

2021-2024

explanatory notes

project subsidies cultural

participation scheme

AFK
amsterdams
fonds voor de
kunst

Explanatory notes to the 2021-2024 Cultural Participation Scheme



INTRODUCTION

The AFK is a fund from and for the cultural metropolis that is Amsterdam. As part of its mission, 'Fantastic art for Amsterdam' the AFK is contributing to a city where everyone has the opportunity to create or experience art. It therefore supports all forms of art in every city district and every neighbourhood. This fund is for all disciplines within the cultural sector; for individual artists, and for small and large organisations, whether they create art for a living or engage in art and culture in their free time.

This scheme is intended for activities by and for people living in Amsterdam who engage in art and culture in their free time as an interest, passion or hobby. These people make an enormous contribution to spreading art and culture in the city and to bringing art and culture closer to all residents of Amsterdam. When we say culture makers, we mean people living in Amsterdam who actively engage in art and culture in their free time. This can be as a performing culture maker – such as a screen printer, actor in a drama group, word artist or DJ – or as an organising culture maker – such as someone who voluntarily organises a neighbourhood cultural festival or exhibition. The scheme also covers new genres and forms used by culture makers to express themselves culturally and creatively.

WHAT ARE THE OBJECTIVES?

The scheme has two main objectives: on the one hand, to inspire people living in Amsterdam to actively participate in art and culture and, on the other hand, to promote the visibility of art and culture in leisure time within the municipality of Amsterdam.

WHO CAN SUBMIT AN APPLICATION?

Culture makers may submit applications for their own projects as individuals (natural persons) registered in the municipality of Amsterdam or as associations or foundations (legal entities) registered with the Chamber of Commerce in the Netherlands and with a registered office and/or visiting address in Amsterdam. Professionals and cultural organisations assisting culture makers in the creation of culture may also apply for a project.

Only culture-making associations or foundations registered with the Chamber of Commerce in the Netherlands and with their registered office and/or visiting address in Amsterdam may submit an application for a development plan. Applicants submitting a development plan must have been in existence for at least three years at the time of submission. This will be assessed on the basis of the date of registration with the Chamber of Commerce.

WHAT IS ELIGIBLE FOR FUNDING?

The AFK supports special art projects for everyone living in Amsterdam through the Project Subsidies for Cultural Participation Scheme. This scheme supports cultural and creative activities (projects) by and for people living in Amsterdam who actively engage in art and culture in their free time.

Culture makers affiliated with an association or foundation can submit a development application for developing and/or deepening activities in the fields of programme, audience or business organisation. Development plans can be aimed at helping applicants to boost the quality of their activities and/or strengthen their position in the cultural field in Amsterdam, for example, by investing in recruiting new members/participants, attracting donors, reaching new audiences, experimenting with different forms of presentation and digitising activities and presentations.

When submitting a development plan, applicants must choose one or more of the following themes and develop them into a clear development goal.

- *New forms, new stories*
This concerns developments related to artistic content. Examples include developing new activities, researching new presentation forms, practicing new forms of culture, or digitalisation.
- *New audiences, new spaces*
This concerns developments related to audiences and participants. Examples include plans for strengthening marketing and communication, research into reaching new target groups and/or presenting work in innovative locations.
- *New structures, new works*
This concerns developments in the area of business and organisational structure. Examples include research or plans focusing on new forms of funding and/or the way in which culture making is organised.

Activities provided in the form of in-school cultural education are not eligible for this scheme. By cultural education, the AFK means teaching or other activities for children and young people up to the age of 18 that contribute to learning about art and culture. The Project Subsidies for the Professional Arts Scheme has been set up for artistic activities whereby the majority of the artists involved actively make or perform art to earn a living.

During 2021, it will temporarily be possible to apply for project subsidies for extracurricular cultural education under the Arts and Culture Support Plan (Steunplan Kunst en Cultuur). This concerns special extracurricular projects in all art disciplines for children and young people between the ages of 6 and 18. Applications may only be submitted for activities during school hours if they constitute a limited part of an extracurricular project and a clear connection is established with cultural activities pursued in free time. This possibility for supporting extracurricular cultural education is available until 31 December 2021. Cultural organisations may submit applications for these temporary options up to a maximum amount of €25,000 per application. Individuals may apply for up to a maximum amount of €10,000 per application. Educational institutions may not apply.

THE APPLICATION

Applications may only be submitted via the application form on the My AFK digital platform. In addition to the completed application form, there are also compulsory appendices.

We require any application for a project to be accompanied by a project plan, including a communication plan (maximum 15 pages), CVs or short biographies of the main artistic and/or organisational participants, and a balanced budget with a financing plan. Applicants are also welcome to support their plan with audio visual material, such as sketches, compositions, scenarios, and video and audio material. Applicants may also choose to explain part of the substantive plan in a short film. Please keep the scope limited.

We also require any not-for profit legal entities (associations/foundations) submitting an application to include a recent extract from the Chamber of Commerce, no more than two months old. Applications submitted by a natural person in the legal sense (individual) must also be accompanied by proof that they are registered in the municipality of Amsterdam. Examples of such proof are: a rental agreement, extract from the municipal personal records database, income tax return or bank statement. This evidence must be no more than two months old. Please note: when providing proof, please make personal data such as your citizen service (BSN) number or bank balance illegible.

Applications for a development plan must be focused on a detailed development issue based on one or more themes that have been chosen as development goals. You must state why this development is important for the company and how you intend to active your envisaged goal. We will also need to see a portfolio of previous activities.

MY FIRST APPLICATION

If you have not previously received a subsidy from the AFK, you can use 'My First Application', which allows you to explain your application in person in a conversation with AFK staff members. You should submit the application in the usual way, including all the obligatory appendices.

If your funding application is rejected, you may apply a second time for the same project in the same way. A project submitted as a 'My First Application' will receive a maximum subsidy of €5,000 from the AFK. The first public presentation of the project must take place no earlier than one month after the interview with the AFK.

Only a limited number of 'My First Application' requests can be considered each month. You will find more information, including dates and times at www.afk.nl. You can also register for a 'My First Application' meeting via the website.

Decisions on 'My First Application' will be taken within one week of the interview. The AFK may extend this decision period by one week, in which case, applicants will be notified. If a 'My First Application' request is granted, the applicant will receive a 100% advance.

EVALUATION OF THE APPLICATION

The AFK may submit applications to one or more advisors to seek their advice. The advisor(s) will be asked for their opinion regarding the degree to which an application meets the assessment criteria.

The application and accompanying information are crucial to the assessment. They must create a sense of trust that the planned activities will actually take place. Therefore, the applicant's past, i.e. their track record, will also be examined.

The quality of previous activities undertaken by the applicant may provide an indication of future work. This will be assessed by means of the AFK's own observations and by those of its advisors (through visits to earlier projects) as well as the results of projects funded by the AFK in the past. Signs of development, whether positive or negative, will be considered insofar as possible.

A positive assessment of one or more separate criteria does not automatically mean that a subsidy will be granted. The overall impression provided by a reasoned and substantiated assessment is crucial to the decision to award funding.

Applications for a project or development plan will be evaluated on the basis of the following criteria:

Artistic importance

a. Artistic, cultural and/or creative originality

Is the project surprising or engaging? The evaluation process will consider whether the plan provides a convincing description of what the project contributes to the applicant's own activities or to cultural and artistic activities in Amsterdam. This could be something like a special collaboration or the presentation of new work. We will assess the connection between the artistic, cultural or creative objective and the way in which it will be expressed in the activities.

b. Artistic, cultural and/or creative significance for the intended participants

The application will be assessed on whether the project is likely to appeal to the intended participants. Does the project give participants the opportunity to further their artistic, cultural and/or creative development?

Significance for the city

a. Connection with society

Will there be cooperation with relevant cultural or social partners and/or does the project touch upon a societal theme in a surprising or engaging way? It will be assessed to determine whether the application shows that there is interest and/or involvement (support) from, for example, the neighbourhood, residents of Amsterdam or organisations in the city.

b. Geographical spread

Does the project contribute to the distribution of cultural activities and audience reach within the city but outside the city-centre district (Centrum)? In addition to geographical spread, the assessment will consider the level of realism and substantiation, also in relation to the applicant's past experience.

c. Diversity and inclusion

Does the project contribute to a diverse and inclusive arts field through the programme, participants, audience and/or organisation in terms of, for example, the subject, art form, presentation method, composition of the team, participants or cooperation partners? What matters in this respect is that the ambition is appropriate to the applicant and their experience and is realistic. The objective is to improve accessibility for and representation of the different backgrounds and stories in the city, so that all citizens of Amsterdam can recognise themselves to a greater extent in the range of cultural activities on offer (as referred to in the Diversity & Inclusion Code).

Feasibility

a. Organisationally realistic

The proposal will be evaluated on the extent to which the manner of working and organisation is suitable for the implementation of the plan. Does the application show that there is enough knowledge and experience to implement the plan?

b. The budget and financial plan are realistic and appropriate to the plan

Has a realistic total picture of all expected revenue and expenses been submitted? Is the budget balanced and clearly explained? If part of the plan is to be carried out outside the municipality of Amsterdam, the budget must clearly show which costs will be incurred for the benefit of Amsterdam and which not. The financial plan must consist of an appropriate, diverse financing mix.

c. Visibility

This criteria tests whether the intended target group (both participants and audience) has been clearly formulated and is appropriate to the activities. Is the applicant considering new target groups? To what extent do the means of communication match these target groups?

In addition to the aforementioned criteria, applications for a development plan will also be evaluated on the basis of the following criteria.

Development

a. Development goal and necessity

Applicants must choose one or more of the following themes and develop them into a clear development goal. What does the applicant want to learn or explore in depth to boost the quality of culture making? What is the final objective? Applicants must describe the start situation and the necessity for the envisaged development.

- *New forms, new stories*
Content-related development, such as new activities, researching new presentation forms, practicing new forms of culture or digitalisation.
- *New audiences, new spaces*
Development in relation to audiences and participants, for example, in marketing and communication, new target groups and/or presenting work in innovative locations.
- *New structures, new works*
Development in relation to business or organisational structure, such as financing or the way in which culture making is organised.

b. Working method

What steps will the applicant take to achieve this development and within what time span?

We will assess whether the tools used for this will make a convincing contribution to the envisaged end goal. For example, whether appropriate (external) expertise will be brought in to support a development, such as in the form of training, coaching, or cooperation with a more experienced organisation or expert.

THE AMOUNT OF THE SUBSIDY

The amount of subsidy requested must be well-justified. When determining the final amount of the subsidy, several aspects will be taken into consideration.

- The amount of subsidy requested must also be in proportion to the total budget available to the AFK for this scheme. The AFK stands for a fair distribution of resources among city districts, individual applicants and organisations.
- It is possible that some parts of the plan will be granted a subsidy, while other parts will not. This may be the case if the application as a whole is assessed as eligible, but certain parts of the plan are given a lower priority on the basis of the assessment.
- When determining the amount, the relationship between the subsidy requested from the AFK and the proportion of activities and audience reach scheduled to take place in Amsterdam will also be taken into consideration.
- Overhead costs may not exceed 7% of the total budget. By overhead costs, we mean all those costs not directly attributable to the primary process of the project, such as office accommodation, administration, ICT and costs for general and business management. If the total cost of overheads in an application exceed 7%, the applicant must explain the reason for this and justify why this amount is reasonable. If the overhead costs are too high, we will take this into consideration when determining the amount of subsidy to be granted.
- When determining the amount of the subsidy, the fact that the subsidy may only be used to cover part of the purchase costs of equipment, resources (tools) and software (licenses) directly connected to the project will be taken into account. Because such resources may have a use and function that transcends the duration of the project, the AFK has determined that no more than 1/3 of such purchase costs may be covered by the awarded subsidy. Additional purchase costs for these items must be partially funded by the applicant through their own contribution or co-funding from another source. The AFK will not make any contribution whatsoever to the purchase of musical instruments.

GROUNDS FOR REFUSAL

Listed below are the main reasons for rejecting an application, the so-called grounds for refusal.

Applications must fit within the objectives of the scheme and both the activities and the applicant must also be eligible for subsidy on the basis of the scheme. Applications must be submitted in good time. An application will be rejected if the first public presentation of the project is due to take place within thirteen weeks of receipt of the application; if the activities of a development plan start within these thirteen weeks, or if the first public presentation of a 'My First Application' takes place within one month of the date of the interview with the AFK.

The amount of subsidy requested may not be lower than €1,500, nor may it exceed 75% of the total project cost.

Subsidy will be refused if an application for the same project has previously been submitted and rejected twice.

This only applies to the same activities, so it does not include, for example, an annual festival that submits an application every year.

Applicants are required to provide an account of a previous project that meets the conditions of the AFK. Before a new subsidy can be granted, any previous subsidy process must have been completed according to the specified conditions.

A project must be publicly available or accessible to audiences in some way: the AFK considers it important for artist's work to be seen. The AFK allocates financial resources from the city of Amsterdam. That is why it is a condition that at least part of the activities take place in Amsterdam. If online activities or publications are involved, other Amsterdam aspects and involvement will be taken into account, such as the extent to which the project and creative process are embedded in an Amsterdam context, the extent to which Amsterdam makers/artists are involved and the question of whether the content (e.g. theme) is relevant to Amsterdam.

The AFK attaches great value to safe and fair cultural enterprise, good governance and supervision. Applicants are expected to adhere to the Governance Code Culture and subscribe to the values of the Fair Practice Code. If an applicant does not meet the usual standards of good governance and fair practice for the organisation in question with regard to good management, proper supervision and a safe working environment, this may give cause to reject their application.

AFTER YOUR SUBSIDY APPLICATION HAS BEEN APPROVED

Paragraph 4 of the scheme describes what will happen after an application has been approved. You are obliged to notify us of any changes to the project or development plan (content-related or organisational) as quickly as possible via the online changes form on the My AFK digital platform.

The AFK will give an advance payment of 90% of the amount of subsidy awarded. A 100% advance will be granted for applications being handled as a 'My First Application'. Advances will be paid automatically within four weeks of the decision to grant the subsidy. If you do not wish to receive an advance payment immediately after award but would like to request it at a later date, please indicate this in the application form.

You must submit an account of the funding you have received at the end of your project or development plan, also via My AFK. In it, you must reflect upon how you implemented the activities, both in terms of content and finances.

In addition to the Cultural Participation Scheme, the AFK also has a Two-Year Cultural Participation Subsidy Scheme. Companies receiving funding from the AFK under this scheme can also apply for funding under the Project Subsidies for Cultural Participation Scheme. Please note that we may not contribute twice to the same activities. It is therefore not possible to apply for activities that are already receiving funding under the Two-Year Cultural Participation Subsidy Scheme.

COLOPHON

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