

# Reading Promotion

With its Reading Promotion Scheme, the Dutch Foundation for Literature stimulates and supports projects in the field of reading promotion that, because of their pioneering character or innovative concepts, supplement the currently existing provision. Organizations can apply for a subsidy for a diversity of activities for young and old, from reading clubs to digital projects, and from creative writing workshops or performances to activities focused on intermediaries. Or for projects that do not yet exist, but which it is important to set up in order to stimulate reading.

## For whom

Organizations that produce and implement activities that promote reading or provide literary education.

## For what

Non-commercial projects with a focus on reading promotion in the Kingdom of the Netherlands.

## How much

The applicant can apply for a minimum of €25,000 and a maximum of €50,000.

## Subsidy ceiling

€ 1,100,000

## For whom?

- Only cultural institutions, cultural organizations or legal entities that are active in the Kingdom of the Netherlands and that produce and/or implement literary-educational activities are eligible to apply for subsidies.
- Schools, universities and local government bodies **cannot** apply for a subsidy under this scheme.
- Organizations that are in receipt of a multi-year subsidy from the Dutch Foundation for Literature **cannot** apply for a subsidy in 2025 and 2026 under this scheme.
- An applicant can submit a maximum of one application per funding round, but can in some cases also be involved as a collaborating party in projects by others.

Second application? If you have previously received a subsidy under the reading promotion scheme, you must ensure that your earlier project has been completed by the time decisions are announced. This will take place around four to six months after the deadline for applications.

Is your core activity more focused on the stage? Then you should go to the regulations for [Project subsidies for literary programmes](#).

## For what?

We are witnessing a reduction in reading and reading skills are declining. This is a problem, because reading increases a person's opportunities in society, aids their development and

stimulates critical thinking. The Foundation therefore supports projects that promote reading, with the goal of contributing to reading promotion in a sustainable way, in consultation with others in the field. We are particularly looking for projects that supplement the existing provision, for example because they use an innovative concept, are digitally pioneering, enter into new collaborations, serve a new region or reach a neglected target group.

A project has a duration of a maximum of one year

## How much?

Organizations can apply for a subsidy ranging from €25,000 to €50,000. A minimum of 25% of the total costs of the project must be paid for out of your own funds or financed by means other than a subsidy from the Foundation.

Exceptions are as follows:

- For organizations based in the Caribbean, or for organizations based in the European Netherlands that are applying for a project that will take place in the Caribbean with a local collaborating party, the minimum is 10%.

For applications submitted by libraries, by POIs (provincial support organizations for libraries) or by national support organizations for libraries, a minimum of 50% of the total costs must be financed out of your own funds or by other means. For libraries based in the Caribbean the minimum is 10%

## Deadlines

There are two funding rounds per year:

- 20 February 2026 (18.59 Caribbean time, 23.59 Dutch time) for projects due to start from July 2026 onwards
- 26 June 2026 (17.59 Caribbean time, 23.59 Dutch time) for projects due to start from December 2026 onwards

## How do you apply?

Always first read the regulations and clarifying notes carefully. There you will find, among other things, the conditions for applying for a subsidy, which documents you must include with your application, and how your application will be assessed.

Be sure to check whether all the required documents are complete and comply with the guidelines. The mandatory documents are as follows:

- **The project plan**, in compliance with the [\*Project plan format\*](#).
- A balanced, itemized budget based on the [\*Budgetary guidelines\*](#) or in your own chosen format.
- **Clarification of the budget.** Here you explain the composition of each budgetary item.
- A recent extract from the register of the Chamber of Commerce.

- The most recent **audited annual statement of accounts**. Exempt from this requirement are organizations that have been established only very recently and applicants based in the Caribbean.
- If applicable, a **declaration or declarations of intent or cooperation agreement(s)** in which the cooperation is described in detail, signed by both parties. Please note: in the case of collaboration with schools, this is a mandatory requirement.

Have you gathered together all the required documents? Then it's time to submit your application.

The application must be written in Dutch or in English. Applicants for projects relating to Dutch sign language may submit a video recording in place of a written project plan.

Only complete applications will be considered. Applications that are not complete when the deadline passes will not be processed.

Uncertain about specific issues? Then read [the regulations](#).

## Assessment

After the deadline passes, all applications received will be checked. Those that meet the formal requirements will be assessed by an advisory committee, which will rank them based on four assessment criteria.

Applications are therefore not necessarily dealt with in the order in which they arrive.

## On what basis is an application assessed?

The advisors evaluate the applications according to the following criteria:

- Vision of reading promotion
- Added value of the project with respect to existing provision
- Quality and realism of the project plan
- Quality and realism of the budget

In the clarification attached to the regulations, these criteria are explained further.

## Webinar

Would you like further explanation of the regulations, or do you have specific questions? To help you through the process, the Foundation is organizing a webinar about the reading promotion scheme regulations.

Date: Tuesday 13 January, 15.00 - 16.00 Dutch time, 10.00 - 11.00 Caribbean time

To register, send an email to [communicatie@letterenfonds.nl](mailto:communicatie@letterenfonds.nl) on or before Monday 12 January, and include in that email the question you would like to see addressed.

## Frequently asked questions

## **What do we regard as reading promotion?**

Reading promotion projects stimulate the reading of books and contribute to increasing reading skills, reading motivation and reading pleasure. They include the following:

- projects that encourage the reading of books and rich texts
- projects that focus on reading aloud
- projects that encourage the taking on of new reading challenges, for example in the form of different genres or themes
- projects that encourage literary reflection or literary understanding
- projects that focus on oral or performative literature, including audio books, spoken word, Dutch Sign Language performances and theatre
- projects that actively bring participants into contact with specific literary genres or forms by encouraging them to write or create
- projects that focus on intermediaries, such as teachers, parents and carers, or librarians, including those of multi-media libraries, to stimulate their knowledge and enthusiasm in the fields of reading and reading promotion

Projects that focus purely or mainly on learning to read in a technical sense are not eligible.

## **What are some good examples of Reading promotion projects?**

Some of the projects that came into being with the help of the pilot Reading promotion scheme are Utrecht Doentheater (theatre for the deaf), the reading festivals on Aruba, Sint Maarten and Curaçao by the Bibliodef Foundation, and Buur & Boek by the NOORDWOORD Foundation. [Read more here about these best practices](#). The complete list of subsidies awarded in 2024 can be found [here](#).

## **What do we regard as added value?**

We are looking for projects that complement the existing provision in the field of reading promotion. They might take one of the following forms:

- an innovative concept or a new method or form, for example in the digital sphere
- an innovative collaboration
- a project intended to reach a previously neglected target group
- a project intended for a previously neglected region

## **When will I know the outcome of my application?**

The decision will be shared with applicants within 22 weeks of the deadline. The project for which application is made cannot therefore begin until after that point.

## **What does the budget need to include?**

The budget submitted needs to include all the costs and proceeds of the project. For each item there must be an explanation of how it is composed. This can be done in a separate explanatory document. Large budgetary items must be split up, and where possible substantiated with tenders and invoices. A basic format for a budget is provided to help you on your way, but you are not obligated to use it.

## **When must I submit the accounts?**

Anyone in receipt of a subsidy must submit an application for approval of accounts within three months of completion of the project, by email. This application includes a substantive justification, where necessary complete with a declaration of the actual costs and proceeds.