

impuls PLUS+ project 2024/25

Call for proposals

Imagine ...

It's the year 2030. You have arrived in the professional world as a musician, initiated numerous projects and played many concerts. You are currently travelling around Vorarlberg and thinking back to your time as a student at the Stella Vorarlberg Private University of Music. Suddenly you see something that brings a smile to your face. It's true: the project you initiated during your time as a student, which you were able to realise together with other students, teachers and project partners thanks to funding from the impulse Privatstiftung, has left its mark. You have set an impulse during your time as a student that is still having an effect today.

impulse Privatstiftung provides € 18,000 to set an impulse in society with your help that will have a lasting effect! Music happens in the here and now. Your project resonates.

Who can submit a project idea?

The project initiative must come from a team of students and/or graduates (graduating classes 2021/22/23) of the Stella Vorarlberg Private University of Music. Teachers can also be part of the project team.

What does an eligible project idea entail?

1. **Music:** whatever is close to your heart; make your own music and/or engage other musicians.
2. **Format:** concert, recording, web campaign/platform, workshop, festival, ...
3. **Project partners:** from business (e.g. tourism, retailers, industrial companies, start-ups) or education (e.g. childcare, school, adult education centre), social services (e.g. youth psychiatry, old people's home, hospital), media (e.g. radio, newspaper), associations (e.g. sports clubs, cultural associations)
4. **Target group:** people in an institution (e.g. pupils, staff, patients) or people in public places (e.g. passers-by, customers/guests), visitors to an event, ... New target groups are also addressed. People who have not been reached so far with existing formats.
5. **Potential for effects into the region:** media coverage and interest among people engaged in the cultural sector in and possibly beyond the region.
6. **Vision for the future:** How does your impulse continue to work? How can this succeed?

- You can create structures that can be used by future students.
Example: You develop a festival format on issues of our time that is continued annually.
- You can build partnerships that will continue after your project has ended.
Example: You develop a format with partner schools that continues to be available for projects with students from the private university.
- You inspire people engaged in the cultural sector in other regions as a best-practice example.

After receiving the submissions, the artistic advisory board (members are introduced on www.impulse-stiftung.com) selects a project that will be funded with up to € 18,000. The five members of the advisory board and if required a coach are at your disposal with their expertise.

Checklist for your impuls PLUS⁺ project

- The project should set a new impulse, i.e. it must not have been implemented in the same or a similar way before.
- The project must not have started yet, i.e. no expenditure may have been made on it so far.
- The amount of funding requested from the impulse Privatstiftung must be between € 15,000 and € 18,000.
- Your project will be implemented in the academic year 2024/25.
- At least one project partner from another sector must have already declared written their intention to cooperate.
- It must be clear from the project description and/or the project calculation that you are planning broad public relations work for your project.

The first steps to your impuls PLUS⁺ project

The following documents must be uploaded to www.impulse-stiftung.com by 05.04.2024:

- Completed application form (for download on the website)
- Cost and financing plan (template and manual on our website)
- Time schedule
- „Look into the future“: Design a short, creative contribution that shows how your project idea can act as an impulse for the future (photos, videos, illustrations, sketches - max. 1 page or 1 minute)
- CVs of all applicants and participating musicians
- References of the participating musicians (not mandatory)
- Letter of intent from at least one of the project partners

Further process

- The foundation board will inform you by 1.04.2024 whether your project application will be forwarded to the advisory board (if all formal criteria are met).
- Present your project to the advisory board on 16.04.2024 from 16:00. The advisory board will evaluate your application based on the following criteria
 - o Potential impact of your project in the future
 - o Social impact created by the project
 - o Artistic quality and originality
 - o Appeal to new target groups
 - o Effects into the region
 - o Type/number of project partners
 - o Appropriateness of the costs
- If your project is funded, at least two members from our advisory board will be assigned to you. They will help you with tips and contacts to implement your project as successfully as possible.
- Once you have been accepted, you will be sent the info sheet for funding recipients, in which you will find all the information you need about the rest of the process.

For questions

Feel free to contact Katharina Galehr, member of the board of the impulse Private Foundation, at office@impulse-stiftung.com with any questions or concerns.

Maybe your project will be the impuls PLUS⁺ project 2024/25!

impulse Privatstiftung

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www.impulse-stiftung.com