

Explanatory notes on the Brabant C criteria

1. Sustainable strengthening of the culture system

Brabant C projects have a far broader significance than the projects themselves. They contribute to the development of a strong culture system: an infrastructure of parties involved in art productions, culture productions, artistic practice and artistic experience. This system also expressly welcomes (inter)national engagement and offers opportunities for top talent in particular.

The initiatives continue on once the support of the fund ceases, taking on an exemplary role, forming a source of new, valuable artistic (international) contacts and connections from which artistic growth ensues and the artistic standard of the culture system is permanently enhanced.

Funding regulations

a. Projects of at least national interest

The project aims to strengthen the culture system of the province of Noord-Brabant, as evidenced by, as a minimum: creation of a new, high-quality cultural offering of an enduring nature; and significance for the development of top talent in the province of Noord-Brabant.

The term 'culture system' is understood to mean: the entire infrastructure of parties involved in art productions, culture productions, artistic practice and artistic experience in their interrelationship.

b. Development and innovation projects

At this stage, the project demonstrates the potential and ambition to evolve into a project of at least national interest.

Explanation

This criterion presumes a lasting fresh impetus for the culture system of Noord-Brabant:

- The project develops activities of high cultural quality within a diverse network that, where possible, also extends internationally, consisting of partners such as governments, education institutions, businesses, social organisations and citizens, in addition to cultural parties;
- The project is of significance to the development of top talent in Brabant;
- The project leads to greater financial independence: The funding plan has a healthy mix of financing and is not overly dependent on government funding. In this respect, the Brabant C project is aimed at developing new and real earning opportunities. After the project has been completed with Brabant C, the activity should continue on at the level reached, or have an enduring effect on the culture system, without funding from Brabant C.

A further recognised aspect of the project sustainably strengthening the culture system, is having a stimulating effect on the development of cultural hotspots (places or areas where culture and spatial development reinforce one another sustainably and where this is manifest publicly, as is the case in various railway zones, heritage complexes or cultural spots in rural areas).

As such, this does not concern applications for incidental and isolated activities with transient effects, rather activities whose positive effects on the likes of quality, increased support base and collaboration are lasting.

Sustainable connections with players from spheres other than the cultural (such as social, economic, spatial) both financially and in terms of content, would be an example of an indicator or this.

Development projects concern development or innovation in the form of preparation, research or validation aimed at sustainably strengthening the culture system of Noord-Brabant. This takes effect in

- the support of activities of high cultural quality
- closer engagement of a diverse network of governments, education, businesses, social organisations and citizens in the culture system
- promotion of innovative activity and sustainable broadening of the financial support base in the culture sector.

2. At least national interest

Brabant's iconic, leading and high-profile art and culture projects of national and international quality draw visitors from the rest of the Netherlands and overseas to the region, and are written and spoken about in both the national and international press. Multiple national and international nominations are awarded.

Funding regulations

a. Projects of at least national interest

The project aims at developing and delivering culture projects of at least national interest.

b. Development and innovation projects

At this stage, the project demonstrates the potential and ambition to evolve into a project of at least national interest.

Explanation

The project is of at least national interest if it distinguishes itself from other projects in terms of cultural quality or the project approach in the context of the national offering. A characteristic of projects of at least national interest is the ability to engage buyers, audiences, press and other stakeholders on a national level.

3. Cultural entrepreneurship

Brabant C approaches the funding of leading culture in an entrepreneurial and innovative way, with an emphasis on revenue rather than costs. Cultural and societal yield go hand-in-hand with financial yield, and this is how organisations and initiatives move away from dependency on government funding. Loans - based on a clear revenue model with capacity for repayment - are a usual means of funding for Brabant C.

Funding regulations

a. Projects of at least national interest

The project shows cultural entrepreneurship. Cultural entrepreneurship is the ability to obtain optimal artistic, cultural, commercial and societal returns from cultural activities through a combination of competencies, instruments and collaborating parties.

b. Development and innovation projects

At this stage, the project demonstrates the potential and ambition to evolve into a project of at least national interest.

Explanation

Cultural entrepreneurship is entrepreneurship with an added dimension.

- Besides cultural / artistic objectives, the project strives to achieve financial returns and, where necessary, continuity;
- The project is entrepreneurial by design, which is illustrated through market orientation, stakeholder engagement, collaboration also outside of the cultural realm, accountability for risks and responsibilities, ability to persuade potential buyers and financiers, and an overall innovative approach;
- The project is in the hands of a competent team who has a long-term vision, including a marketing strategy based on a unique proposition;
- The project has a balanced budget with a continuing healthy financing mix.

A convincing, well substantiated contribution to a stronger leisure economy, chiefly aimed at multi-day visits to Brabant is also seen as evidence of good entrepreneurship.

In the case of development projects, funding of the project beyond the development phase must be well thought out: What financing mix does the founder foresee after the development phase? And does the plan adequately consider the actions required to achieve this financing mix, such as engaging stakeholders, gathering the 'burden of proof' to properly support a feasible business case, validation of principles, etc.?

4. High cultural quality

Iconic, leading and high-profile art and culture projects with national and international impact differentiate themselves through a high degree of originality, expressiveness and craftsmanship.

Funding regulations

a. Projects of at least national interest

The project is of high cultural quality and of at least national interest, as evidenced in terms of: originality, expressiveness and craftsmanship.

b. Development and innovation projects

At this stage, the project demonstrates the potential and ambition to evolve into a project of at least national interest.

Explanation

High cultural quality is assessed on the following aspects

- originality: the degree to which the project differentiates itself from the rest of the cultural sector offering. The vision of the creator is decisive in this.
- expressiveness: the ability of a cultural expression to speak to the audience in such a way that surprises and challenges the audience's lens of perception and imagination. Expressiveness is an indication of how successfully a work manages to convey an original idea.
- craftsmanship: the degree to which the project's creator possesses the skills and insight to shape themes or repertoire in such a way that his or her fascination for them or cultural-historical understanding thereof becomes palpable for others. The completion of training in history or art is not crucial in this.

The balance between the three aspects listed must be one that creates a project of at least national interest that boosts the profile of culture in Brabant across provincial borders.

First and foremost, 'national interest' signifies a stamp of quality. As a rule of thumb, we maintain that a score of 'good' for quality incorporates the opinion that a project is of national interest.

National interest can be deduced from:

- subsidisation from one of the public national cultural funds
- the presence of nationally active partners deemed important in the relevant sector
- national exposure and / or impact
- orientation towards a national audience.

International interest can be deduced from:

- the presence of international partners deemed important in the relevant sector
- international exposure through influential media and / or impact
- orientation towards an international audience.

In the case of development and innovation projects, confidence in the potential and ambition to achieve high cultural quality in the stage subsequent to the project being assessed is sufficient for a score of at least 'adequate'.

The ambition should be realistically and credibly described in the plan. This might concern talented but not yet established institutions and artists at the start of their professional careers. However, promising product development, international activities or experiments that are still in the early stages can also make use of this space. The review of these applications for projects with more of a development or innovation slant is comparatively more focused on the talent, creative and commercial potential and artistic development and comparatively less on the concrete end result.

5. Support base in the Brabant community

Collaboration comes naturally to the people of Brabant. The development and production of culture initiatives is becoming more and more common in partnerships in which also companies and social organisations play a clear role; not as a traditional sponsor, but as a party keen to involve itself intrinsically with art and culture, perhaps with a view to helping resolve an issue, boost creativity or bolster an image. The contribution of knowledge and / or a network is at least as important as financial involvement.

Funding regulations

a. Projects of at least national interest

The project has support within the Brabant community, as illustrated by cross-industry collaboration with companies and social organisations and the engagement of buyers.

b. Development and innovation projects

At this stage, the project demonstrates the potential and ambition to evolve into a project of at least national interest.

Explanation

Support is illustrated through, among others,

- support from involved parties in the community: founders, companies, institutions and local authorities, buyers and / or the public;
- community parties such as client, co-financier or collaborator;
- concrete figures around anticipated numbers of Brabant visitors, participants and buyers;
- positive attention in social media.

6. Alignment with the ambition of the province of Noord-Brabant

Supporting Brabant's ambition to rise among the top knowledge and innovation regions, Brabant is also innovating in the field of culture. On the one hand, this involves the strong development of innovative forms of art and culture, such as design, gaming, urban, dance, AV / film; on the other, it means a shift in focus from the more traditional forms of art and culture towards innovative variants that are truly distinctive in a national and international context: the most innovative theatre, jazz or dance festival in the Netherlands or Europe.

Funding regulations

a. Projects of at least national interest

The project is aligned with the ambition of the province of Noord-Brabant to rise among the top industrial knowledge and innovation regions, which will in any case be satisfied if the project has demonstrable connections with Brabant's leading industries.

b. Development and innovation projects

At this stage, the project demonstrates the potential and ambition to evolve into a project of at least national interest.

Explanation

Culture of an international standard is indispensable in a leading knowledge and innovation region such as Brabant. Brabant C's mission has a clear focus: to reinforce the art and culture offering in Brabant in such a way that boosts its (inter)national appeal. The opportunities and possibilities for achieving this mission are, in our view, most prevalent in innovative art and culture. This supports the profile of Brabant and distinguishes it from the rest of the Netherlands. This is not to say that activities that are firmly aligned with the province's ambition cannot be devised in the more traditional disciplines and genres and in the realm of cultural heritage.

Culture that supports that ambition is culture that is characterised by

- an irrepressible urge for exploration, discovery, design, creation and dissemination.
- inventing and doing, together (from the co-operation of yesterday to the co-creation of today)
- connecting artisan activities with contemporary innovations
- connection with other industries
- contributing to solutions to societal problems
- demonstrable connection with the leading industries in Brabant in the areas of innovation and sustainability, namely High Tech Systems and Materials including Automotive and Solar, Life Sciences & Health, Food, Logistics, Maintenance and Bio-based economy.