

Call for projects – Design

«Call for projects – Design» is part of Pro Helvetia's «New models of collaboration (Culture and Business)» pilot programme. In 2018, the Swiss Arts Council is supporting innovative design projects with two calls, each with a budget of maximum CHF 300,000.

The support measures are aligned to four stages in a project's evolution from concept to market launch:

1. Concept grant
2. Grant for the development of prototypes
3. Production grant
4. Grant for project extension

The supported projects are target-oriented and characterised by originality, formal and artistic quality, feasibility, as well as long-term use, high degree of innovation und marketability.

General criteria

The promotion of design covers all areas of professional design practice with the exception of interactive media, which are supported via the Call for projects – Interactive digital media.

Conditions for application

Eligible for support are individual designers or design teams that fulfil the following criteria:

- The support measures are aimed at designers who are Swiss citizens or are permanently resident in Switzerland.
- Project owners may submit a project up to seven years after completing their studies or five years after setting up their company (date of incorporation not earlier than 1st January 2013).
- Projects set up in a university context are eligible for funding if the project owners hold a clear majority share of the copyrights and user rights.
- The project must be realised according to professional standards.
- The project is characterised by a high degree of innovation.

Additional criteria for the production grant and the grant for project extension:

- Well-founded research of target groups and future market.
- The project must be submitted by a legal entity (private limited company, joint stock company, etc.). A sole proprietorship is also admitted, if willing to convert to a legal entity.
- All copyrights and user rights have been defined and are in possession of the project owner.

Restrictions

Pro Helvetia provides no contributions towards:

- infrastructure and equipment costs
- commissioned work or projects in connection with an advertising campaign.

Selection procedure

The selection of projects is conducted in English by a specialist jury. It is based on the dossiers received, which must be submitted separately for each of the individual grant categories. Pro Helvetia reserves the right to allocate projects to a different grant category.

Contract

A written contract is concluded with all project owners whose design projects are accepted for support. The contract specifies individual measures, project milestones including time schedule, and grant amounts with corresponding payment dates. The contract is negotiated individually with the designers concerned on the basis of the given project situation. The target is always the project's success and the acquisition of skills in line with the progression of the project.

Project submission

- The application deadline for all support measures is **1 September 2018** (including).
- No grants are awarded retroactively. Projects are not allowed to be finished until the jury decision.
- Pro Helvetia accepts applications exclusively via www.myprohelvetia.ch
- As a rule, all documentation must be submitted in English. If the applicant has no command of English, he/she must submit the documents in German, French or Italian and add a project summary with **a maximum length of 1 DIN A4 page**. The latter will be translated into English by Pro Helvetia for the benefit of the jury.
- Different projects can be submitted simultaneously in each of the four grant categories.
- If a project is rejected, it may be re-submitted only once in the same category.

Information

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The four grant categories

1. Concept grant

The concept grant provides support for the development of a project idea prior to the creation of a prototype. This phase may involve in-depth research regarding material, production and function.

A concept grant is limited to a maximum of CHF 10,000.

Dossier contents:

Completed application form with the following attachments as pdf in English and designated and ordered as follows:

- Description of planned project (5 DIN A4 pages at most) including:
 - Detailed project description with images or sketches
 - Project vision and development plan
- CVs of project participants, portfolio with references
- Budget

2. Grant for the development of prototypes

This grant provides support for the development of prototypes or a pre-production series. It is awarded based on the dossier submitted and the presentation/pitch of the project or concept.

The grant is limited to a maximum of CHF 20,000.

Dossier contents:

Completed application form with the following attachments as pdf in English and designated and ordered as follows:

- Concept paper (10 DIN A4 pages at most) including:
 - Detailed project description
 - Development plans for project, production and marketing
 - Value proposition (the form can be downloaded at www.myprohelvetia.ch)
 - Prototype drafts and initial visualisations
- CVs of project participants and portfolio with brief summary of current projects, as well as project organisation with clear definition of responsibilities and structure
- Detailed budget incl. financing plan

3. Production grant

This grant provides support for the initial project production on the basis of a completed prototype. A production grant comes in the form of a matching grant, which means it is awarded only if other partners besides Pro Helvetia make a relevant financial contribution. This must be documented in writing.

The production grant amounts to the sum of financial contributions by the other partners; at most, however, to CHF 50,000.

Dossier contents:

Completed application form with the following attachments as pdf in English and designated and ordered as follows:

- Concept paper (10 DIN A4 pages at most) including:
 - Detailed project description with drafts, visualisations, etc.
 - Marketing strategy
 - Value proposition (the form can be downloaded at www.myprohelvetia.ch)
 - Cost estimate / quotations for the planned production
- CVs of project participants and portfolio with brief summary of current projects, as well as project organisation with clear definition of responsibilities and structure
- Detailed budget incl. financing plan
- Written evidence of financial contributions by other project partners
- Written records regarding copyright and all other user rights for the project

Pitch-sessions in front of the jury

The projects that meet the formal criteria, are pre-selected. Owners of the pre-selected projects are invited to make an oral presentation to the specialist jury, including a display of the prototypes available (the parties concerned are informed of the detailed conditions in advance).

4. Grant for project extension

This grant provides support for the finalisation of a project or its re-scaling to a successful project. It is awarded on the basis of the project development to date, a first production series, initial success and the potential for medium and long term success.

Examples: relaunch of a product, expansion of product range, Internationalization, cooperation with a new partner.

The grant is limited to a maximum of CHF 20,000.

Dossier contents:

Completed application form with the following attachments as pdf in English and designated and ordered as follows:

- Concept paper (10 DIN A4 pages at most) including:
 - Scalability or detailed description of the project phase to be finalised
 - Presentation of the project
 - Value proposition (the form can be downloaded at www.myprohelvetia.ch)
- CVs of project participants and portfolio with brief summary of current projects, as well as project organisation with clear definition of responsibilities and structure
- Detailed budget incl. financing plan
- Written records regarding copyright and all other user rights for the project