

Call for projects – Design

«Call for projects – Design» is part of Pro Helvetia's «New models of collaboration (Culture and Business)» pilot programme. In 2020, the Swiss Arts Council is supporting innovative design projects through a single call for projects. The budget of this call amounts to CHF 250,000.

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 goal-oriented and characterised by originality, formal and artistic quality, feasibility, as well as sustainable 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 is supported via the Call for Projects – Interactive Media.

Conditions for application

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

- The support measures are aimed at project owner or developer who are Swiss citizens or are permanently resident in Switzerland.
- The project owner originated the idea for the project and has the right to use the idea.
- Project owners may submit a project either up to seven years after completing their studies or no more than seven 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 in future.
- All copyrights and user rights have been defined and are in possession of the project owner.

Restrictions

Pro Helvetia provides no contributions towards:

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

Collectible design

Selection procedure

The selection of projects is conducted by a specialist jury in English. The projects are judged 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.

The Design Jury is expected to take place in mid-May 2020, the project owners will be contacted in writing by mid-June 2020 at the latest.

Contract

A written contract will be 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 March 2020** (included).
- No grants are awarded retroactively. Projects are not allowed to be finished until the jury decision (end of May 2020).
- 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.
- Only one project can be submitted in each of the four grant categories.
- If a project is rejected, it may be re-submitted only once in the same category.
- The dossiers must be submitted in full, incomplete dossiers will not be submitted to the jury!

Information

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The four grant categories

1. Concept grant

The concept grant provides support for research prior to the creation of a prototype. In this phase, the acquisition of innovative ideas is supported by giving the project owners the freedom to experiment and research.

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:

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

2. Grant for the development of prototypes

This grant provides support for the development of prototypes, a pilot series or a sample collection. It is awarded based on the dossier submitted 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:

1. 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
2. CVs of project participants and portfolio, as well as project organisation with clear definition of responsibilities and structure
3. Detailed budget incl. financing plan

3. Production grant

This grant provides support for the initial project production on the basis of a completed prototype or a sample collection and an oral presentation ("pitch"). 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 evidenced and documented in writing.

Support is disbursed as complementary funding ("**Matching Grant**"). The award requires the applicant either to self-finance the project (personal funds) or to have secured third-party funding (e.g. private investment, crowdfunding campaign, publishing contract, co-production contract).

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:

1. 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
2. CVs of project participants, as well as project organisation with clear definition of responsibilities and structure
3. Detailed budget incl. financing plan
4. Evidence of personal or third-party funding
5. 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 (seven minutes pitch and seven minutes questions of the jury) 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 re-scaling of a project to a successful product. 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: Internationalization, cooperation with a new partner, PR- and marketing measures

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:

1. 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)
 2. CVs of project participants and portfolio, as well as project organisation with clear definition of responsibilities and structure
 3. Detailed budget incl. financing plan
- Written records regarding copyright and all other user rights for the project