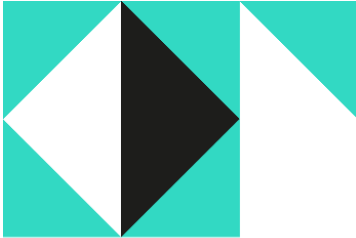


# Call for applications | Visual arts – Galleries

to fund strategic projects for international marketing, networking and professionalisation.



**KREATIV-TRANSFER**

Application period: 07 November 2023 – 18 January 2024

Funding period: 11 March – 31 December 2024

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## **Background: Kreativ-Transfer (Creative Transfer)**

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The aim of the Kreativ-Transfer funding programme is to support professionals in the fields of the performing arts, visual arts and games in establishing and expanding their international networks to improve their visibility on the international market. The programme supports the necessary international marketing and networking measures as well as the corresponding training and professionalisation of the stakeholders.

In particular, Kreativ-Transfer supports participation in international fairs and festivals, enabling artists, creatives and their representatives to present their work, make new contacts and find co-producers and clients.

In addition, the programme supports strategic projects for international marketing, networking and professionalisation.

The programme is supported by the German Dance Association: [Dachverband Tanz Deutschland](#) (DTD). Further information on Kreativ-Transfer can be found [here](#).

### **Call for applications | Visual arts – Galleries to fund strategic projects for international marketing, networking and professionalisation.**

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Like the grant for travel expenses, the project grant is intended to enable professionals to increase their visibility on the international market, implement international marketing and acquisition measures and optimise their (digital) presence. In addition, the strategic project funding serves to advance education in the areas mentioned above. Its aim is to enable sustainable and effective measures to strengthen international presence and economic position in the long term.

The **parallel call for applications to fund travel** to international fairs and similar events can be found [here](#).

Note: **It is possible to apply for both calls at the same time.** Please note that there is an emphasis (also budgetary) on the awarding of travel grants.

As the funding is provided by the federal government, the award guidelines (Unterschwelvenvergabeordnung - UVgO) must be observed in the case of bookings / contract fees as well as the Federal Travel Expenses Act (Bundesreisekostengesetz - BRKG) in the case of travel bookings. Further information on the UVgO can be found [here](#) (in German only) and on the BRKG [here](#).

## Nature & objectives of funding

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- **Establishing and expanding the international network** of the represented gallery and/or
- **Improving the international marketing** of the represented gallery's work and/or
- **Training and professionalisation** in the areas of international networking, (digital) distribution, international communication, marketing, and acquisition

### **Eligible** activities include (examples):

- > optimisation of your online presence (website/social media channels)
- > translation of your website
- > acquisition activities
- > concept development for acquisition of international curators, organisers, potential international partners, collectors and buyers, etc.
- > participation in workshops and seminars on marketing strategy topics (including travel expenses required for participation)
- > coaching sessions to optimise your international marketing measures (including travel expenses required for participation)
- > creation of a database of – primarily international – contacts
- > creation and international distribution of (digital) image brochures, catalogues, etc.
- > creation and international distribution of (digital) promotional material for the presentation and distribution of the gallery's work

See further examples from page 04.

### Measures **not eligible** for funding include:

- > conception and design of (individual) exhibitions, exchange, or cooperation projects or similar
- > participation in (individual) exhibitions, exchange, or collaborative projects or similar
- > exchange meetings
- > artistic research
- > research trips
- > workshops, coaching sessions, seminars, etc. for the purpose of further artistic or creative training
- > (marketing strategy) activities already underway at the time of application
- > marketing strategy activities that primarily concern the national market
- > travel expenses for the above ineligible activities

## Target group & requirements

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Applications are welcome from operators of small and medium-sized galleries who:

- > are currently based in Germany,
- > have been (co)managing the gallery on a full-time basis for at least two years, and
- > are engaged in the professional mediation of contemporary visual art on their premises through regularly changing, publicly accessible exhibitions and accompanying publication activities (e.g. catalogues, public relations, social media, etc.).

We explicitly invite all interested parties to submit an application – regardless of cultural and social background, gender, skin colour, disabilities, age, religious affiliation, language, ideology and sexual orientation. Applications will be evaluated solely on the basis of professional merit.

## Strategic projects – eligible activities

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The following examples of strategic projects that are eligible for funding are provided for guidance and inspiration.

### **Developing and expanding the international network of the represented gallery:**

- Organise and evaluate existing contacts established in the past and reconnect with those with good potential in terms of international visibility and marketing: creation of a contact database/strategy for reviving specific contacts, e.g., international curators, fair organisers, possible co-organisers, partners, buyers, and collectors.
- Participate in digital fairs to establish contact with potential international curators, possible co-organisers, partners, and multipliers to strengthen contacts, initiate specific business relationships, etc.

### **Improving the international marketing of the work of the represented gallery:**

- Digital distribution on the international market to boost the visibility of the gallery through digital channels.
- Optimisation of the website and social media activities for the international market.
- Creation of (digital) promotional material for the presentation and distribution of the gallery's work: (digital) brochures, portfolios, newsletters, etc.
- Translation of the website or promotional materials into other languages to reach international curators, organisers, possible co-organisers, partners, collectors, buyers, and multipliers, the press, etc.

**Training and professionalisation** in international networking, (digital) distribution, international communication, marketing, and acquisition:

- Expert coaching or consultation on relevant topics (marketing, social media, communication, digital distribution, acquisition, etc.). The expert will be chosen by the grantee; the DTD or the [Bundesverband Deutscher Galerien und Kunsthändler e.V.](#)

[BVDG](mailto:post@bvdg.de) (post@bvdg.de) can assist in the search and suggest an expert depending on the subject matter.

- Job shadowing on relevant topics (marketing, social media, communications, digital distribution, acquisition, etc.), similar to a short-term mentoring programme.
- Attendance at seminars, workshops, expert talks, and industry meetings such as [TALKING GALLERIES](#) or similar on relevant topics, provided that these demonstrably serve the purpose of training or professionalisation.

The **combination of sub-areas mentioned** here – developing and expanding the international network, improving international marketing, and training and professionalisation – within one strategic project **is both possible** and desirable.

## **Funding amount & and eligible expenses**

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A maximum of **2,000.00 euros** can be requested. The jury will decide on the amount of funding to be allocated.

Funding will be awarded in the form of a **lump sum grant**. If the expenses required to carry out the project exceed the grant amount, you can contribute your own funds or any third-party funds that do not stem from federal budgets.

### **Eligible expenses include:**

- Your own fees (these may not exceed 80% of the funding requested).  
This is based on a daily rate of up to 350.00 euros. Your working hours can be documented by means of a time sheet.  
**Please note:** Before submitting your application, please check the conditions under which your own fees can be covered. You can find an overview [here](#).
- Fees for advisors and coaches – we recommend listing specific names; more information can be found [here](#) (in German only).
- Translation expenses (e.g.: multilingual website, multilingual brochure, etc.) – we recommend listing specific names; more information can be found [here](#) (in German only).
- Participation fees for seminars, workshops, expert talks and industry meetings such as TALKING GALLERIES or similar – we recommend listing specific providers; more information can be found [here](#) (in German only).
- Artists' social security contributions (KSA) in connection with creative and/or editorial commissions (graphic designers, editors, photographers, translators, etc.).
- Expenses (within reasonable limits) for the purchase of software, technology and equipment that are essential to the success of the strategic project (e.g.: webcams, microphones, etc.).
- Travel expenses in accordance with the German Federal Travel Expenses Act (BRKG), which are required to attend seminars, coaching sessions or similar. Information on the BRKG can be found [here](#) and [here](#) (in German only).

## Notes on sustainability

- **Travel:** Air travel expenses are not eligible for funding when attending (1) events within Germany and (2) events within Europe that can be reached in less than six hours by train! We also encourage grantees to endeavour to travel in a climate-friendly manner for longer trips.
- **Printing of promotional material:** These expenses are only eligible for funding if the promotional materials are produced in a sustainable manner (recycled paper, organic printing inks, carbon-neutral printing with green electricity, etc.). Compliance with the sustainability criteria must be documented in the subsequent expense report (e.g. on the invoice from the printing company).

## Application and procedure

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### Info-Zoom on how to apply

Together with [transmissions](#) we offer an info-zoom on how to apply.

The Info-Zoom will be held in English spoken language. Questions and comments in German are always welcome.

**5 January 2024, 11.00 – 12.30 CET:**

<https://us06web.zoom.us/j/85947418879?pwd=xSRNAIQDzZZ9PykfadLAHKzMCN3mO1.1>

Meeting-ID: 859 4741 8879 / Code: 581237

Applications can be submitted between **07 November 2023 – 18 January 2024 (23:59 CET)**. Applications must be submitted using the [online form](#) only.

In addition to the proof of fulfilment of the requirements outline above, a **brief description of the strategic project** (implementation period, specific measures, etc.) as well as a **budget/funding plan** (template [here](#)) must be submitted.

**The strategic project must be implemented and completed within the funding period (11 March – 31 December 2024).**

Expenses may be incurred and bookings made on or after the application date. For this, you should request an early start of the measure in the online form. Please note, however, that you are not entitled to receive funding and that the start of the strategic project as well as all obligations and expenses to be undertaken are therefore at your own risk.

**Receipt date:** Only receipts dated on or after the application date will be accepted for reimbursement purposes!

**Note:** For fees, participation fees for seminars, etc. which exceed 1,000.00 euros (net) per booking, three comparative offers must be obtained at the same time (!). This also applies to plane/train tickets and accommodation. The three comparative offers must be submitted with the subsequent expense report. This also applies in the event that expenses / bookings are already made before funding is approved. Click [here](#) (Unterschwel­lenvergabeordnung – UVgO) for more information (in German only).

The DTD office will review all applications for eligibility and submit them to the jury, which will decide on the funding.

The members of the current jury can be found [here](#).

Applicants will be informed of the outcome of their applications approximately six weeks after the application deadline.

### Note on supporting documents & saving the online form

The supporting documents required for the application are listed on the online forms, which can be accessed at any time and may be viewed as often as you wish. However, please note that it is not possible to save data or uploaded files temporarily and then complete and submit the application at a later time.

### Note on barriers

Although Kreativ-Transfer is continuously striving to lower barriers, the application process is unfortunately still subject to certain barriers. Please get in touch with us or ask a person of your trust to contact and inform us about your needs. We will then try to arrange assistance and, after prior consultation, cover the costs, for example, for sign language interpretation. In addition, we aim to seek professional support from an expert in order to make the application and selection process for the calls for proposals more inclusive and to lower barriers.

## Funding agreement, accounting & evaluation

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The DTD will conclude a funding agreement with the gallery operators. Grants will be made public.

Grantees agree to complete two evaluation questionnaires: one when submitting the expense report and another approximately ten months after the strategic project.

The grant will be disbursed after submission of a **brief report (maximum of 1 DIN A4 page), proof of use of the funding in accordance with the budget/funding plan, receipts** and the (first) **evaluation questionnaire**. The expense report must be submitted **no later than four weeks** after completion of the project.

Examples of receipts include:

- Documentation of own work in the form of own fees (maximum of 80% of the approved funding amount); the DTD provides a timesheet template for this purpose
- Fee invoices for coaches and consultants
- Invoices for seminar and workshop fees
- Invoices detailing the cost of required software, technology and equipment
- Travel expense receipts

Funds will be disbursed once the documents submitted have been reviewed. In exceptional cases, a maximum of 50% of the grant may be paid out earlier on request, but no earlier than six weeks before the end of the project.

The DTD cooperates with [transmissions GmbH](#) for the processing of grants (contract dispatch, accounting, evaluation, etc.).

**For further information, please also see the FAQs below.**

**For further information and queries, please contact:**

Jana Grünewald · Sophia Herzog · Kerstin Karge · Celina Schröter

Kreativ-Transfer · Dachverband Tanz Deutschland

Phone: +49 (0)30 / 992 119 117 (Tuesday to Thursday, 1:00 p.m. – 3:00 p.m.)

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<https://twitter.com/KreativTransfer>



### **Can the application be submitted in English?**

Yes, applications can be submitted in English.

### **What exactly does the phrase "Applicant is the potential contracting party" on the form mean?**

All information provided in the form refers to the potential contracting party, i.e., the grantee, should the application be approved.

If you are not the potential contracting party but are completing the application on behalf of someone else, we ask that you provide your name and contact information on the "Contact person (optional)" tab of the form.

### **When is the earliest possible start date of a strategic project? Is an early start possible?**

The duration of the strategic project must generally fall within the funding period (11 March – 31 December 2024).

The earliest start date possible is the application date. This means that EXCLUSIVELY expenses and bookings can already be made from this date, for example, to take advantage of discounts or certain registration deadlines. Activities / participations (such as e.g. workshop participations, own contributions, services of third parties, etc.) are possible at the earliest from the beginning of the funding period (11 March 2024). Please note that you are not entitled to receive funding and that the start of the project as well as all obligations and expenses to be undertaken are therefore at your own risk.

Important: The strategic project must not have started at the time of application!

Receipts dated prior to the application date will not be considered.

### **Can I still settle invoices after the specified implementation period for my strategic project?**

No. All expenses must have been paid by the end of the implementation period.

### **Once I have submitted my application, I would like to book a social media seminar that is to be part of my strategic project, even though I do not know whether I will receive the funding. What do I have to consider concerning expenses/bookings exceeding 1,000.00 euros (net)?**

For expenses/bookings exceeding 1,000.00 euros (net) (e.g. for seminar bookings/commissioning and, if applicable, advance payments for the services of translators/graphic designers, etc.), three comparative offers must be obtained at the same time (!). These must be submitted with the subsequent expense report. Click [here](#) (Unterschwelvenvergabeordnung – UVgO) for more information (in German only).

### **I would like to submit a strategic project that serves the networking and marketing of my work – but at the national level rather than internationally.**

Kreativ-Transfer aims to strengthen international networking and marketing and to improve visibility on the international market.

Precisely because of the obstacles and more difficult conditions that still impede international mobility, marketing and networking, the focus of the strategic projects should generally be on the international sphere. However, Kreativ-Transfer also covers projects that are also, but not exclusively, aimed at strengthening networking and marketing at the national level, and these can be funded accordingly.

**To what extent can expenses for the acquisition of technology be funded?**

Expenses for the acquisition of technology are only eligible for funding if they are absolutely necessary for the success of the project. This must be plausibly presented in the application. The expenses must also be in reasonable proportion to the other planned expenses presented in the budget/funding plan.

**We are in the process of setting up a gallery. Can we apply to Kreativ-Transfer?**

No, Kreativ-Transfer can only support galleries that are already open and have some experience in building and improving their network and visibility on the international market (see also the required supporting documents).

**I understand that strategic projects are fully funded as part of this programme. However, for my strategic project I need a sum that exceeds the maximum possible funding amount of 2,000.00 euros. I would like to use my own funds to cover the excess. Is the project still eligible for funding?**

The total budget of the project should not exceed the maximum funding amount if possible. However, if necessary, your own funds or any third-party funds that do not stem from federal budgets can be used to increase the total financial resources available for the project.

**Can the share of my gallery's own fees be increased by contributing own or third-party funds?**

No, this is not possible. The maximum possible share of your own fees of 80% refers to the approved funding amount, not the total amount available for the project. See also the information on the [template for a budget/funding plan](#).

**As part of my strategic project, I would like to build a new database for contacts established in the past, create a template for a new English-language newsletter and participate in a marketing strategy seminar – can I combine all of this in one project?**

Yes, that is possible and even desirable! The sub-areas mentioned – developing and expanding your international network, improving international marketing and training and professionalisation – can of course be combined into one project.

**I would like to participate in a virtual art fair, which is subject to a fee. If I receive funding, can I cover the participation costs through a strategic project?**

Yes, participation fees for virtual fairs and similar events can be funded as part of a strategic project, as can participation fees for webinars and other digital events – provided that they are a part of the project described.

### **I would like to attend an industry meeting – can I cover the expenses incurred through my strategic project?**

Participation in industry meetings and conferences is certainly eligible for funding, provided that it is a part of the project described in the application and serves the goals of international marketing and networking. If this is the case, both participation expenses and travel expenses can be covered.

However, if an in-person visit to a fair or similar event is involved and the visit is the central activity of the project, you will need to apply for a grant for travel expenses. This travel grant can also be requested in addition to the strategic project funding. The call for applications for travel grants can be found [here](#).

### **When will the grant be paid out?**

As a rule, the grant will be paid out after completion of the strategic project and after the expense report has been reviewed. Under certain circumstances, a maximum of 50% of the grant may be paid out earlier on request, but no earlier than six weeks before the end of the project.

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*The Kreativ-Transfer programme is supported by the Dachverband Tanz Deutschland e.V. (DTD). In implementing the programme, the DTD cooperates with the Bundesverband Freie Darstellende Künste e.V. (BFDK), the Bundesverband Zeitgenössischer Zirkus e.V. (BUZZ), the Bundesverband Deutscher Galerien und Kunsthändler e.V. (BVDG), the Internationale Gesellschaft der Bildenden Künste e.V. (IGBK), game – Verband der deutschen Games-Branche e.V. and transmissions GmbH.*

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