

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

€850,000

Deadline

Wednesday 3 September 2025 at 17.00 hours Dutch time, 11.00 hours Caribbean time

Who can apply?

- Subsidy can be applied for only by a legal entity based in the Kingdom of the Netherlands (the European Netherlands and the Caribbean part of the Kingdom) that is a non-profit organization, with full entitlement to rights, and that produces or carries out activities that promote reading or literary education.
- Schools, universities and local government bodies cannot apply for a subsidy under this scheme.
- Organizations that have received a multi-year subsidy from the Foundation cannot apply for a subsidy under these regulations in the first two years of the policy period (2025 – 2028).
- An applicant can submit a maximum of one application per funding round, but can also be involved as a collaborating party in projects by others.

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 maximum one year.

What do we mean by reading promotion?

Projects that promote reading stimulate the reading of books and contribute to increasing reading skills, reading motivation and reading pleasure. They include the following:

- projects that encourage 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, sign-language performances and theatre;
- projects that actively bring participants into contact with specific literary genres or forms, by getting them to write or create;
- projects that focus on intermediaries such as teachers, parents or librarians, to stimulate their knowledge and enthusiasm in the realm of reading and reading promotion.
- Projects that are purely or mainly focused on learning to read in a technical sense are not eligible.

How much?

- Organizations can apply for a subsidy ranging from €25,000 to €50,000.
- Applicants must finance a minimum of 25% of the costs of the project out of their own funds or by other means.
 - If the applicant is based in the Caribbean, or is an organization based in the European Netherlands but is applying for a subsidy for a project that takes place in the Caribbean with a local partner, then this percentage is 10%.
 - If the applicant is a library, POI (provincial support organization for libraries) or a national support organization for libraries, then the applicant must finance a minimum of 50% of the costs of the project out of their own funds or by other means. If the library is based in the Caribbean, then this percentage is 10%.

Assessment

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

Applications are therefore no longer dealt with in the order in which they arrive, as was the case under this scheme last year.

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.

Consultation

Do you have specific questions about your application? And do you want to know whether you are eligible? Then you are more than welcome to participate in one of our online consultations, where you can put questions to our subsidy specialist. These consultations are planned for Wednesday 13, Thursday 14 and Thursday 28 August between 09.00 and 17.00 and Tuesday 2 September between 12.00 and 17.00 (Dutch time).

[Apply for a consultation here.](#)

Advisory conversation with the Dutch Reading Foundation

Are you working on an application? Then you can apply for a non-binding consultation with the Dutch Reading Foundation (Stichting Lezen), the knowledge centre for reading promotion and literary education.

In that conversation you can gain advice about the content and vision of your project plan:

- Does your plan fit with the latest insights from research, such as those of the Dutch Reading Foundation's Leesmonitor?
- Does your idea supplement existing provision in the field?
- What is innovative about your approach, target group or form of collaboration?

These conversations will take place from 4 August 2025 and will last a maximum of 30 minutes. They are intended as a reflection on content; they are not intended as an assessment, and the information will be shared in general terms with the Foundation.

You can request a conversation through the secretary's office: info@lezen.nl.

Note: For practical or procedural questions you can approach the Dutch Foundation for Literature.

[Advisory conversation](#)

How to apply

The Foundation uses an online application form. You cannot save it while working on it. You will be sent an acknowledgement of receipt by email. The Foundation deals only with complete applications. If your application is complete, it will be laid before an advisory committee for evaluation. Applications that are not complete by the deadline will not be processed.

Checklist for your application

Check whether you have everything ready before you make your application:

- **Project plan**, in the form of a completed *Format Project Plan* (see downloads below).
- A balanced, itemized **budget** based on the *Basic Format Budget* (see downloads below). Working with this specific basic format is not mandatory. You can create your own budget, as long as it includes all items from the basic format.
- **A clarification of the budget**
- An extract from the register of the **Chamber of Commerce**, no more than six months old.
- The most recent **audited annual statement of accounts**. Organizations that have been established only recently and therefore do not yet have an audited annual statement of accounts, and applicants based in the Caribbean, are exempt from this requirement.
- If applicable, a **declaration of intent or cooperation agreement** in which the cooperation is described in detail, signed by both parties. Note: if you are collaborating with schools, your application will not be processed if it lacks a signed declaration of intent or cooperation agreement.
- **Second application?** If you have formerly received a subsidy under the Reading Promotion Scheme, ensure that your previous project has been completed.

The application must be written in Dutch or in English. Those applying for a subsidy for a project relating to Dutch Sign Language may submit a video recording in place of a written project plan.

Previous projects

Projects that have already been realized that came about through the pilot Reading Promotion Scheme include [Utrecht Doventheater](#), the Caribbean region [reading festivals](#) by Biblionef, the NOORDWOORD [Literature Communities](#) and the [digital picture books](#) by the Vinci Foundation. The full list of granted applications in 2024 can be found [here](#).

Downloads

- [Reading Promotion Scheme Regulations](#)
- [Format Project Plan](#)
- [Basic Format Budget](#)