Call for proposals

NWO Creative Industry – Knowledge Innovation Mapping (KIEM)

Creative Industry - KIEM

2018 -2019

The Hague, December 2018
Netherlands Organisation for Scientific Research
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1 Introduction

1.1 Background

The creative industry is one of the nine top sectors designated by the Dutch government in 2011. To turn the ambitions of this top sector into reality, more collaboration between the creative industry and knowledge institutions is needed. It is crucial that knowledge institutions, private partners (including SMEs) and public partners with ANBI status (public benefit organisation) are able to find each other and benefit from each other’s knowledge and experience.

With this Creative Industry-KIEM call NWO responds to the wish of the Top Sector Creative Industry and TKI CLICKNL (Top Consortium for Knowledge and Innovation) to build new alliances between academia and private partners. All applications must be submitted by researchers working at knowledge institutions recognised by NWO (see 3.1) and they must be consistent with one or more of the roadmaps in relation to societal challenges and/or application areas as described in the CLICKNL Knowledge and Innovation Agenda 2018-2021 (Design for Change, The Human Touch and Value Creation).1

1.2 Available budget

NWO is making €0.4 million available for this call for proposals for the period of the innovations contract 2018-2019. TKI CLICKNL will contribute a total of €0.3 million from the PPP project supplement. This brings the total available for the whole call to €0.7 million. The expected contribution from business is €0.14 million.

1.3 Validity of call for proposals

This call for proposals is valid from the publication date until 14.00 hours CET on Thursday 12 September 2019.

2 Aim

The Creative Industry-KIEM (Knowledge Innovation Mapping) programme focuses on the development of short-term fundamental or industrial research projects with the aim of encouraging partnerships between knowledge institutions and private partners.

A Creative Industry-KIEM application can include the establishment of a longer-term partnership for consortia (comprising a researcher at a knowledge institution and at least one private partner) for the purpose of research for the creative industry. It is also possible to articulate a private partner's research initiative in more detail. A possible outcome of Creative Industry-KIEM projects is a concrete plan for a funding application in the context of one of the larger NWO or RVO funding rounds.²

² For additional information about these rounds, please refer to: https://www.nwo.nl/en/funding/our-funding-instruments/Open+for+application/true
3 Guidelines for applicants

3.1 Who can apply

*Main applicant*
Applications may be submitted on behalf of consortia comprising at least one researcher with a doctorate (the main applicant) and at least one private or public partner with ANBI status who (alone or with several partners) provides the required matching. Please refer to section 6 for a definition of private partners for this call.

Researchers with a permanent or temporary appointment at the following knowledge institutions (for the duration of the application process and the project) may submit an application:

- Dutch universities
- Institutes affiliated to the Academy (Royal Netherlands Academy of Arts and Sciences, KNAW) or to NWO
- the Netherlands Cancer Institute
- the Max Planck Institute for Psycholinguistics in Nijmegen
- the DUBBLE Beamline at the ESRF in Grenoble
- the Naturalis Biodiversity Centre
- the Advanced Research Centre for NanoLithography (ARCNL)
- the Princess Máxima Centre.

*Co-applicant(s)*
A Creative Industry-KIEM application may have a maximum of two co-applicants. These co-applicants, if present, are also doctors (or researchers with proven seniority in their field) who are employed either permanently or temporarily at one of the above-mentioned knowledge institutions for the duration of the application process and the project.

N.B.: The same main applicant may be awarded a grant for an application twice, but no more than that, as long as the composition of the consortium is different for each application.

3.2 What can be applied for?

The grant for a KIEM project amounts to €15,000.

The following costs are eligible for a grant:

(i) staff costs in the form of a replacement grant for the main and/or co-applicant(s):
- The replacement grant for the main and/or co-applicant(s) may only be used for work done as part of the project. A replacement grant can be used by the employer to cover the cost of employing a replacement to take over the non-research tasks of the applicant (teaching and supervisory tasks).
- The maximum amount of replacement grant which can be applied for is €15,000 based on a maximum appointment size of 0,3 fte for a period of 12 months. Replacements of another size (max. 0,5) will be calculated proportionally. The replacement grant may be shared by three people at most.

(ii) material costs:
- expenditure on activities to be carried out as part of the research project (such as expenditure for meetings, trips, developing a website, publications) with a maximum of €2,000. Expenditure related to buying equipment is not eligible for a grant in this call for proposals.

The Creative Industry-KIEM grant instrument is not intended as funding for a product (such as a prototype, 3D model, website, application, platform, etc.) unless the research
could not be conducted without this product. The product may not be the final goal of the research. This should be made clear in the ‘action plan’ in the application.

Compulsory matching by partner(s)
A condition of this call for proposals is that the private partner(s) must match at least €3,000 in addition to the sum applied for at NWO. Half of this matching contribution must be in cash and the other half in kind. The contributions in cash and in kind entered in the budget correspond to the matching pledges in which the private and/or public partners pledge to provide the contribution to the main applicant. Evidence for the private contribution owed must be provided in the matching pledge supported by the partnership agreement.

Example: NWO grants €15,000 for each research proposal. The private matching amounts to at least €3,000, at least €1,500 of which is in cash and at least €1,500 in kind. The total project budget is therefore at least €18,000.

3.3 When can applications be submitted

This call for proposals is valid from the publication date until 14.00 hours CET on Thursday 12 September 2019 or until the time at which the available resources have been depleted. Applications will be dealt with in the order in which they are received.

Five assessment moments have been planned for 2019. The dates for these assessment moments in 2019 are:

- Thursday, 7 February 14.00 hours CET
- Thursday, 14 March 14.00 hours CET
- Thursday, 18 April 14.00 hours CET
- Thursday, 13 May 14.00 hours CET
- Thursday, 12 September 14.00 hours CET.

3.4 Drawing up an application

Applications must be drawn up in either English or Dutch. Applications will only be accepted if the correct form has been used. This form can be found on the funding page for this call for proposals.3

One or more discipline codes which apply to the proposed research must be filled in. To do so, you may only use NWO discipline codes; these can be found on www.nwo.nl/en/funding/funding+process+explained/research+fields. This information must also be filled in under the ‘General’ tab under ‘Disciplines’ in ISAAC.

The application is in five parts, as follows (these can be uploaded via ISAAC, the online application system; see section 3.6):
1. The application form. Download this form from the funding page and upload it as a PDF file to ISAAC.4
2. The budget template. Download this template from the funding page and upload it as a PDF file to ISAAC under ‘other’.

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4 PDF documents may not be protected in any form in order to guarantee proper processing of the application.
3. The matching pledge(s). Upload a scan of the original, signed matching pledge(s) prepared on stationery belonging to the private and/or (if applicable) public partner(s) with ANBI status as a PDF file to ISAAC under ‘other’.

4. Agreement from institution: Download this statement from the funding page and upload it as a PDF file to ISAAC under ‘other’.

No supplementary information may be added to the application in the form of annexes.

Matching pledge
When the detailed application is submitted, the in kind and in cash contributions from private partner(s) and public partners with ANBI status must be confirmed by means of a matching pledge. This is a letter which includes an explicit pledge of the agreed contribution in the form of staff and/or material contribution and an explanation of how the co-financing will be put to use. The sums mentioned in the letter must correspond to the sums in the budget accompanying the application. The matching pledge should be uploaded as an annex to the application. The matching pledge is unconditional and may not contain any resolutive conditions.

Agreement from institution
Consistent with the agreement between NWO and the VSNU, applicants are required to inform their institution that they are submitting an application. The applicant should provide the scientific director or dean of the institution or faculty with a copy of the application. NWO assumes that each applicant has sent the submitted proposal to their institution and that the university or institute accepts the grant conditions of this programme.

Partnership agreement
The consortium partners (the knowledge institution(s) involved and all private and/or public partners involved) must jointly draw up and sign a partnership agreement (or consortium agreement before the start of the project (see also https://www.nwo.nl/en/about-nwo/media/publications/wotro/policy-brief-on-intellectual-property-rights-no.-1.html). IPR, knowledge transfer and other matters such as payments, progress reports, final reports and confidentiality are laid down in this agreement. NWO will make an example of such an agreement available on the funding page of the instrument. This agreement must be sent to NWO after the grant has been awarded and before the official start of the project.

3.5 General Terms and Conditions of NWO Grants


Furthermore, applications must meet the following requirements:
- The duration of the research project is at least six months and no more than one year. The project must start within six weeks of the grant being awarded. The date of the award is the date of the grant award decision.
- The project proposal must be consistent with one or more of the roadmaps of the TKI CLICKNL Knowledge and Innovation Agenda (KIA) 2018-2021, the top consortium for the Top Sector Creative Industry, i.e. the roadmaps Design for Change, The Human Touch and Value Creation. For additional information, please refer to pages 63-103 of the KIA 2018-2021.
- If the mandatory matching is to be partly contributed in kind, the following applies:
  (i) in the KIEM call, only labour costs which can be directly attributed to the project can be included as an in-kind contribution.
  (ii) in-kind contributions are quantified as set out below. Labour costs are expressed in terms of an hourly rate, calculated on the basis of annual pay for full-time employment according to the wages column for wages and salaries tax on the payroll, increased by statutory increments or increments agreed in an individual or collective employment contract for social security contributions, and on 1650 productive hours a year. An increment may be added to this for other general expenses, not exceeding 50% of the
labour costs referred to above. The resulting hourly rate attributable to the project, including the 50% increment for general expenses referred to above, is capped at €100.

- Supervision, support and consultancy may not form part of the mandatory matching contribution.

- With regard to NWO policy on Intellectual Property Rights, the conditions as described in the NWO Grant Rules apply (https://www.nwo.nl/en/documents/nwo/legal/nwo-grant-rules-1-may-2017). When a main applicant submits a proposal, he/she should present these rules to the private partner(s) and he/she should agree to them by means of the ‘main applicant’s letter’.

- A specific consortium (i.e. the combination of main applicant and the co-financing private partner(s)) may only submit a proposal once during the period of this call.

- The same main applicant may receive a grant award for a proposal twice, but no more.

- A researcher may act as a co-applicant only once in a specific consortium.

- Every consortium must meet the following conditions:
  - At least one researcher is involved: the main applicant (see section 3.1).
  - At least one private partner (see definition of private partner) must be involved who provides the necessary matching (alone or in conjunction with several private and/or public partners).

Consortia may include additional private partners who do not provide matching, but who do wish to contribute to a project and benefit from the knowledge generated. Consortia can likewise include public partners (see definition below) who wish to contribute and benefit from the knowledge generated; any contributions they make in cash or in kind will only count towards the matching requirement if the institution has ANBI status. The institution must submit a statement confirming this status.

**Open Access**

All scientific publications resulting from research funded by grants derived from this call for proposals are to be immediately (as soon as they are published) freely accessible worldwide (Open Access). There are several ways for researchers to publish Open Access. A detailed explanation can be found on www.nwo.nl/en/policies/open+science.

**Data management**

Responsible data management is part of good research. NWO wants research data that emerge from publicly funded research to become ‘freely’ and sustainably available, as much as possible, for reuse by other researchers. Furthermore, NWO wants to raise awareness among researchers about the importance of responsible data management.

That is why the data management section is included in the research application. Researchers are required to answer four questions about data management in their proposed research project. Therefore, before the research starts, the researcher will be asked to think about how the data collected should be organised and categorised so that it can be made freely available. Measures will often need to be taken during the production and analysis of the data to make their later storage and dissemination possible. Researchers can state which research data they consider to be relevant for storage and reuse.

**Nagoya Protocol**

The Nagoya Protocol became effective on 12 October 2014 and aims to contribute to an honest and reasonable distribution of benefits emerging from the use of genetic resources (Access and Benefit Sharing; ABS). Researchers who make use of genetic resources from the Netherlands or abroad for their research should familiarise themselves with the Nagoya Protocol (www.absfocalpoint.nl). NWO expects that researchers will take all necessary actions with respect to the Nagoya Protocol.
3.6 Submitting an application

An application may only be submitted through the online application system ISAAC (www.isaac.nwo.nl). Applications not submitted through ISAAC will not be taken into consideration.

A main applicant must submit his/her application through his/her own ISAAC account. If the main applicant does not yet have an ISAAC account, he/she should create one at least one day before the application is submitted to ensure that any registration problems can be resolved on time. If the main applicant already has an NWO account, then he/she does not need to create a new account to submit a new application.

When you submit your application to ISAAC, you will also need to enter additional details online. You should therefore start submitting your application at least one day before the deadline for this call for proposals. Applications submitted after the deadline will not be taken into consideration.

For technical questions, please contact the ISAAC helpdesk (refer to section 5.1.2).
4 Assessment procedure

4.1 Procedure

The NWO code of conduct on conflicts of interest
(http://www.nwo.nl/en/documents/nwo/legal/nwo-code-of-conduct-on-conflicts-of-interest) applies to all persons involved in the assessment and/or decision making process.

The data management section of the application will not be included in the decision on whether to award an application.

The procedure is short and does not make use of an assessment committee or peer review. From the time when a Creative Industry KIEM application is submitted, the procedure is generally completed within eight weeks. Applications will be dealt with for each collection date in the order in which they are received. Consistent with that, any awards will be made on a ‘first come, first served’ basis.

The procedure roughly consists of the following steps:
Step 1: submission of application and annexes through ISAAC
Step 2: a. check on admissibility
   b. check that the application is consistent with CLICKNL’s Knowledge and Innovation Agenda 2018-2021
Step 3: check on content to verify whether it is fundamental or industrial research by a mandated board member of the Social Sciences and Humanities Domain
Step 4: definitive decision by the board of the Domain Social Sciences and Humanities;
Step 5: outcome.

Explanation of procedure

Step 2:
NWO establishes whether the application meets the formal requirements of the Creative Industry-KIEM call for proposals (see section 4.2).

a. When the application is received, NWO will check that all the necessary documents are complete and have been completed in full. If that is not the case, the applicant will be given one opportunity to add the missing data within two working days. Only complete applications will be considered.

b. Check that the application is consistent with the Knowledge and Innovation Agenda 2018-2021 for the Top Sector Creative Industry, TKI CLICKNL. To this end, NWO will draw up a pre-recommendation for TKI CLICKNL. The director of CLICKNL will be asked to approve it. The director is also bound by NWO’s code of conduct on conflicts of interest. If the director disregards the pre-recommendation, he/she should explain why the pre-recommendation has been disregarded. If the conclusion is that the application is not consistent with CLICKNL’s KIA 2018-2021, the application will no longer be considered and will be declared inadmissible.

N.B.: the NWO office may ask the applicant for additional information prior to issuing the pre-recommendation. The response will be included in the file.

Step 3: On the basis of the research question, a mandated board member of the Domain Social Sciences and Humanities will assess whether the research is fundamental research or industrial research and will spot check the procedure which led to the recommendation. If the research takes these forms, the application for a grant can be submitted. If the research is not fundamental or industrial research, the application cannot be awarded a grant.

Step 4: The Domain Board Social Sciences and Humanities will make the final decision on the application.

Step 5: The applicant will be informed as to whether the application is not admissible, has
been approved, or has been rejected. If it has been rejected, the letter will only list the
criteria which have not been met.

4.2 Criteria

Criteria for admissibility
The administrative admissibility of the applications will be established by the NWO office. An
application will not be admitted to the current round if it is incorrectly completed or not
completed in full.

If a correction of the application or belated submission of required annexes is possible, the
applicant will be given the opportunity to correct his or her application and/or submit the
required annexes within 48 hours. Only if the applicant cannot or does not wish to do so, will
the application not be considered. If the application is corrected in time, it will still be dealt
with, but obviously only if it has been approved.

NWO will not consider any applications if one or more of the following situations arises:
1. The application is not submitted through ISAAC.
2. The application is submitted after the deadline.
3. The application is completed incorrectly or not completed in full and the applicant has not
   complied with the request to submit a corrected application or has not done so in time.
4. The required annexes (see section 3.4) are missing and/or have not been added to the
   application as separate PDF documents, with the exception of the annex ‘partnership
   agreement’.
5. The project proposal does not describe the connection with the TKI CLICKNL Knowledge and
6. The application has not been submitted by a researcher holding a doctorate (such as a
   professor, senior university lecturer or university lecturer) employed permanently or
temporarily at one of the knowledge institutions listed under section 3.1 for the duration of
the application process and the project.
7. The co-applicant(s) is/are not (a) researcher(s) in holding a doctorate (or (a) researcher(s)
   with proven seniority in their field) who is/are employed either permanently or temporarily
at one of the knowledge institutions listed under section 3.1 for the duration of the
application process and the project.
8. The application has not been submitted on behalf of a consortium consisting of at least one
researcher and at least one private partner (or public partner with ANBI status) who supplies
the requested matching as described in section 3.2.
9. A consortium, i.e. any specific combination of knowledge institution(s) with co-financing
private partner(s), has previously submitted a Creative Industry-KIEM application within the
period of this call for proposals.
10. The total matching of the private partner(s) does not amount to €3,000. The sum does not
   comprise at least half in cash in half in kind.
11. Several identical or very similar proposals have simultaneously been submitted by the same
consortium.
12. The project budget does not comply with the conditions for this call as set out under 3.2.
13. A researcher has had an application accepted more than once when acting as a main
applicant during the term of the call for proposals.
14. A researcher has been a co-applicant in more than one application during the term of the call
   for proposals.
15. The application is not written in Dutch or English.
16. The duration of the research project is less than six months or more than one year.
17. The project will not start within six weeks of the grant being awarded.
18. The application is inconsistent with CLICKNL’s KIA 2018-2021.
19. The application contains neither industrial nor fundamental research (see definitions in
   annex).
5  Contact and other information

5.1  Contact

5.1.1  Questions about content

If you have content-related questions about NWO Creative Industry – Knowledge Innovative Mapping (KIEM) and this call for proposals, please contact:

Ms. R. Dorsman MSc.
cli@nwo.nl
Tel.: +31 703494098

5.1.2  Technical questions about the electronic application system ISAAC

If you have any technical questions about the use of ISAAC, please contact the ISAAC helpdesk. Consult the manual first before asking the helpdesk for advice. The ISAAC helpdesk is available from 10.00 to 17.00 hours CET from Monday to Friday on telephone number +31 203 467 179. You can also send your question by e-mail to isaac.helpdesk@nwo.nl. The helpdesk will respond within two working days.
6 Annex: definitions

Definition of private partner
Private partners are considered to be businesses, organisations or partnerships which conduct activities that are or can be considered as market activities according to objective standards. NWO defines a business as an organisational relationship or a person who focuses on long-term participation in commercial activities with the help of labour and capital and with the intention of generating profit. SME are included in this category.

Definition of public partner
Public partners are considered to be institutions and knowledge institutions which are not knowledge institutions recognised by NWO (such as heritage institutions, municipalities, intermediate organisations or foundations) and do not belong to the category private partners (such as healthcare funds, health insurers and government institutions which do not act as administrative bodies in the context of the activities they carry out in the programme/project), as long as they do not perform any activities in their role as ‘partner’ which are or could be considered to be market activities according to objective standards. Funding from institutions with ANBI status can be considered part of the private funding for the project.

Definition of fundamental research
‘fundamental research’ means experimental or theoretical work undertaken primarily to acquire new knowledge of the underlying foundations of phenomena and observable facts, without any direct commercial application or use in view.

Definition industrial research
‘Industrial research’ means the planned research or critical investigation aimed at the acquisition of new knowledge and skills for developing new products, processes or services or for bringing about a significant improvement in existing products, processes or services. It comprises the creation of components parts of complex systems, and may include the construction of prototypes in a laboratory environment or in an environment with simulated interfaces to existing systems as well as of pilot lines, when necessary for the industrial research and notably for generic technology validation.