



# Neue Künste Ruhr (NKR) – funding policy

## 0. Accessibility of the document

Visit the NKR website [neuekuensteruhr.de](https://neuekuensteruhr.de) to see translations into:  
- German

For more on the accessibility of the application process, see paragraph 8 of this document.

## 1. Background and objectives

With the Ruhr Conference, the State of North Rhine-Westphalia is aiming to shape the Ruhr area as a forward-looking, liveable and economically powerful region for everyone. On that note, Cabinet has decided to set up a once-in-a-decade's project for the development of the so-called New Arts from 2020-2030. Funding will be provided for artistic and cultural projects in the field of the new arts. The New Arts are:

- The digital arts that enable new aesthetic experiences and modes of production in a mostly interactive way. They focus on the effects of digitalisation on all areas of life.
- The urban arts, which encompass various arts and cultures such as hip hop, street art, mural art and urban dance (e.g. break dance, krumping). In their own formats and in combination with, for example, dance, visual arts and music, they enable aesthetic experience and production.
- The New Circus, which combines elements of artistry with contemporary dance, modern or classical music, theatre, language, visual art and media art. To this end, it works with theatrical and experimental formats, amongst others.
- The electronic music culture scene, which combines sound art, visual art, light art, performing art and dance. It also includes interfaces with other disciplines and the sustainable development of awareness structures.

The New Arts Ruhr (NKR) programme pursues two central goals:

- The New Arts are to shape the cultural profile of the region even more in the future than they already do today. The NKR are to become visible regionally, nationally and internationally as an integral part of the Ruhr region.
- The idea is to increase the Ruhr's appeal as a 'metropolis of the arts' by 2030, so that more and more young artists and cultural workers will be attracted to the region by superb working and living conditions.

## 2. Who qualifies?

An application may be submitted by:



- artists and cultural workers (including, for example, people from fields such as programming, scenography, curation and design).
- groups, initiatives and companies (both legal entities and natural persons)
- local government and independent cultural institutions

Emerging artists and cultural workers just entering the profession are explicitly invited to apply.

Applicants must:

- be anchored in one of the four funding areas or at their interdisciplinary interfaces.
- show their artistic qualification and engagement with the New Arts through at least two work samples or reference projects. Artistic training or full-time performing activity are not a necessary prerequisite.
- Natural-persons must have their residence or main focus of work in the Ruhr for the duration of the project.
- Legal entities must be seated in the Ruhr.
- Natural or legal persons based outside the Ruhr may apply if they cooperate with locally based natural or legal persons.

### 3. Subject of funding and formal conditions

The state of North Rhine-Westphalia grants subsidies for project funding in accordance with these funding principles on the basis of the administrative regulations relating to Sections 23 and 44 of the State Budget Code (LHO) and the general guideline on the funding of projects and institutions in the field of culture, art and cultural education (“allgemeinen Richtlinie zur Förderung von Projekten und Einrichtungen auf dem Gebiet der Kultur, der Kunst und der kulturellen Bildung”). General provisions on cultural funding by the state are governed by the NRW Cultural Code (“Kulturgesetzbuch NRW”).

The NKR funding framework supports performance projects and projects that are presented to the public. They must have a limited duration. This may also include festivals. The regular day-to-day business of an organisation or institution does not qualify as a project under this scheme.

A project can last up to two years. After expiry of the grant period, it is possible to submit a follow-up applications to NKR for the project. They will then again undergo the regular jury process.

The following points must apply to the project funding is applied for:

- The project is still to commence.
- The project is going to be implemented or developed in the Ruhr. The Ruhr area includes the unitary authorities of Bochum, Bottrop, Dortmund, Duisburg, Essen, Gelsenkirchen, Hagen, Hamm, Herne, Mülheim/Ruhr and Oberhausen as well as the districts of Recklinghausen, Unna, Wesel and Ennepe-Ruhr.
- The project is not for profit. Its realisation is therefore dependent on public funding.



## 4. Selection procedure and criteria

A jury of experts appointed by the Ministry for Culture and Science (MKW) submits funding recommendations to the North Rhine-Westphalia Government. The government's funding decision is then based on the jury's recommendation. The applicant has no legal claim to the grant.

Projects must be innovative and demonstrate high artistic quality.

In addition, the following criteria form the basis for the jury's evaluation. The project should fulfil one or more of them:

- to increase the visibility of the New Arts (e.g. through activities in public space or public relations activities on behalf of the project).
- to support emerging artists and cultural workers
- to contribute to the development of sustainable structures and networks in the field of the new arts in the Ruhr.
- to further develop the interdisciplinary interfaces between the different sections of NKR
- to strengthen the artistic work of people from marginalised backgrounds
- to address people with poor access to cultural services
- to take ecological sustainability into consideration
- to include options for further and subsequent use of formats developed in the project
- to take accessibility into consideration
- to foster cooperation between Ruhr-based and international organisations and individuals.

## 5. Funding

### Scope of funding

Grants of 5,000 euros or more can be applied for. For local government institutions, there is a minimum of 12,500 euros. Annual funding volumes generally range between 8,000 and 75,000 euros.

### Cost and financing plan

All expenses must be attributable to the project. The planned expenditure must be itemised in a cost and financing plan (CFP). Eligible costs include personnel and material expenses in accordance with the General Auxiliary Conditions for Project Funding (ANBest-P). Travel costs incurred are reimbursable in accordance with the State Travel Costs Act of the state of North Rhine-Westphalia (LRKG NRW).

### Fair payment

The cost and financing plan (CFP) must show that all project participants will be paid fairly. Applicants may refer to specific guidelines such as those of the Federal Association of Independent Performing Arts ([here](#)) or the Federal Association of Visual Arts ([here](#))



### **Eligible Total Expenditure and Own Contribution**

The total eligible expenditure of a project is defined as the total project costs minus the services provided by private third parties. All grants that are not government grants are considered to be contributions from private third parties. These are, for example, cash donations, cash sponsorships, ticket revenues or foundation funds. Co-production grants, subsidies or scholarships are also benefits from private third parties if they do not come from government sources.

Individuals and independent organisations must contribute at least one tenth of the total eligible expenditure in the form of their own funds (one fifth in the case of local government organisations). Own funds are funds contributed by the applicant. Own funds may be provided in part or in full through voluntary, unpaid work for the project. For the calculation of this work, a flat hourly rate of 15 euros is to be applied (cf. „Richtlinie zur Berücksichtigung von bürgerschaftlichem Engagement im Rahmen von Zuwendungen im Zuständigkeitsbereich des Ministeriums für Kultur und Wissenschaft vom 4. Dezember 2019“). Contributions in kind (donations in kind and sponsoring in kind), income (e.g. ticket income) and other funding are not deemed to be own resources. The issue of own contribution is also covered by the advice protocol described in paragraph 6.

## **6. Lodging applications**

Applications for projects can be submitted once every year. Applications will be accepted beginning 16 January 2023.

### **Advice and information**

Potential applicants must inform themselves about the funding programme and the application procedure at one of the digital events organised by programme coordinators. Dates are continually published on the NKR website [neuekuensteruhr.de](https://www.neuekuensteruhr.de). In addition, an individual consultation can be arranged with programme coordinators (for contact details, see paragraph 9).

### **Submission**

Applications can only be submitted online via the platform [kultur.web.nrw.de](https://kultur.web.nrw.de). The complete application includes, in addition to the completed entry form:

- Project outline in written form (as a PDF; two to a maximum of 10 DIN A4 pages) - must contain information on the planned number of events or performances and can be supplemented with photos.
- Cost and financing plan
- At least two work samples or reference projects as attachments

After submitting the application online, the applicant must print out the automatically generated PDF application (without attachments), sign it and send it to the state government prefecture (Bezirksregierung) for their area.



### **Deadlines**

An application is considered to have been submitted on time if it has been posted on [kultur.web.nrw.de](http://kultur.web.nrw.de) on 15 March, by 23:59. The PDF must then also be sent by post. The date of the postmark is irrelevant here.

### **Early start of measures**

If applicants wish to start work on the project immediately, they can select an early start date in the application form. For projects with a funding amount of up to and including 50,000 euros, the early start of the measure is then deemed to have been granted immediately upon submission of the application. By selecting early action on [kultur.web.nrw.de](http://kultur.web.nrw.de), applicants confirm that they bear the sole financial risk until the funding decision is made. Only in the case of a funding approval will the costs incurred be reimbursed.

If the requested amount exceeds 50,000 euros, an early start of the measure must be applied for and approved, after the jury meets, by the prefecture and upon authorisation from the Ministry of Culture and Science. The project may only commence once approval has been granted.

## **7. Procedures going forward**

The submission deadline is followed by the jury meeting and the funding decision. Subsequently, the funded projects are announced and all applicants are informed about the State Government's funding decision. Successful project proposals receive a notice of approval. Once this has been received, work on the project can begin (unless measures are started ahead of time, see paragraph 6).

Funded projects are under the obligation to support NKR's public relations work. To this end, the NKR logos must be used along with the logo of the State of North Rhine-Westphalia in the projects' public relations work. In addition, image and press material must be made available to programme coordinators for the promotion of the projects. These will then be published on the NKR website and social media accounts. More detailed information on this is included in the notification of approval in the event of a positive funding decision.

After completion of the project, a financial statement and a state-of-play report of one to two pages must be submitted to the local prefecture. In the case of measures lasting more than one year, a brief interim report on the implementation of the project must be submitted by 31 October of each year.



## 8. Accessibility of the applications procedure

The application process and administrative project handling are not accessible. There are at least these obstacles:

- The platform [kultur.web.nrw.de](http://kultur.web.nrw.de) can only be accessed and completed in German written language. It is not screen reader compatible.
- The applications, all further communication with the prefectures and, if grants are approved of, the proof of use including the factual report must be submitted in written German.

Persons who encounter obstacles in submitting and processing applications can contact the NKR programme coordinator and register a need for support services. Cost decisions are made case by case, irrespective of whether applicants hold a disability card.

## 9. Contacts

### NKR Programme Coordination

Mail: [info@neuekuensteruhr.de](mailto:info@neuekuensteruhr.de)

For consultation timeframes and phone number please check the website ([here](#)).

### State Government prefectures (Bezirksregierungen):

Arnsberg  
Directorate 48  
59817 Arnsberg  
[Website](#)

Düsseldorf  
Directorate 48  
40474 Düsseldorf  
[Website](#)

Münster  
Directorate 48  
48128 Münster  
[Website](#)