



# NEW ARTS RUHR (NKR) – FUNDING POLICY (STATUS MARCH 2025)

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## 0. Accessibility of the document

This PDF is accessible.

Visit [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 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 three 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. Scope and formal conditions

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, further applications can be submitted to NKR for the same project. They will then again undergo the regular jury process. As a rule, a project for which funding has been applied for should be completed in the calendar year of funding. In exceptional cases, this may take up to two years. Follow-up applications can be submitted to NKR after a project has been funded. They will then go again through the regular jury procedure.

The following points must apply to the proposed project:

- The project is still to commence.
- The project will not commence until the next calendar year (start possible from 01/01/2026).
- 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 current composition of the jury is typically published on the NKR website. The government's funding decision is then based on the jury's recommendation. The applicant has no legal claim to the grant. The jury assesses the projects according to the following criteria.

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, such as migrants, people of colour, those with disabilities or queer people
- to take account of ecological sustainability
- to look at options for further and subsequent use of formats developed in the project
- to take accessibility aspects into account
- to promote cooperation of Ruhr-based organisations and individuals with international organisations or individuals

When funding projects, the MKW aims to give almost equal consideration to all four NKR categories. The jury is required to implement this requirement in its decision.

## 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 NRW State Travel Costs Act (*LRKG NRW*). A CFP template with explanations of eligible costs can be accessed on the NKR website ([here](#)).

### Fair payment

The cost and financing plan (CFP) must show appropriate remuneration is provided for all project participants. Section 16(3) of the NRW Culture Code stipulates that lower fee limits should be observed for all state funding. The fee matrix of the Ministry of Culture and Science of the State of North Rhine-Westphalia must be complied with accordingly.

### 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 20 euros is to be applied (cf. Guideline on the Consideration of Civic Engagement in the Context of Grants in the Area of Responsibility of the Ministry of Culture and Science of 7 February 2024). 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, from 1 April 2025.

### Advice and information

Potential applicants must attend a session to get familiar with the funding programme and the application procedure. Dates are continually published on the NKR website (here). In addition, an individual consultation can be arranged. For this and for useful documents, visit [www.neuekuensteruhr.de/programm](http://www.neuekuensteruhr.de/programm).

### Submission

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

- Project outline in written form (as a PDF; two to a maximum of 5 A4 pages) - must contain information on the planned number of events or performances, and on the applicants (Individuals, institution or consortium), and should be described as clearly as possible with visual material (photos, sketches, animations, etc.)
- Cost and financing plan (which must be in line with the [fee matrix](#) named under 'Fair Payment')
- At least three work samples or reference projects as attachments (maximum two pages)

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 14 June 2025 by 23:59. The PDF can then 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. 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.

Funded projects are under the obligation to support NKR's public relations work. To this end, when doing PR work, the logo of the NRW Ministry for Culture and Science must be used along with the NKR logo. 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 must be submitted to the local prefecture (*Bezirksregierung*). In the case of measures lasting more than one year, an interim report on the implementation of the project must be submitted. Deadlines will be communicated along with the notice of approval.

## 8. Accessibility of the application procedure

The following information and templates can be found on the NKR website to help with the application process: Determination of accessibility

- FAQ's
- Help for filling in the application form on [kultur.web.nrw.de](http://kultur.web.nrw.de)
- Template for cost and financing plan



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

- The platform 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. Contact

### **NKR Program Coordinator**

Point of contact:

Winnie Ros

info@neuekuensteruhr.de

Visit the NKR web site for telephone and consultation times

### **State Government prefectures (*Bezirksregierungen*):**

#### **Bezirksregierung Arnsberg**

Dezernat 48

59817 Arnsberg

<https://www.bra.nrw.de/kultur-sport/kultur/neue-kuenste-ruhr-nkr>

#### **Bezirksregierung Düsseldorf**

Dezernat 48

40474 Düsseldorf

<https://www.brd.nrw.de/Services/Foerderprogramme/Kunst-und-Kulturfoerderung/Aufgaben-und-Ansprechpersonen-Kunst-und>

#### **Bezirksregierung Münster**

Dezernat 48

48128 Münster

[https://www.bezreg-muenster.de/de/foerderung/foerderprogramme\\_a-z/48\\_neue\\_kuenste\\_ruhr/index.html](https://www.bezreg-muenster.de/de/foerderung/foerderprogramme_a-z/48_neue_kuenste_ruhr/index.html)