

## Call for applications | Games

to fund travel expenses for the participation in international fairs and conferences.

Application period: 13 April – 24 May 2023  
Funding period: 01 July 2023 – 29 February 2024



**KREATIV-TRANSFER**

### Contents

|   |   |
|---|---|
| Background: Kreativ-Transfer (Creative Transfer)..... | 2 |
| Call for applications   Games .....                   | 2 |
| Nature & objectives of funding .....                  | 3 |
| Target group & requirements .....                     | 4 |
| Type & scope of funding .....                         | 4 |
| Application & procedure .....                         | 6 |
| Funding agreement, accounting & evaluation.....       | 7 |
| FAQs.....   | 8 |

## **Background: Kreativ-Transfer (Creative Transfer)**

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The aim of the Kreativ-Transfer funding programme is to support professionals in the fields of games, the performing arts and visual arts in establishing and expanding their international networks to improve their visibility on the international market. The programme supports the necessary international marketing and networking measures as well as the corresponding training and professionalisation of the stakeholders.

In particular, Kreativ-Transfer supports participation in international fairs and festivals, enabling artists, creatives and their representatives to present their work, make new contacts and find co-producers and clients.

**Note:** Visits to international events will continue to be funded even in times of pandemics, political crises, wars or similar circumstances, provided that the recommendations of public authorities in Germany and the destination country allow the related travel to be undertaken.

In addition, the programme supports strategic projects for international marketing, networking and professionalisation.

The programme is supported by the German Dance Association: [Dachverband Tanz Deutschland](#) (DTD). Further information on Kreativ-Transfer can be found [here](#).

### **Call for applications | Games**

#### **to fund travel expenses for the participation in international fairs and conferences.**

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Applications can be submitted for funding to attend **individually selected events (maximum of two events)**. Priorities must be specified if multiple events are named. See page 4 for information on the award procedure.

**Note:** There are three options for reallocation if the approved trip(s) to the event(s) cannot take place due to pandemics, political crises, wars or similar. Further information can be found [here](#).

The **parallel call for applications to fund strategic projects** for international marketing, networking and professionalisation can be found [here](#).

Note: **It is possible to apply for both calls at the same time.** Please note that there is an emphasis (also budgetary) on the awarding of travel grants.

## Nature & objectives of funding

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The travel grant is intended to enable game developers and representatives of game developer studios and teams to present their profile and their current game on the international market, to make new contacts, to intensify existing ones and to expand their international network.

Trips will be **funded** for the purposes of:

- > marketing and networking
- > distribution
- > acquisition
- > initiation of business relationships
- > sales

Specific goals when attending an event may include:

- > to talk to or present the profile and the current game of the represented developer studio or team to international players.
- > establishing or intensifying (new) contacts with international investors, potential publishers, and business partners.
- > addressing wide-reaching multipliers such as the press or influencers.
- > getting to know certain markets, scenes, target groups in an entrepreneurial sense, and positioning your own work accordingly as well as for the purpose of product optimisation.

Medium- and long-term goals include:

- > sustainable contract negotiations with international investors, publishers, business partners or similar
- > improving presence and visibility on the international market
- > strengthening the economic position

Funding shall **not cover** travel expenses for:

- > game jams / e-sport competitions
- > exchange projects/meetings on game development
- > research trips
- > individual meetings with specific publishers, influencers, etc. that do not take place as part of a fair or similar event
- > concrete or ongoing projects such as game development

## Target group & requirements

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Applications are welcome from game developers and representatives of game development studios / teams who:

- have their current headquarters in Germany,
- have no more than 20 permanent employees,
- operate independently of large companies (so-called "indies"),
- are professionally developing innovative and creative games and are their creators, and
- are not yet in a financial position to present themselves at important events.

We explicitly invite all interested parties to submit an application – regardless of cultural and social background, gender, skin colour, physical and mental disabilities, age, religious affiliation, language, ideology and sexual orientation. Applications will be evaluated solely on the basis of professional merit.

## Type & scope of funding

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Funding will be provided in the form of **lump sum grants**. Applicants may contribute their own funds or any third-party funds that do not stem from federal budgets. Funding up to certain maximum amounts (see below) may be requested, but only actual expenditure will be eligible for funding.

### Maximum funding per event and studio / team

- 1,200.00 euros (events in Germany and Europe (geographically))
- 2,200.00 euros (events outside Europe (geographically))

Travel expenses for several representatives per developer studio and team can be subsidised, but the grant total of 1,200.00 euros (events in Germany and Europe) or 2,200.00 euros (events outside Europe) cannot be exceeded.

A budget calculation must be submitted with the application. Examples of travel budget calculations can be found [here](#).

In addition to the above-mentioned funding amounts, a **one-off expense allowance of 400.00 euros** per event and per studio/team can be applied for. The requirement is that the work involved in the trip is not compensated in any other way.

**Eligible events:**

Event(s) will be considered eligible for funding if it can be demonstrated in the letter of motivation that participation in them will enable the above objectives to be achieved. In general, events are understood to be fairs or similar events.

**Please note:** Only events that fall within the funding period of this call (01 July 2023 – 29 February 2024) can be funded.

**Examples of eligible events during the funding period:**

- Tokyo Game Show
- Nordic Game
- gamescom Köln / Asia
- G-Star Korea
- Slush Helsinki

**Eligible expenses**

- Travel or flight expenses in accordance with the German Federal Travel Expenses Act (Bundesreisekostengesetz) (please also note the information on sustainability)
- Accommodation expenses in accordance with the German Federal Travel Expenses Act
- Per diems in accordance with the German Federal Travel Expenses Act
- Registration and booth fees, if applicable
- Printing of business cards and flyers as well as the procurement of other advertising material up to a total value of 100.00 euros (please note the information on sustainability)
- CO2 compensation payments

**Travel expenses for a companion:** Applicants who cannot travel without a companion due to physical and/or mental limitations or childcare requirements may also apply for a travel allowance for the companion. Please refer to the FAQs at the end of this document for further information.

**Receipt date:** Only receipts dated on or after the application date will be accepted for reimbursement purposes.

**Note in the event that bookings have already been made before funding is approved:** For airline/train tickets or accommodation costing 1,000.00 euros (net) or more per booking, three competitive quotes must be obtained at the same time. These must be submitted with the subsequent expense report. Click [here](#) for more information (in German only).

## Notes on sustainability

- **Travel:** Air travel expenses are not eligible for funding when attending (1) events within Germany and (2) events within Europe that can be reached in less than six hours by train. We also encourage grantees to endeavour to travel in a climate-friendly manner for longer trips.
- **Printing of promotional material:** These expenses are only eligible for funding if the promotional materials are produced in a sustainable manner (recycled paper, organic printing inks, carbon-neutral printing with green electricity, etc.). Compliance with the sustainability criteria must be documented in the subsequent expense report (e.g. on the invoice from the printing company).

## Application & procedure

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Applications can be submitted between **13 April – 24 May 2023 (23:59 CET)**. Applications must be submitted using the [online form](#) only.

ONE application should be submitted. Travel expenses for a **maximum of two events** may be requested as part of this application. Priorities must be specified if multiple events are named.

The application must also include:

- Information about the applicant and the studio / team
- Official proof of current place of business
- A brief presentation of the studio / team
- A brief presentation of the game
- A short letter of motivation
- Elevator-Pitch (pitch deck, if applicable) of the game
- Trailer (alternatively a gameplay video) of the game
- A budget calculation taking into account, among other things, the (foreign) per diem and accommodation allowances of the destination country in accordance with the German Federal Travel Expenses Act (BRKG). Examples of travel budget calculations can be found [here](#).

**German Federal Travel Expenses Act (BRKG):** Information on the BRKG can be found [here](#) and [here](#). (in German only) The current rates can be found [here](#) (in German only).

The DTD office will review all applications for eligibility and submit them to the jury. The jury will then decide whether to fund attendance at one (or possibly more) event(s). Under certain circumstances, the jury may award funding for the event listed as a second priority on the application. The jury will also decide on the amount of funding to be allocated (based on the budget calculation submitted).

The members of the current jury can be found [here](#).

Applicants will be informed of the outcome of their applications approximately six weeks after the application deadline.

### Note on supporting documents & saving the online form

The supporting documents required for the application are listed on the [online form](#), which can be accessed at any time and may be viewed as often as you wish. However, please note that it is not possible to save data or uploaded files temporarily and then complete and submit the application at a later time.

### Note on barriers

Although Kreativ-Transfer is continuously striving to reduce barriers, the application process is unfortunately still subject to certain barriers. If you are affected, please get in touch with us or ask a person you trust to do so on your behalf and let us know what you need. After discussing your needs, we will be happy to try to arrange assistance, for example by providing support by a sign language interpreter. We also aim to provide professional support to make the application and selection process more inclusive and to reduce barriers for all calls for applications.

## Funding agreement, accounting & evaluation

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The DTD will conclude a funding agreement with the game developer or representative of the game developer studio / team. Grants will be made public.

Grantees agree to complete two evaluation questionnaires: one when submitting the expense report and another approximately ten months after the trip.

The grant will be disbursed after submission of the **travel expense report, receipts** and the (first) **evaluation questionnaire**. Examples of receipts include train tickets, airline tickets, hotel bills and invoices for registration and booth fees, MeetToMatch tickets and promotional material.

The expense report must be submitted **no later than four weeks** after completion of the trip.

Funds will be disbursed once the documents submitted have been reviewed. In exceptional cases, a maximum of 50% of the grant may be paid out earlier on request, but no earlier than six weeks before the end of the planned trip (including payment of all invoices).

The DTD cooperates with [transmissions GmbH](#) for the processing of grants (contract dispatch, accounting, evaluation, etc.).

**For further information, please also see the FAQs below.**

**For further information and queries, please contact:**

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## FAQs

### **Can the application be submitted in English?**

Yes, applications can be submitted in English.

### **What exactly does the phrase "Applicant is the potential contracting party" on the form mean?**

All information provided in the form refers to the potential contracting party, i.e. the grantee, should the application be approved.

If you are not the potential contracting party but are completing the application on behalf of someone else, we ask that you provide your name and contact information on the "Contact person (optional)" tab of the form.

### **Can travel be funded for more than one representative of a game developer studio / team?**

Yes, it is possible to fund travel for a second person. However, the maximum funding amounts listed are per game developer studio / team, not per person travelling.

### **We are in the process of developing our first game. Can we apply to Kreativ-Transfer?**

Yes, that is definitely possible. However, the game (which must be presented with the application) must be developed far enough to be able to promote it on the international market and to present it to potential publishers, multipliers and/or end consumers.

It is up to the jury to evaluate the previous experience on the basis of the application.

### **I would like to participate in a virtual fair, which is subject to a participation fee. Is it possible to apply for funding for participation under this call?**

No. This call for applications is limited to funding physical attendance at events.

However, participation expenses for virtual fairs can be funded as part of a strategic project – provided that they are a part of the project described. The call for applications to



fund strategic projects for international marketing, networking and professionalisation can be found [here](#).

**I would like to stay in the city for a few days before and after the fair in order to meet potential publishers and multipliers and thus make my trip even more effective. Can the expenses for these days (per diems, accommodation, etc.) be covered by the grant?**

Yes, this is possible under certain conditions:

- > The extended stay must be recognisable (also in financial terms) as a secondary activity and must be linked to the main activity (the visit to the fair).
- > The extended stay must be requested in advance by email and approved by Kreativ-Transfer.

If possible, please indicate the additional planned dates and times in your letter of motivation when submitting your application.

**My travel expenses exceed the maximum possible funding amount. I would like to use my own funds to cover the excess. Is the trip still eligible for funding?**

Yes, you can do that. If necessary, you can contribute your own funds or any third-party funds that do not stem from federal budgets.

**I would like to book my trip to the XY fair now. Can these expenses be covered if my application is approved?**

Yes, that is possible. **HOWEVER:** Only receipts dated on or after the application date will be accepted for reimbursement purposes. This means that expenses may be incurred and bookings made on or after the application date, for example, to take advantage of discounts or certain registration deadlines. Guidance on the need for competitive quotes can be found [here](#) (in German only).

However, the fair must take place within the funding period (01 July 2023 – 29 February 2024).

Please also note that you are not entitled to receive funding and that bookings and related commitments and expenses are therefore made at the applicant's own risk.

Receipts dated prior to the application date will not be considered.

**I am travelling with a companion because I am unable to travel alone due to physical and/or mental limitations. How do I apply for additional funding for my companion?**

The costs incurred by the applicant only are listed in the "List of expected expenses" section of the online form, on the "Event" tab.

You can request funding for a companion on the same tab – but further down. Here, you can specify the exact expenses (travel and accommodation expenses, per diems, and, if applicable, the registration fee). If your application is successful, these expenses will be covered in addition to the requested funding amount and will be noted in the funding agreement.

A brief explanation must be submitted with the application.

If your application is approved, you will need to provide a document confirming your disability (e.g. certificate of disability, medical certificate or similar).

**I am travelling with a companion because I cannot travel alone due to childcare requirements. How do I apply for additional funding for my companion?**

The costs incurred by the applicant only are listed in the "List of expected expenses" section of the online form, on the "Event" tab.

You can request funding for a companion as well as any travel expenses for the accompanying child on the same tab – but further down. Here, you can specify the exact expenses (travel and accommodation expenses, per diems, and, if applicable, the registration fee). If your application is successful, these expenses will be covered in addition to the requested funding amount and will be noted in the funding agreement.

An informal explanation must also be provided. Reasons may include:

- > The child is still so young that the applicant cannot be separated from the child for the duration of the trip.
- > The child is (chronically) ill and the applicant therefore cannot be separated from the child for the duration of the trip.
- > The applicant is a single parent and the child cannot be otherwise cared for over the duration of the trip.
- > The child's other caregiver is (chronically) ill so that the child cannot remain in the sole care of this caregiver for the duration of the trip.

**When will the grant be paid out?**

As a rule, the grant will be paid out after the trip has taken place and the expense report has been reviewed. In exceptional cases, a maximum of 50% of the grant may be paid out earlier on request, but no earlier than six weeks before the end of the planned trip (including payment of all invoices).

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The Kreativ-Transfer programme is supported by the Dachverband Tanz Deutschland e.V. (DTD). In implementing the programme, the DTD cooperates with the Bundesverband Freie Darstellende Künste e.V. (BFDK), the Bundesverband Zeitgenössischer Zirkus e.V. (BUZZ), the Bundesverband Deutscher Galerien und Kunsthändler e.V. (BVDG), the Internationale Gesellschaft der Bildenden Künste e.V. (IGBK), game – Verband der deutschen Games-Branche e.V. and transmissions GmbH.

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