Proposal template: Part A

**(To be filled out directly on the online application platform. Please delete Part A from your final PDF proposal.)**

|  |  |  |
| --- | --- | --- |
| Description of necessary information | Mandatory  field (Y/N) | Max. characters |
| Pilot Title | Yes |  |
| What motivated your organization to apply for this incubation programme and what benefits do you foresee for your organization's long-term strategy? | Yes | 1.500 characters incl. spaces |
| How many staff members do you plan to involve in the project? Please describe their position and affiliation to departments. | Yes | 1.500 characters incl. spaces |
| What is the general approach to equity, diversity and inclusion in your institution? | Yes | 1.500 characters incl. spaces |
| Which of the four areas is of most relevance to your pilot? Please select one. | Yes | Choose from  1) Innovating audience engagement  2) New distribution & revenue models  3) Strategies for integrating infrastructure  4) Information and Communication Technology (ICT) experiments |
| Do you intend any infrastructural acquisitions within the realisation of your pilot and if yes, what part of the budget (in %) do you respectively intend to allocate (having in mind that 40% is the limit on infrastructural purchases)? | Yes | 1.000 characters incl. spaces |
| In case you are submitting in a tandem (collaboration) with other organization(s), please describe the format of your collaboration and how it benefits the pilot. | No | 1.000 characters incl. spaces |

**2. INSTITUTIONAL INFORMATION**

|  |  |
| --- | --- |
| Name of the Institution |  |
| Description of the Institution |  |
| Website |  |
| Contact information (if different from submitter) |  |
| Company Registration Number |  |
| Location of the Institution | Dropdown |
| Type of Institution | Dropdown |
| Number of annual visitors (2019) | Dropdown |
| Annual turnover | Dropdown |

Proposal template: technical annex (PDF UPLOAD)

The **structure of this template** must be followed when preparing your proposal. It has been designed to ensure that the important aspects of your planned project are presented in a way that will enable the experts to effectively assess against the evaluation criteria.

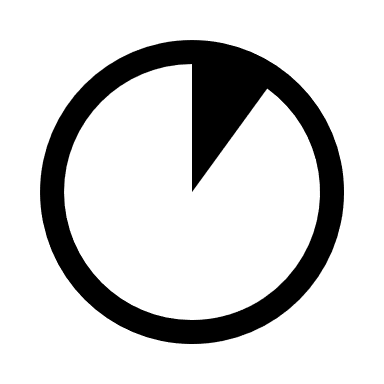
**Page limit:** The proposal should not be longer than 3 pages. All tables, figures, references and any other elements pertaining to these sections must be included as an integral part of the sections and thus, will be counted towards the page limit.

The following **formatting conditions** apply.

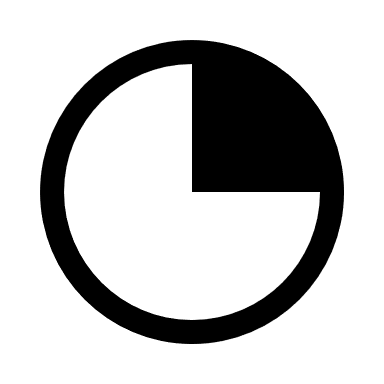
The reference font for the body text is Times New Roman (Windows platforms), Times/Times New Roman (Apple platforms) or Nimbus Roman No. 9 L (Linux distributions). The use of a different font for the body text is not advised and is subject to the cumulative conditions that the font is legible and that its use does not significantly shorten the representation of the proposal in number of pages compared to using the reference font (for example, with a view to bypass the page limit).

The minimum font size allowed is 11 points. Standard character spacing and a minimum of single line spacing is to be used. Text elements other than the body text, such as headers, foot/end notes, captions, formula's, may deviate, but must be legible.

The page size is A4, and all margins (top, bottom, left, right) should be at least 15 mm (not including any footers or headers).

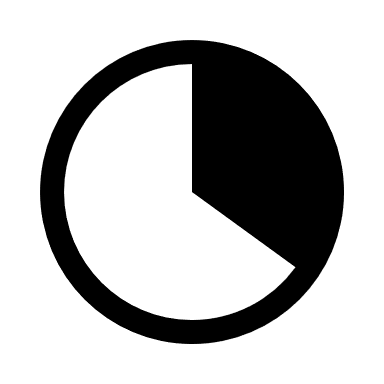


**PILOT TITLE**



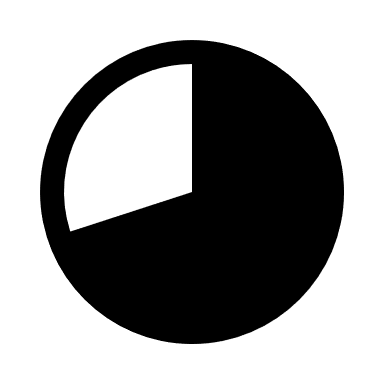
**MUSEUM**

|  |  |
| --- | --- |
| Name of organization | Country |
| *In case of tandem applications:* add for each additional organization one row | Country |

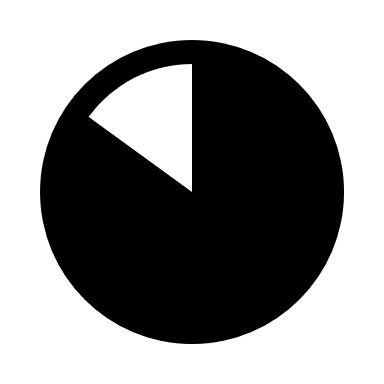


**1. PILOT IDEA EXCELLENCE**

1.1 Concept  
*Specify the digital transformation strategy, thematic area, means and innovation area of the concept you are seeking to test or develop. This includes explaining the types of value proposition you want to create, which part of the value chain will be transformed, the relation to the overall strategy of the museum, technology that is to be explored or applied, which forms of cultural offers are created, (and if applicable at all) how content and collection/archival assets are used (or need to be digitized) and why this approach is novel. The concept should be clear, measurable, realistic and achievable within the duration of the project and against the framework and resources available within DOORS Incubation programme.*   
1.2 Relation to DOORS  
*Indicate the relation of your proposal to one of the four innovation areas and how the idea is innovative in your specific institutional setting/context, as well as its long-term potential.*

**2. IMPACT**

*Describe what main evidence and impacts your pilot will generate, for which target groups (and if relevant other stakeholders) and how you will measure outcomes. Specify how your organisation is planning to ensure sustainability of the pilot beyond the DOORS project’s lifespan/end of funding.*

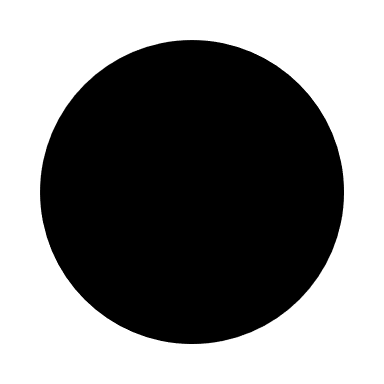
**3. PILOT IDEA IMPLEMENTATION**

3.1 Budget  
*Please complete the table below and specify the costs you foresee for the pilot implementation (second stage only). The current cost estimation serves solely to assess the feasibility of implementation and can be adapted for the second call for proposals. DOORS foresees max. EUR 27.000 per pilot for the entire action duration, but smaller amounts may also be justified.*

|  |  |  |
| --- | --- | --- |
| **Category** | **Costs (€)** | **Justification** |
| **Staff Costs** |  | *Please indicate the number of days or months over the whole duration of the planned work.* |
| **Travel Costs** |  | *(if applicable)* |
| **Equipment** |  | *Pilots can include a part of the infrastructural purchase in the overall budget if duly justified, relevant for achieving the objectives and proportional (max. 40% of the total budget).* |
| **Communication** |  |  |
| **Other services** |  | *(e.g., design, developers, technology providers, consultants, artist/production fees)* |
| **Other goods and costs** |  |  |
| **TOTAL** |  |  |

3.2 Timeline  
*Please provide a brief overview of the pilot implementation timeline.*

*NB implementation within stage II starting in November 2022 and presenting the tangible results at the Ecsite conference in June 2023.*



UPLOAD PDF

Please save your filled-in proposal as a PDF file and upload it on the DOORS’ submission platform.