

## Call for applications | Games

to fund strategic projects for international marketing, networking and professionalisation.

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



**KREATIV-TRANSFER**

### 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.

#### **When is the earliest possible start date of a strategic project? Is an early start possible?**

The duration of the strategic project must generally fall within the funding period (01 July 2023 – 29 February 2024).

The earliest start date possible is the application date. This means that expenses may be incurred and bookings made from this date, for example, to take advantage of discounts or certain registration deadlines.

Please note that you are not entitled to receive funding and that the start of the project as well as all obligations and expenses to be undertaken are therefore at your own risk.

Important: The strategic project must not have started at the time of application!

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

#### **Can I still settle invoices after the specified implementation period for my strategic project?**

No. All expenses must have been paid by the end of the implementation period.

**I would like to submit a strategic project that serves the networking and marketing of my work – but at the national level rather than internationally.**

Kreativ-Transfer aims to strengthen international networking and marketing and to improve visibility on the international market.

Precisely because of the obstacles and more difficult conditions that still impede international mobility, marketing and networking, the focus of the strategic projects should generally be on the international sphere. However, Kreativ-Transfer also covers projects that are also, but not exclusively, aimed at strengthening networking and marketing at the national level, and these can be funded accordingly.

**To what extent can expenses for the acquisition of technology be funded?**

Expenses for the acquisition of technology are only eligible for funding if they are absolutely necessary for the success of the project. This must be plausibly presented in the application. The expenses must also be in reasonable proportion to the other planned expenses presented in the budget/funding plan.

**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 understand that strategic projects are fully funded as part of this programme. However, for my strategic project I need a sum that exceeds the maximum possible funding amount of 2,000.00 euros. I would like to use my own funds to cover the excess. Is the project still eligible for funding?**

The total budget of the project should not exceed the maximum funding amount if possible. However, if necessary, your own funds or any third-party funds that do not stem from federal budgets can be used to increase the total financial resources available for the project.

**Can the share of my game developer studio's or team's own fees be increased by contributing own or third-party funds?**

No, this is not possible. The maximum possible share of your own fees of 80% refers to the approved funding amount, not the total amount available for the project. See also the information on the [submission of a budget](#).

**As part of my strategic project, I would like to build a new database for contacts established in the past, create a template for a new English-language newsletter and participate in a marketing strategy seminar – can I combine all of this in one project?**

Yes, that is possible and even desirable! The sub-areas mentioned – developing and expanding your international network, improving international marketing and training and professionalisation – can of course be combined into one project.

**I would like to participate in a virtual games fair, which is subject to a fee. If I receive funding, can I cover the participation costs through a strategic project?**

Yes, participation fees for virtual fairs and similar events can be funded as part of a strategic project, as can participation fees for webinars and other digital events – provided that they are a part of the project described.

**I would like to attend an industry meeting – can I cover the expenses incurred through my strategic project?**

Participation in industry meetings and conferences is certainly eligible for funding, provided that it is a part of the project described in the application and serves the goals of international marketing and networking. If this is the case, both participation expenses and travel expenses can be covered.

However, if an in-person visit to a fair or similar event is involved and the visit is the central activity of the project, you will need to apply for a grant for travel expenses. This travel grant can also be requested in addition to the strategic project funding. The call for applications for travel grants can be found [here](#).

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

As a rule, the grant will be paid out after completion of the strategic project and after the expense report has been reviewed. Under certain circumstances, 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 project.

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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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