**Format Project Plan – Reading Promotion**

*This project plan must be no more than ten pages long, with a font size of 11 (please don't adjust the font or the font size in this format). You can delete the dotted lines and use as much space per question as you like, as long as you do not exceed the maximum total number of pages.*

INTRODUCTION

1. **Describe the project concisely and in concrete terms.**

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(you can delete the dotted lines)

VISION AND ADDED VALUE

1. **What vision of reading promotion lies at the root of the project?**

In your answer to this question, address the following points:

* Does the vision fit with what is known about effective reading promotion?
* What expertise does the organization have in relation to reading promotion?
* What target group is the project aimed at and why does the project suit this target group? What are the ambitions for the project?

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1. **What is the added value of the project?**

In your answer, address the following points:

* What is already happening as regards reading promotion in the area the project focuses on?
* What deficiencies or which unused opportunities have you noticed in the existing provision?
* How does your project resolve these deficiencies?

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CONCRETE DEVELOPMENT OF THE PLAN

1. **What concrete steps does the plan involve? Who is responsible for what? What is the planning?**

If you have not done so already, in answer to this question you can describe the actual activities the plan involves. Note: projects can last for a maximum of one year and must be completed within eighteen months of receipt of the subsidy.

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1. **How do you intend to reach the target group? How do you know that demand exists for your project? What is the scope you have in view (number of unique individuals)?**

Note: projects that are focused on schools will be considered only if there are binding commitments by schools in the form of signed declarations of intent.

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1. **Which partners in the literary, cultural, educational and/or social sector will you be collaborating with for this project?** How will that collaboration take shape and what does it add?

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1. **How will you monitor and evaluate the project?**

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1. **What is your view of the future? Can the project be sustainably embedded?**

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1. **Explain how in this project you will comply with the** [**Fair Practice Code**](https://fairpracticecode.nl)**.**

How will you guarantee fair pay? According to which contractual agreement will staff and freelancers be paid? For performances by writers and other literary creatives, remuneration must at least conform with the basic rate decided upon by the Schrijverscentrale.

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ABOUT THE ORGANIZATION THAT IS APPLYING

1. **How large is the foundation or association? What is its structure and/or composition? (think of the board, directors, managers/teams, promotion)**

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1. **What is the organization’s statutory mission?**

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1. **Explain how the organization complies with the** [**Cultural Governance Code**](https://www.cultuur-ondernemen.nl/governance-code-cultuur/principe/introductie)

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1. **Explain how the organization addresses, in the project for which you are applying and otherwise, the** [**Diversity & Inclusion Code**](https://codedi.nl/)

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**Save this project plan as a Word or PDF document. During your online application you will be asked to upload various attachments, including this project plan. You will also need to upload the following: budget, clarification of budget, annual accounts, extract from the register of the Chamber of Commerce (max. six months old) and (in the case of cooperation) a signed declaration of intent.**

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