

**China Netherlands
Joint Scientific Thematic Research Programme**

**JSTP - Joint Research Projects:
Creative Industries**

Call for Proposals 2015

(version 13 February 2015)

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1 Introduction

The Netherlands and China are long-term partners in international research co-operation. The bilateral scientific co-operation between The Netherlands and China is facilitated via a number of funding instruments. The Joint Scientific Thematic Research Programme (JSTP) offers funding opportunities for bilateral research co-operation between Dutch and Chinese research groups. The JSTP Programme is one of several instruments in the bilateral co-operation between The Netherlands and China.

The JSTP Programme is jointly facilitated by seven stakeholders, three in The Netherlands and four in China. Through this co-operation, broad access to the scientific research community in both The Netherlands and China can be realised.

A Call for Proposals is published annually, calling for both research proposals in thematic areas, and joint seminars in all fields of science. The Call for joint research proposals features a different thematic priority every year. The thematic priorities are selected by the JSTP Programme Committee, and will be sufficiently comprehensive to cover proposals that may focus on a variety of research questions pertaining to specific scientific disciplines, while fitting into the overall thematic area as defined in the annual Call (e.g., comprising research questions from the natural sciences as well as the social sciences and humanities).

Stakeholders

The stakeholders are, in The Netherlands:

- the Netherlands Ministry of Education, Culture and Science (OCW);
- the Royal Netherlands Academy of Arts and Sciences (KNAW);
- the Netherlands Organisation for Scientific Research (NWO);

and in China:

- the Ministry of Science and Technology of the People's Republic of China (MoST);
- the Ministry of Education of the People's Republic of China (MoE);
- the Chinese Academy of Sciences (CAS);
- the Chinese Academy of Social Sciences (CASS).

This Call for Proposals sets out information about the possibilities for submitting applications for joint research projects, the conditions that applications must meet and the procedure for assessing the applications. It also includes a brief description of the programme.

The Call for Proposals for JSTP Dialogue Seminars can be found in a separate document.

This Call for Proposals pertains solely to the sixth round in the grant process of the JSTP Programme 2015 for joint research projects. This Call for Proposals is the final Call of the JSTP Programme.

Please note:

On the publication date of the 2015 Call for Proposals, MoST has not confirmed its participation. Therefore, for the 2015 Call for Proposals only applications with Chinese Principal Investigators affiliated to a CAS research institute or a CASS research institute are eligible.

Should MoST decide to join the 2015 Call for Proposals before mid-March 2015, this will be published on the NWO website. For applications which resort under MoST, MoST will first conduct an internal quality assessment procedure. Only applications which have successfully passed the MoST

internal quality assessment procedure will be further assessed under the conditions of the JSTP Programme.

2 Aim

2.1 General

The China Netherlands Joint Scientific Thematic Research Programme (JSTP) aims at stimulating sustainable research collaboration by funding joint research projects and dialogue seminars. The JSTP Programme aims at a high level of visibility of the projects and their output.

Joint research projects

The JSTP Programme aims at fostering research collaborations of Sino-Dutch research teams that share high ambitions to work together in sustainable joint research projects by providing multi-annual research funding, and by calling for proposals demonstrating complementary expertise between Dutch and Chinese research teams in areas, in which both The Netherlands and China excel. Thematic Calls for Proposals are published annually, featuring different thematic priorities each year. The 2015 Call for Proposals addresses the research topic 'Creative Industries'.

Budget

A budget up to M€ 1,6 is available for the 2015 JSTP Call on the Dutch side. This budget covers funding for five joint research projects and two-three dialogue seminars. This contribution will be matched by the Chinese counterparts.

2.2 Thematic focus 2015 Call for joint research projects: 'Creative Industries'

The creative industries make a considerable contribution to society. The creative sectors (design, media and entertainment, fashion, gaming, architecture and heritage) generate a substantial amount of economic activity and contribute to the well-being of society. Proponents have suggested that "human creativity is the ultimate economic resource" (Florida 2002) and that "the industries of the twenty-first century will depend increasingly on the generation of knowledge through creativity and innovation", (Landry & Bianchini, 1995).

The Dutch government has earmarked the creative industries as a key sector in view of its current strong position and scope for growth and are in collaboration with industry and research institutes targeting part of their investment in this sector. Targeted research areas within the Creative Industries are, e.g., Heritage and ICT.

China recognises the powerful contribution of the creative industries for innovation. Further explorations of the possibilities of the creative industries will be of interest to both The Netherlands and China.

The JSTP Programme will focus on research on the crossroads of ICT and Culture – Museums and Film. The scientific research agenda for the creative industries offers a wide range of research topics in the field of museum knowledge and film and media. Thus counter parting the effort on the Human Capital agenda and aiming at creating a sustainable knowledge base for the future of the creative industries.

The JSTP Programme will be specifically addressing research into the enhancement of the (visitor) experience and the understanding of creativity and culture along two lines:

- A. **Interpretation and presentation of culture; information exchange and knowledge management** (knowledge management, information retrieval, digital media for presentation and interpretation, conceptual frameworks, digital sustainability for social media, dynamic content generation and knowledge representation, digital

media content, interactive presentation, narrativity and games, new presentation concepts and new media, big data, gaming principles and social media, society and public sphere, narrativity and cultural identity).

- B. **Understanding interactive media – film, video and new media** (trans media storytelling, cross media concepts, interactivity and organic interfaces, experimental display surfaces, data visualisation in complex systems, augmented reality, laboratories, arts & crafts and digital technology, digital music, fan culture, digital rights management).

Typical research topics can be:

- ***Storytelling and shared memory, gamification and social media***
Heritage is about creating a connection between collections and the community by sharing information. How can we enhance the user experience in storytelling communities by understanding shared memory principles and the function of the narrative. How can we get insight in principles of gamification and apply them to collaborative storytelling in order to improve user engagement. How can we develop personalised models to enlarge the experience and increase relevance? What does this mean for the way interactivity and organic interfaces can be developed?
- ***Access to audiovisual works***
In the digital era audiovisual heritage both from the film and broadcasting industry is an ever enlarging challenge in terms of long term access, selection and user-engagement. How does access affects our collective memory? How can we reach audiences using digital technologies. What does contextualization mean in a digitized era? How can we develop a user-oriented approach to access and therefore safeguard the audiovisual archives. What does collection management and access mean in a distributed networked online environment?
- ***Visitor behaviour, crowd management***
The overall visitor experience is affected by the way the crowd is controlled as well in extreme as very quiet circumstances. Pacing, pulsing and controlling are the key principles of crowd control. But how can we develop interpretive facilities that are able to handle the public in extreme situations both large and small scale. How can digital experience help spreading the focus in single venue situations without losing the essence of authenticity which is often key to heritage. What about interpretive crowd control during cinema festivals? How can we design experience?
- ***Cinema networks and co-production***
Cinema networks and co-production is a subject in the economic field. However co-creation too is practice in designing and developing games and films. How do we develop sustainable future businesses in the growing game world? What are the specific aspects of the different communities and how can we facilitate these communities best? How can we develop new principles for co-production in an online distributed environment? Film production with offline rendering is very expensive. With the Next Generation Games booming, the real time online global illumination technology becomes popular gradually and it makes film production with online rendering possible. How can this be shown? What are the research issues of film production via a game engine?
- ***Participatory museums and knowledge management***
How can we integrate online and offline user experiences enhancing participation and engaging users in a really significant way. Knowledge management in the digital era challenges us to identify both explicit and implicit knowledge. What is behind the facts of the digital information and how can be interpret it in a meaningful way. How can we develop a knowledge framework to enlarge engagement and experience? What is the role of augmented reality?
- ***Museums and ageing of the population, communities and wellbeing***
Museums play a significant role in society. Therefore research into connecting the elderly in society through socially engaged and, e.g., visual practices is an important area for a resilient society.

- ***Museums and urban development, societal role of museums***

With the ever-growing urbanisation museums play an important role as it comes to economic development of areas and in the field of wellbeing. How can we engage with new media in a meaningful way a wider audience? What are the effects of play and storytelling in a society where online and offline activities are melted together with augmented reality?

- ***Visual methods, visual analysis and interactive media***

In order to keep up with the pace of the gaming and experience industry we are in need of new visual methods based on research in the field of visual analytics and interactive media. How do we develop context and content in a dynamic world with a central role for augmented and virtual reality. How can we enhance and serve cultural tourism by studying the virtual display of tangible and intangible cultural heritage (e.g., by geographic-layer-based 3D landscape demonstration and compressed transmission) in the context of meaningful representation of collection information.

- ***New media preservation in a digital continuum***

How do we preserve new media, time based art, movies and film as well as digital born text and data in a digital continuum and dynamic context? Including digital restoration and protection technologies.

3 Guidelines for applicants

3.1 Who can apply?

Eligible research teams are composed of Dutch and Chinese researchers, with active involvement in the project of a senior Principal Investigator on both the Dutch and the Chinese side. Each combined Sino-Dutch research team jointly submits one common application to NWO.

Any Dutch or Chinese Principal Investigator may be involved in one application / project only. One person can be involved in a maximum of two applications, but only in one of these applications as Principal Investigator.

For Dutch scientists the NWO / KNAW eligibility criteria are applied, i.e., the Dutch Principal Investigator should be affiliated to:

- a Dutch university or University Medical Centre; or
- an institute affiliated to NWO; or
- an institute affiliated to KNAW; or
- the Netherlands Cancer Institute NKI;
- the Max Planck Institute for Psycholinguistics in Nijmegen; or
- the DUBBLE Beamline at the ESRF in Grenoble; or
- Naturalis NBC; or
- the Advanced Research Centre for NanoLithography (ARCNL)

AND

have an employment contract for at least the duration of the application procedure and the duration of the research the grant is applied for;

AND

have at least a PhD or an equivalent qualification.

For Chinese scientists, the different Chinese counterparts will enable participation of the scientists resorting under their organisation. For the 2015 Call for Proposals, there are only two contact points in China: (1) CAS, and (2) CASS. The Chinese Principal Investigator needs to meet the eligibility criteria of one of these contact points:

- (1) CAS: The Chinese Principal Investigator should be affiliated to a CAS research institute.
- (2) CASS: The Chinese Principal Investigator should be affiliated to a CASS research institute.

3.2 What can be applied for?

Joint research projects with a duration of three to four years. The earliest starting date is 1 January 2016.

Funding can be applied for:

Dutch Principal Investigator:

- employment costs of one Postdoc researcher (for maximum three years) or one PhD researcher (for four years);
- travel expenses and accommodation costs for researchers involved in the project (including travel and accommodation costs for project meetings);
- contribution to material costs;

- contribution to laboratory and/or equipment costs (including acquisition of data sets).

The maximum budget that can be applied for on the Dutch side for an individual project will comprise up to k€ 260, covering funding for one Postdoc or PhD position (fixed rates, according to VSNU tariffs) and a maximum of k€ 60 for research costs (including travel, material, laboratory and equipment).

CAS Principal Investigator:

- travel expenses and accommodation costs for researchers involved in the project (including travel and accommodation costs for project meetings);
- contribution to lab costs;
- contribution to material costs (including acquisition of data sets).

CASS Principal Investigator:

- travel expenses and accommodation costs for researchers involved in the project (including travel and accommodation costs for project meetings);
- contribution to research costs.

3.3 When can applications be submitted?

3.3.1 Expressions of interest

The deadline for submitting expressions of interest on the Dutch side is **10 March 2015, 14:00 CET**. On the basis of the expressions of interest submitted, researchers will be selected to participate in a workshop in Beijing, China, on 13 and 14 April 2015.

Researchers who do not submit an expression of interest are still eligible to submit a joint research proposal.

3.3.2 Joint research proposals

The deadline for submitting applications for joint research proposals is **14 May 2015, 14:00 CET**. Applications received after the deadline are not eligible for further assessment. After the deadline, improvements of or additions to applications are not permitted.

3.4 Drawing up an application

An application consists of two parts: a completed Iris fact sheet and a proposal in pdf format. The basic information listed in § 3.4.1 should be entered in the Iris fact sheet. The descriptions in § 3.4.2 form the core proposal. Information on how to structure the core proposal is provided in the description below. A Word template will be downloadable.

Please note that all applications are to be written in **English**, unless indicated otherwise.

Sino-Dutch research teams must prepare a joint research proposal, which will be submitted to NWO by the Dutch partner. In addition to the application submitted to NWO, the Chinese Principal Investigator shall submit relevant materials to the Chinese funding organisations CAS or CASS. Please check with your Chinese contact point.

3.4.1 Iris fact sheet

Please note that you will be asked to select an organisation if you want to register in Iris. Because the Chinese organisations are not in the Iris system, applicants from China should select the Organisation NWO-JSTP, Location 'S-GRAVENHAGE.

The basic information listed below should be entered in the Iris fact sheet.

- Title of the proposal
A short and specific title of the proposal.
- Concise summary
Give a short summary of the proposal, maximum of 300 words.
- Applicants
Enter the personal information for one of the two Principal Investigators. There is no need to give suggestions for reviewers.
- The Chinese contact point
Enter the funding organisation in China: (1) CAS, or (2) CASS. The Chinese Principal Investigator should be affiliated to a CAS research institute or a CASS research institute.

3.4.2 Core proposal

The descriptions stated below make up the core proposal. An application form will be available at the website (<www.nwo.nl/jstp>).

Composition of the research team

List the names of the researchers involved in the project, both in The Netherlands and in China.

Institutional environment

Please indicate the host institution in The Netherlands and the CAS research institute or the CASS research institute in China.

List of key publications

Please list five key publications by the applicants related to the proposed research. The publications should give evidence of the qualifications of the applicants in this field.

For expressions of interest: Abstract of research proposal

For joint research projects: Description of proposed research

- Relevance to the theme of the Call (maximum of 500 words)
 - Fit of the proposal into the thematic focus
- Research Programme (maximum 3,000 words)
 - Overall aim, key objectives, scientific background
 - Originality and/or innovative elements of the topic
 - Research plan including practical timetable over the grant period
 - Experimental techniques and/or methodology
 - Originality and/or innovative elements of the approach

Description of the research programme should take into account the criteria specified under 'scientific quality of the research proposal' in § 4.2.

- Sino-Dutch co-operation (maximum of 500 words)
 - Added value of Sino-Dutch co-operation to the research project, including the complementary of the Dutch and Chinese research teams;
 - The degree of inter-institutional co-operation between the project partners, and the prospects for long term scientific collaboration beyond the duration of the research project;

- Expected results and knowledge utilisation (milestones / deliverables / timetable)

Budget

Provide a clear budget for the costs of the proposed activities. Please consider § 3.2 when preparing your budget.

Curriculum vitae of the Dutch Principal Investigator and Chinese Principal Investigator**3.4.3 Additional information on Chinese Principal Investigator**

Additionally, the proposal requires information on the Chinese Principal Investigator, in the Chinese language. Please contact your Chinese contact point at (1) CAS, or (2) CASS for more information. The information on the Chinese Principal Investigator is to be submitted in pdf format, according to the format provided for a Principal Investigator resorting under (1) CAS, or (2) CASS.

3.5 Submitting an application and specific conditions

Applications must be submitted in an electronic form using the Iris system, NWO's system for electronic applications. To do this, first obtain an access code via NWO's Iris website (<www.iris.nwo.nl>). Other information about the Iris system can also be found on that website. For questions of a technical nature, contact the Iris helpdesk (<iris@nwo.nl>).

The Dutch Principal Investigator (also on behalf of the Chinese Principal Investigator) or the Chinese Principal Investigator (also on behalf of the Dutch Principal Investigator) must submit the entire joint research proposal in Iris.

On the application form, applicants need to select one of the two Chinese contact points: (1) CAS, or (2) CASS, according to the eligibility criteria for the Chinese Principal Investigator. The electronic application consists of two parts: (1) Iris fact sheet, and (2) the core proposal. The fact sheet should be completed in the Iris system and contains personal information of the applicants.

For Dutch researchers, this 'Call for Proposals' is subject to the NWO Regulation on Granting. The NWO Regulation on Granting is published on the NWO website at: <<http://www.nwo.nl/en/documents/nwo/legal/nwo-regulation-on-granting-may-2011>>.

For Chinese researchers who apply for CAS funds, this 'Call for Proposals' is subject to CAS's general grant conditions for international exchange co-operation.

For Chinese researchers who apply for CASS funds, this 'Call for Proposals' is subject to CASS's general grant conditions for international exchange co-operation.

4 Assessment procedure

4.1 Procedure

Selection of the proposals is performed according to a joint Sino-Dutch assessment and selection procedure.

1. After the deadline of the Call, the proposals are screened to ensure they comply with the formal requirements. The eligibility is checked in The Netherlands and in China by the participating funding organisations. All applicants and their institutions must fulfill national eligibility rules for research proposals as set by the relevant organisation. Please see § 3.1 (who can apply?). Only proposals which are eligible both in The Netherlands and in China will be processed for assessment.

Please note:

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*Should MoST decide to join the 2015 Call for Proposals before mid-March 2015, this will be published on the NWO website. For applications which resort under MoST, MoST will first conduct an internal quality assessment procedure. Only applications which have successfully passed the MoST internal quality assessment procedure will be further assessed under the conditions of the JSTP Programme. **

2. The quality of the proposals will be assessed by (international) independent scientific experts ('referees'), according to the criteria specified in § 4.2. Each proposal is sent to preferably two-four scientific experts, who will review the proposal.
3. The anonymised written reviews are sent to the applicants. The applicants are given the opportunity to write a single reply ('rebuttal') to the comments of the referees. This reply should not exceed three pages.
4. The English version of the proposal, the referee reports and the applicants' response are sent to the Assessment Committee. The Assessment Committee is appointed by the JSTP Programme Committee, and comprises independent scientific experts from The Netherlands and China. The Assessment Committee convenes once to moderate, rank and recommend proposals for funding on the basis of the criteria specified in § 4.2. The ranking of the Assessment Committee is sent as an advice to the JSTP Programme Committee.
5. The JSTP Programme Committee decides on the projects to be funded. Funding decisions will be taken after final approval by the participating funding organisations in The Netherlands and in China. Positive funding

* For more information, please contact at NWO: Mr Berry Bonenkamp, +31 70 3494416.

decisions will be taken once the participating funding organisations have confirmed funding.

The NWO Code of Conduct on Conflicts of Interest applies to all referees and members of the Assessment Committee, and NWO staff involved in the assessment and/or decision-making process.

4.2 Criteria

In assessing and ranking the proposals, the Assessment Committee will consider the following equally weighted criteria:

- **Relevance to the theme of the Call**
 - Fit of the proposal into the thematic focus (as specified in § 2.2)
- **Scientific quality of the research proposal**
 - Challenging content;
 - Originality of the topic;
 - Innovative elements;
 - Potential to make an important contribution to the advancement of science or technology;
 - Suitability of the approach (including pitfalls and solutions) / plan including time scheme / milestones;
 - Expected results, deliverables in terms of scientific publications and other output.
- **Knowledge utilisation**
 - Potential use and relevance of the knowledge generated beyond the applicants' field(s) of research or beyond the academic world (economical, technical, societal or cultural).
- **Quality of the research groups**
 - Research group should be top in the field; track records of the institutes / research groups / applicants should be excellent.
- **Sino-Dutch co-operation**
 - Added value of Sino-Dutch co-operation to the research project, including the complementarity of the Dutch and Chinese research teams;
 - The degree of inter-institutional co-operation between the project partners, and the prospects for long-term scientific collaboration beyond the duration of the research project.

4.3 Composition of the Assessment Committee

The Assessment Committee is composed of scientific experts from The Netherlands and China, and will be established as soon as the Call for Proposals has been published. The Assessment Committee reports to the JSTP Programme Committee (comprised of representatives of the JSTP stakeholders).

5 Other information

5.1 Contact

The Netherlands

NWO

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5.2 Indicative timetable

February 2015	Call for Proposals 2015 launched
10 March 2015, 14:00 CET	Deadline for expressions of interest
13 – 14 April 2015	Workshop in Beijing, China
14 May 2015, 14:00 CET	Deadline for submitting proposals for joint research projects
18 – 29 May 2015	Eligibility check
June – September 2015	Consult with referees
September 2015	Possibility for rebuttal by applicants
12 October 2015	Assessment by Assessment Committee
December 2015	Decision on proposals by Programme Committee, decisions to applicants
January 2016	Grant begins, start joint research projects