. The proposals assessed equally in this case will be prioritized on the basis of the score awarded for ‘the relevance of the issue in relation to the objective and themes of this open call’.

CONDITIONS AND GROUNDS FOR REFUSAL

- The proposal must indicate that a minimum of three parties are entering into a partnership;
- The applicant is based in the Netherlands and is registered with a Chamber of Commerce in one of the countries of the Kingdom;
- The core activities of the applicant demonstrably focus on the Dutch cultural and creative sector;
- NB: this open call deviates from the Open Call Grant Scheme, so that institutions with a structural subsidy relationship with central government may also submit an application. This also applies to institutions that are being supported by the Fund for a number of years or institutions being supported by other national culture funds.
- Educational and research institutions may not submit an application, but may be part of the partnership. However, no subsidy from this open call can be requested for their activities.
- The applicant endorses and adheres to the following codes:
 - a. Fair Practice Code;
 - b. Diversity and Inclusion Code;
 - c. Culture Governance Code 2019;
- If the project is selected, the partnership will participate in the various ways in which knowledge and experience are shared within the Innovationlabs programme. This takes place, for example, during events and by means of interviews and video recordings.
- If the project is selected, the parties involved agree to publicly share research results and

relevant knowledge regarding processes and methods.

PROCEDURE

The assessment of an open call takes the form of a tender: this means that, within the available budget, a number of proposals are prioritized over other submissions. Only projects with a positive assessment can be supported.

The processing and assessment of the proposals submitted is carried out within the framework of the Fund's Open Call Grant Scheme. Any subsidy is therefore awarded on the basis of these regulations. The following articles in those regulations do not apply to this open call:

- Article 1 (this open call is not restricted to the scope of the creative industry, but focuses on the breadth of the entire cultural and creative sector)
- Article 3, paragraph 2
- Article 4, paragraph 1, under a, b, e and f;
- Article 5, paragraph 1 a
- Article 13

RECEIPT AND SELECTION

The applicant will receive confirmation of receipt by e-mail at the latest two weeks after the closing date.

The selection of the proposals will be announced to all applicants by e-mail. The Fund aims to announce the selection by the end of December 2021.

In the event of selection, the Creative Industries Fund NL will pay out 40% of the amount granted at the start of the project, as an advance. Another 40% will be paid in mid-2022. If necessary, the Board of the Fund may impose additional conditions for granting subsidy. The balance will be paid out following the decision to approve the subsidy at the end of the grant period, unless the decision to approve the grant specifies a lower amount.

ACCOUNTABILITY

If you receive a subsidy from the Fund, you also enter into obligations. Read more about accountability in Articles 14 to 20 of the [Open Call Grant Scheme \(PDF\)](#). Two weeks before completion of your project, you will receive an e-mail requesting you to submit your accountability report in the online application environment.

The subsidy recipient will keep project records in such a way that the rights and obligations and income and expenditure relevant to the approval of the subsidy can be checked at all times. If requested, the subsidy recipient provides the Fund with insight into the project records. In the event that the grant amounts to € 25,000 or more, the subsidy recipient must demonstrate that the activities have taken place, based on a statement about the actual costs and revenue

INFORMATION ABOUT THE INNOVATIONLABS PROGRAMME: KNOWLEDGE DEVELOPMENT AND SHARING

In order for the Innovationlabs programme to make a maximum contribution to the resilience and flexibility of the sector, special attention is paid to learning from and with each other. CLICK-NL and the Creative Industries Fund NL are setting up an activity programme for this purpose to facilitate the sharing and exchange of knowledge. Participation in these activities is part of the implementation of each project awarded subsidy. The activities take place both in groups and per project, and include identifying and analyzing the steps taken in a process, analyzing the obstacles, and adjusting working methods, objectives or strategy. To strengthen the sector across the board, the knowledge and experience gained from these activities will also be disseminated publicly through various channels of the Innovationlabs, Creative Industries Fund NL and CLICKNL. Wherever possible, [Creative Commons licences](#) are used to enable reuse.

RESEARCH

Om nadere invulling te geven aan de kennisontwikkeling voor de gehele sector biedt het programma Innovatielabs een flankerend onderzoeksproject, dat wordt gefinancierd door Regieorgaan SIA (NWO) en dat niet ten koste gaat van het budget voor de Innovatielabs. Het opzetten van dit project wordt gecoördineerd door CLICKNL en Regieorgaan SIA. Meer informatie hierover volgt de komende maanden. Vragen hierover mogen per e-mail worden gericht aan [Bart Ahsmann](#).

WOULD YOU LIKE TO KNOW MORE?

The [Innovationlabs](#) for the cultural and creative sector are an initiative of the Minister van Engelsehoven of Education, Culture and Science in response to the recommendation of the Council for Culture in its advisory report '[Onderweg naar Overmorgen](#)' to launch three innovationlabs on the themes of digitization, spatial design and product differentiation. The programme is a joint project of the six national culture funds and CLICKNL with the aim of giving this sector the opportunity to experiment with new working methods and revenue models in order to help the sector become more flexible and resilient after the COVID-19 pandemic, in the long term as well.

The grants will be awarded from the COVID-19 support measures for the cultural sector, which were granted to the Creative Industries Fund NL on the basis of Article 1, paragraph 1 of the Decree on specific cultural policy.

CONTACT

If you have any questions about this open call and the procedure, please contact the Innovationlabs project team. You can also send your concept proposal to the project team up to one week before the closing date. The team can then respond to questions about completeness of the proposal or the formal conditions.

MAIL TO:

INFO@INNOVATIELABS.ORG

OR CALL 010-4361600

(preferably on Wednesday mornings between 10:00 and 13:00).

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