

# Dutch Foundation for Literature Reading Promotion Scheme Regulations

The board of the Dutch Foundation for Literature,  
mindful of the Dutch General Administrative Law Act  
mindful of Article 10, Clause 4 of the Dutch Cultural Policy Act  
mindful of the General Regulations of the Dutch Foundation for Literature  
has decided to adopt the following regulations for the Dutch Foundation for Literature Reading Promotion Scheme

## Article 1. Definitions

In these regulations, the below terms are defined as follows:

*board*: the board of the Dutch Foundation for Literature

*the Foundation*: the Dutch Foundation for Literature

*the Caribbean*: the Caribbean part of the Kingdom of the Netherlands

*English*: the English language as used by native English speakers in the Caribbean part of the Kingdom of the Netherlands

*institution or organization*: a subsidized or non-subsidized cultural institution or cultural organization established in the Kingdom of the Netherlands, or a legal entity that is active in the cultural sector

*Kingdom*: the Kingdom of the Netherlands, consisting of the European Netherlands and the Caribbean part of the Kingdom, namely the independent countries Aruba, Curaçao and Sint Maarten and the public bodies Bonaire, Sint Eustatius and Saba

*reading promotion*: the stimulation of reading and/or reading pleasure in a broad sense

*literature*: literature in Dutch, English, Frisian, Papiamentu and Dutch sign language

*Papiamentu*: Papiamentu and Papiamentu

*Technical reading*: the linking of symbols to sounds to ensure fluent skill in reading, such that words and sentences are recognized at a glance

## Article 2. Objective

By means of this scheme the Dutch Foundation for Literature aims to stimulate and support projects in the field of reading promotion that, because of their pioneering character or innovative concepts, supplement the current provision. The Foundation also intends to investigate the impact of these projects.

### **Article 3. Activities**

1. Application can be made for a subsidy only for non-commercial projects that are aimed at promoting reading in the Kingdom.
2. Projects that are purely or mainly focused on the acquisition of technical reading skills will not be considered.
3. Projects will be concentrated on Dutch, Frisian, Dutch sign language, Papiamentu and English (exclusively for the Caribbean), but language variants such as street language and local vernacular also qualify for a subsidy, as do translations into one or more of the abovementioned languages or language variants, and multilingual projects (including Dutch).
4. A project has a duration of a maximum of one year and must be completed within a maximum of eighteen months from the time the subsidy is provided.

### **Article 4. Applicant**

1. A subsidy can be granted only to an applicant that is both a legal entity and a non-profit-making entity based in the Kingdom, with full entitlement to rights, and that produces or carries out activities that promote reading or literary educational activities.
2. Schools, universities and local government bodies cannot apply for any subsidy on the basis of these regulations.
3. Organizations that within the year of application have received a subsidy from the Foundation covering more than one year cannot apply for a subsidy on the basis of these regulations in the first two years of the policy period (2025 – 2028).
4. An applicant can submit a maximum of one application per funding round.

### **Article 5. Preconditions for support**

With regard to the prevailing codes in the sector, according to these regulations the following apply:

- a. the applicant implements the Fair Practice Code
- b. the applicant implements the Cultural Governance Code
- c. the applicant describes in their application how they address the Diversity and Inclusion Code.

### **Article 6. Grounds for rejection**

The subsidy will in all cases be refused if:

- a. the applicant does not meet the conditions specified in these regulations
- b. the applicant is occupied purely with scholarship

- c. for the activities for which subsidy is applied on the basis of these regulations, subsidy has been or will be granted based on other regulations of the Foundation
- d. a previous project for which the same applicant has applied for subsidy on the basis of these regulations has not yet been completed
- e. a less than adequate score is achieved for one or more of the assessment criteria as specified in Article 11.

#### **Article 7. Application period**

- 1. The board deals with applications in two funding rounds per year, with the exception of 2025, in which one funding round takes place.
- 2. For the 2025 funding round, application can be made from 1 August 2025 up to and including 3 September 2025 at 17.00 hours.
- 3. The Foundation will publish on its website in subsequent years the details of previous funding rounds.
- 4. Applications that are received outside the application period, or are not complete when that period ends, will be rejected.

#### **Article 8. Subsidy ceiling**

- 1. The subsidy ceiling is set at €850,000 per year. If several funding rounds occur within one year, the subsidy ceiling for that year will be spread equally across those funding rounds, thereby creating partial subsidy ceilings.
- 2. Changes to a subsidy ceiling or to its distribution across funding rounds will be announced in the *Staatscourant* (Government Gazette) and on the Foundation's website.

#### **Article 9. Application**

- 1. An application for a subsidy must be submitted through the website of the Dutch Foundation for Literature.
- 2. An application consists of the following compulsory parts:
  - a. a fully completed application form, via 'Start your application' on the website
  - b. a project plan compiled according to the model made available on the Foundation's website
  - c. a balanced, itemized budget with clarification
  - d. an extract from the register of the Chamber of Commerce that is no more than six months old
  - e. the most recent annual statement of accounts, audited by the body that is competent to do so according to the statutes of the applicant institution or organization. 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.

3. In the case of collaboration with other organizations, the submission of a declaration of intent or a cooperation agreement signed by both parties, in which the collaboration is described in detail, is compulsory.
4. As an exception to Article 9 Clause 2, 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.
5. The application must be written in Dutch or in English.
6. Applications that are not completed before the deadline for submissions will not be considered.
7. Applications that are rejected on the grounds of a negative assessment, based on an evaluation of the assessment criteria as specified in Article 11, cannot be submitted again for the same project in a later funding round. Applications rejected for lack of budgetary resources may be submitted one more time for the same project in a later funding round.

#### **Article 10. Amount of subsidy**

1. The amount of subsidy that can be applied for ranges from a minimum of €25,000 to a maximum of €50,000.
2. A maximum of €500 of the sum allocated can be used as a contribution to the costs of participation in impact research conducted by or on behalf of the Foundation, as specified in Article 15, Clause 1.
3. Applicants must finance a minimum of 25% of the costs of the project out of their own funds or by other means.
4. If the applicant is based in the Caribbean, or if an organization is based in the European Netherlands but is applying for a project that takes place in the Caribbean with a local partner, then as an exception to Article 10 Clause 3, the applicant must finance a minimum of 10% of the costs of the project out of their own funds or by other means.
5. If the applicant is a library, a POI (provincial support organization for libraries) or a national support organization for libraries, then as an exception to Article 10 Clause 3, 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, this percentage is 10%.

#### **Article 11. Assessment criteria**

1. All applications are evaluated according to the following criteria:
  - a. vision of reading promotion
  - b. added value of the project with respect to existing provision
  - c. realism of the project plan and
  - d. realism of the budget.

#### **Article 12. Advice**

1. Applications that qualify for an evaluation of their content are presented to an advisory committee for advice.
2. For each assessment criterion as defined in Article 11, the advisory committee gives advice with respect to content, with as its conclusion the evaluation inadequate, weak, adequate, good or very good, and advises as to whether a subsidy should be granted and what its value should be.

### **Article 13. Distribution of the budget**

1. Applications of which one or more parts are evaluated as inadequate or weak will be rejected on grounds of content.
2. The remaining applications will be ranked. In so doing the evaluations as defined in Article 12 Clause 2 will be converted into a numerical score as defined in the below table:

Evaluation	Score	Explanation
Very good	4	Entirely positive, with at most one point of criticism
Good	3	Overwhelmingly positive, but with several points of criticism
Adequate	2	Considerable points of criticism, but the positive elements predominate
Weak	1	Mediocre, with more points of criticism than positive points
Inadequate	0	Below par, with few positive elements

3. For the assessment criteria as defined in Article 11 Clause 1 under a and b, a maximum of 8 points per criterion can be achieved, since these criteria weigh double. For the assessment criteria as defined by Article 11 Clause 1 under c and d, a maximum of 4 points per criterion can be achieved.
4. The subsidy is then allocated according to the ranking, in such a way that subsidies are first allocated to the application achieving the highest score from an applicant based in the Caribbean for a project in Papiamentu, the application achieving the highest score from an applicant based in the Caribbean for a project in English and the application achieving the highest score in the field of Dutch sign language. After that, subsidies are allocated according to the ranking, until the subsidy ceiling is reached.
5. In the case of a subsidy that cannot be allocated in full because the subsidy ceiling has been reached, a partial subsidy is allocated to the next in rank, which receives the remaining sum. If the remaining sum is less than 50% of the sum applied for, the application is rejected and the remaining sum is made available to the next funding round.
6. As an exception to Article 13 Clause 3, when a choice is made between two or more applications that have the same ranking and they cannot both be honoured because the subsidy ceiling would then be exceeded, the assessment under the criterion 'added value of the project with respect to existing provision' takes precedence. If this too leads to an equal ranking, then the assessment under the criterion 'vision of reading promotion' determines the outcome. If once again this leads to an equal ranking, the application will be honoured that contributes most to the geographical spread of honoured projects across the Kingdom as a whole. If an equal ranking still results, then lots will be drawn to decide

which application will be honoured. If the remaining sum is less than 50% of the sum applied for in the application honoured on grounds of this clause, the application will be rejected and the remaining sum made available to the next funding round.

#### **Article 14. Decision**

The board will inform the applicant of its decision in writing within 22 weeks of the deadline for applications.

#### **Article 15. Obligations of those in receipt of subsidy**

1. Those in receipt of a subsidy are obliged to collaborate with impact research performed by or on behalf of the Foundation.
2. Those in receipt of a subsidy are obliged to inform the board immediately if:
  - a. the activities for which the subsidy has been allocated will not take place, either wholly or in part
  - b. the obligations attached to the subsidy will not be fulfilled, either wholly or in part or
  - c. substantial changes in an artistic or business sense are made to the plan based upon which the subsidy has been allocated.
3. When issuing its decision to allocate a subsidy, the board can attach further obligations to that subsidy.
4. Those in receipt of a subsidy are obliged to mention the Dutch Foundation of Literature as a provider of subsidy, using the Foundation's logo on the project's website and in all its promotional and documentary material, such as folders, posters and brochures.

#### **Article 16. Allocation, advance and determination of costs**

1. Within eight weeks of allocation, the advance will be paid to the applicant. Those receiving a subsidy receive 100% of the allocated sum as an advance.
2. Those receiving a subsidy must submit an application for determination of costs within three months of the end of the project. This application consists of a detailed accounting, with a declaration of true costs and proceeds.
3. Clearance of the determination of costs will be given by the board within 22 weeks of application for it.

#### **Article 17. Grounds for withdrawal of and changes to allocation of subsidy**

1. The board can withdraw or alter the subsidy if the applicant has not fulfilled the obligations attached to the subsidy.

2. If the board determines that substantial changes have been made with regard to the details provided in the application, the board can withdraw or alter the subsidy.
3. This withdrawal or alteration is retroactive, going back to the time when the subsidy was allocated, unless otherwise decided at the time of withdrawal or alteration.
4. The sum by which the subsidy may be reduced is set against already paid elements of the subsidy or reclaimed.
5. If the receiver of a subsidy has not complied with the obligation to mention the Dutch Foundation of Literature, as specified in Article 15 Clause 4, the board can reduce the subsidy to zero and reclaim the amount allocated, including statutory interest.

#### **Article 18. Final provision**

1. In all cases not provided for in these regulations, the decision lies with the board.
2. As well as and in addition to these regulations, the provisions of the General Regulations of the Dutch Foundation for Literature apply.

#### **Article 19. Coming into force**

These regulations come into force from the day after publication in the issue of the *Staatscourant* in which they are placed. As an exception to the first sentence, these regulations, as laid out on the day before the date on which they expire, remain applicable to the settlement of applications and allocated subsidies based on these regulations.

#### **Article 20. Official title**

These regulations are to be cited as the Dutch Foundation for Literature Reading Promotion Scheme Regulations.

These regulations will be published in the *Staatscourant*, along with their clarification.

The board of the Dutch Foundation for Literature,

As represented by,

R. de Bildt, managing director

#### **CLARIFICATION**

We are witnessing a reduction in reading and a decline in reading skills. This is a problem, because reading increases a person's opportunities in society, aids their development and stimulates critical thinking. The Dutch Foundation for Literature therefore supports projects that promote reading as long as they supplement existing provision. The aim of this scheme is to contribute to reading promotion in a durable manner, in collaboration with others in the field. We therefore chart the effects and benefits of these projects by means of impact research.

## **Article 2. Objective**

### *Reading promotion*

What do we understand by reading promotion? Projects that promote reading stimulate the reading of books and contribute to the enhancement of reading skills, reading motivation and reading pleasure. These include:

- projects that encourage the reading of books and rich texts
- projects with a 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 with a focus on non-written forms of literature, such as oral or performative literature, including audiobooks, spoken word, sign-language performances or theatre
- projects that actively bring participants into contact with specific literary genres or forms, by getting them to write or create
- projects with a focus on intermediaries, such as teachers, parents or librarians, that are intended to stimulate their knowledge and enthusiasm with regard to reading and reading promotion.

### *Added value*

What do we understand by added value?

We are looking for projects that supplement that which is already available in the field of reading promotion. This might take the form of:

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

## **Article 9. Application**



The budget submitted must include all the costs and benefits of the project. An explanation must be provided of how each of the items in the budget is composed. This can be achieved by means of a separate clarification. Large items in the budget must be itemized and if possible substantiated with tenders and invoices.

## **Article 11. Assessment criteria**

Applications are evaluated against the following criteria:

### Vision of reading promotion

- Is the project based on a clear and realistic vision of reading promotion? Does this vision fit with what is known from research about effective reading promotion?
- Does the plan make adequately and transparently clear what the ambitions of the organization are for the project?
- Does the plan make sufficiently clear what the target group of the project is and why the project connects with that target group?
- What expertise does the organization have in relation to reading promotion? This expertise can be brought in through collaboration with other organizations.

### Added value

- On what deficiency or which unused opportunity in the existing provision of reading promotion is the project focused? Does the applicant demonstrate sufficient knowledge of the baseline situation in existing provision?
- Does the project constitute a good response to the deficiency identified or to the unused opportunity?

### Quality and realism of the project plan

- Do the baseline situation, ambitions and activities fit together logically?
- Are the steps explained clearly and is the planning realistic? Does the plan give sufficient insight into duration and phasing?
- Is there sufficient guarantee that demand for the project exists and that the target group will in fact be reached?
- With which partners in the literary, cultural, educational and/or social sector will the organization collaborate on this project? What does this collaboration add to the project?
- Is there a strategy in place for the monitoring and/or evaluation of the project?
- Will the results be permanently embedded, or will efforts be made to ensure that they are?
- Will the organization adhere to the Cultural Governance Code?

### Quality and realism of the budget

- Is the budget (including clarification) sufficiently transparent?
- Is the budget realistic and does it fit with the activities?
- Will the Fair Practice Code be adhered to, especially when it comes to fair pay?

### **Article 13. Distribution of the budget**

The evaluation scale in word form for each criterion is an aid to a careful and balanced assessment of the applications submitted. Numerical scores have been added to this evaluation scale in word form, to enable a scrupulous conversion into a ranking of applications.

The distribution of the subsidy ceiling takes place based on the ranking made by the advisory committee. To guarantee that support goes to at least one project in Dutch sign language, one application from the Caribbean for a project in Papiamentu and one application from the Caribbean for a project in English, the applications for each of such projects that scores highest will be honoured first. After that, the subsidy will be allocated according to the ranking, until the subsidy ceiling is reached.

If a subsidy cannot be allocated in full because the subsidy ceiling would be exceeded, partial allocation will take place to the next project in the ranking, for the sum of money still available. If the remaining sum is less than 50% of the amount requested, the application will be rejected and the remaining sum made available to the next funding round.

### **Article 15. Obligations of those in receipt of subsidy**

The Foundation intends to chart the impact of the subsidized projects by conducting or commissioning research after the scheme has reached completion. Participation in this research is one of the obligations attached to the subsidy. Applicants may use €500 of their project subsidy as a contribution to any costs involved in participation in this research.