

# Call for applications | Performing arts

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

Application period: 24 May 2023 – 20 July 2023

Funding period: 28 August 2023 – 31 May 2024



**KREATIV-TRANSFER**

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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 games, the performing arts, and visual arts 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 conferences, enabling artists, creatives and their representatives to present their work, make new contacts and find co-producers and clients.

**Note:** Visits to international events will continue to be funded even in times of pandemics, political crises, wars, or similar circumstances, provided that the recommendations of public authorities in Germany and the destination country allow the related travel to be undertaken.

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 | Performing Arts 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 conferences 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.

## Nature & objectives of funding

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- > **Establishing and expanding the own international network** or that of the represented company / artist and/or
- > **Improving the international marketing** of one`s own work or that of the represented company / artist 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 international guest performance acquisition
- > 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
- > creation and international distribution of (digital) promotional material for self-presentation or for the presentation and distribution of the company`s or artist`s work

See further examples from page 05.

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

- > concrete or ongoing projects such as productions or performances
- > artistic research / investigation
- > costs for guest performances
- > exchange meetings
- > creation of stage sets, costumes, props, etc.
- > residencies
- > research trips
- > visits to performances and productions
- > workshops, coaching sessions, seminars or similar that serve to further artistic development
- > (marketing strategy) measures already in progress at the time of application
- > marketing strategy measures that primarily concern the national market
- > travel costs for the above-mentioned non-eligible measures

## Target group & requirements

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Applications are open to (representatives of) companies and artists (**Target Group A**) as well as freelance producers, managers, distributors, agents, and representatives of independent production offices and (non-commercial) agencies (**Target Group B**).

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

### Target Group A

**Companies/artists** who are already established in Germany and have a certain standing in the country or are established abroad and are now producing and based in Germany.

**The following are eligible for funding:**

- > (representatives of) companies and artists on the independent scene **based in Germany** from the fields of dance, theatre (straight theatre, music theatre, object theatre, street theatre, etc.) and contemporary circus and
- > (representatives of) dance ensembles from municipal and state theatres in Germany.

**In order to be eligible to apply**, the company or artist must have:

- > had at least one production that premiered (digitally) or was in the planning stage and
- > received public funding (project funding, scholarship, residency funding, etc.)

**in the last four years (from January 2019).**

**Applications are open to:**

- > companies and artists who demonstrably fulfil the above requirements as well as their representatives – i.e. all those who (co-)pursue the above goals. **Freelance producers, managers, etc.** are also expressly included.

Freelance representatives must include a declaration from the company that the strategic project is being made on its behalf.

### Target Group B

**Freelance producers**, managers, distributors, agents and representatives of independent production offices and (non-commercial) agencies (**hereinafter: producers**) who already have several years of experience and who work or have worked with one or more companies/artist(s).

Producers who (want to) improve the visibility of performing arts produced in Germany on the international market and therefore (want to) develop their own international marketing strategies, strengthen their own international network and take measures for their own qualification and professionalisation should apply under Target Group B.

**The following are eligible for funding:**

- > producers who **work full-time as such** and can prove that they are **self-employed and have their main residence in Germany**.

**The prerequisite for the application** is that the producer:

- > has been professionally active in this occupational field for at least two years (work biography or brief description of the GbR (company under civil law), max. 1 DIN A4 page)

*Please note:* In particular, the CV should specify the company/companies with which the producer has worked and in what capacity.

*Note on GbRs* (companies under civil law): The GbR must have been established for two years or the brief description must show that at least one partner has at least two years of professional experience.

- > is currently self-employed (2021 or later: current tax assessment notice or business license with confirmed validity or current KSK or IHK membership confirmation).

**Additional information:**

- > You are not eligible to apply if you derive more than 50% of your income from an employment relationship.
- > As the trip does not have to be explicitly on behalf of a represented company or artist, there is no need to submit evidence of the work of specific companies or artists.

## **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.

### **Establishing and expanding the own international network or that of the represented company / artist:**

- 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 operators, festival organisers, potential co-producers and partners.
- Participate in digital fairs to establish contact with potential international business partners, co-producers, organisers, multipliers, etc.

### **Improving the international marketing of one`s own work or that of the represented company / artist:**

- Digital distribution on the international market to boost the visibility of the company / artist through digital channels.
- Optimisation of the website and social media activities for the international market.
- Testing alternative presentation options on the internet.

- Creation of (digital) promotional material for self-presentation and the presentation and distribution of the company's or artist's work: (digital) brochures, trailers, application portfolios, newsletters, etc.
- Translations of the website or promotional material into other languages to reach international curators, organisers, possible co-producers, partners, multipliers, 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 may 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, and lectures on relevant topics, including those mentioned above.

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 & 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 will 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, lectures, etc. – the naming of specific providers is recommended, 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 & procedure

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Applications can be submitted between **24 May 2023 – 20 July 2023 (23:59 CET)**.

Applications must be submitted using the online forms only:

[A\) Companies / artists](#)

[B\) Producers / managers / production offices](#)

In addition to 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 (28 August 2023 – 31 May 2024).**

Expenses may be incurred, and bookings made on or after the application date. For this purpose, an early start of the measure is requested 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 in the event that bookings have already been made before funding is approved:** For fees, participation fees for seminars, etc. costing 1,000.00 euros (net) or more per booking, three competitive quotes must be obtained at the same time. This also applies to plane/train tickets and overnight accommodation. The three competitive offers must be submitted with the subsequent expense report. Click [here](#) 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 five 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 reduce barriers, the application process is still subject to a number of barriers. If you are affected, please get in touch with us or ask a person you trust to do so on your behalf and let us know what you need. After discussing your needs, we will be happy to try to arrange assistance, for example by paying for a sign language interpreter.

We also strive to provide professional support in order to make the application and selection process more inclusive and to reduce barriers for all calls for applications.

## Funding agreement, accounting & evaluation

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The DTD will conclude a funding agreement with the companies / artists / producers. 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 trip.

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.)

[info@kreativ-transfer.de](mailto:info@kreativ-transfer.de) · <http://www.kreativ-transfer.de/en>

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## FAQs

### **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.

### **Does the strategic project have to be linked to a specific company? Or can I, as a producer, realise the project independently of the company?**

Both is possible! As a freelance producer, you can submit a project that is commissioned by and represents a specific company (under "Target Group & Requirements": Target Group A).

You can also submit a project that is not explicitly commissioned by or representing a specific company (under "Target Group & Requirements": Target Group B).

Different criteria have to be met and different online forms have to be filled in:

[A\) Companies / artists](#)

[B\) Producers / managers / production offices](#)

### **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 (05 August 2023 – 31 May 2024).

The earliest start date possible is the application date. This means that expenses may be incurred, and bookings made from this date, for example, to take advantage of discounts or certain registration deadlines.

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.

### **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.

### **Can I also apply as a young artist or producer?**

Kreativ-Transfer is not a programme for the promotion of young talent. It supports stakeholders with a certain amount of experience in expanding and improving their marketing activities on the international market.

It is up to the jury to evaluate your previous experience on the basis of your application.

**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 company's or my production office'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 performing arts 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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