

THE POWER OF THE ARTS

Eine Initiative der Philip Morris GmbH

FAQs The Power of the Arts 2019

1. Who can apply for *The Power of the Arts*?

Eligibility is open to projects that use art and culture to advocate for social and cultural equality as well as understanding among all people, and to take down structural, social, and cultural barriers. The prize is awarded to projects that have not been launched yet. To be eligible, an institution/organization must be non-profit and domiciled in Germany.

2. Can I apply with a project that has been carried out in the past and is going to be realized again?

Yes, that is possible. It will be advantageous for the project description to focus on potential evaluation and further development of the project.

3. Can I apply as a freelance band, freelance ensemble, or freelance artist?

Freelancers can apply if the concept and/or project is sponsored by a non-profit institution or initiative (gGmbH, registered association, public law institution, etc.). That information needs to be entered accordingly in the field "Name of organization, sponsor, or event organizer" (see online application form).

4. Why has the jury changed?

It is important that the jury of *The Power of the Arts* represents our heterogeneous society. The jury appointments by the sponsor of the initiative are made based on the high professional and international expertise they embody. We are very pleased that every year we can win a jury that participates to the selection process and the debate about the winners at the highest professional level and with great respect.

5. What is the application process for *The Power of the Arts*?

Applying for *The Power of the Arts* involves the following steps:

- You go to www.thepowerofthearts.de and select the menu item "application."
- You can register there via the field indicated.
- You'll then receive your login information via e-mail.
- You can use that info to login and start the application right away.

6. I didn't receive a confirmation e-mail.

Confirmation of your application is sent automatically. If you haven't received it yet, then please first check if your e-mail address was entered without any

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typos and also be sure to check your spam folder. If you still can't find an e-mail, then please contact the Project Office at kontakt@thepowerofthearts.de or over the phone at +49(0)30 5300 2945.

7. Can I submit my application in English?

Applications are only accepted in German.

8. If our project is one of the winners of the *The Power of the Arts*, does the logo and/or the name of Philip Morris GmbH have to appear in PR materials, such as on our website?

The Philip Morris GmbH logo does not have to appear on your website or your PR materials. However, it is important to us that the logo of *The Power of the Arts* be used with a reference to the sponsor when information about a winning project is published.

9. How do I perform financial calculation for the application?

During the application, the project's financial structure needs to be disclosed. To that end, the online process has an editable PDF for download which lays out the cost and finance plan. You need to download and complete the form, and then upload it in the next step as described in the online application. For expenditures that cannot yet be named with exactness, we ask you to make calculation assumptions - i.e. please do some research and determine a number that will be a realistic placeholder for the final amount.

The document's name will be changed after being uploaded irrespective of the name you give it. This is done in order to be absolutely certain of correct allocation to your project and happens intentionally.

10. Do the 50,000 euros need to be used/spent in full?

Yes, the award money should be used/spent in full. The award money is intended to recognize initiatives and projects and to provide them with support in the interest of sustainability in their work and intercultural understanding. The goal is to ensure that applicant institutions and project members find a responsible use for this sum. The cost and finance plan to be completed in the application provides the jury with a foundation to that end.

11. I'd like to make subsequent changes to individual fields in the online application - is that possible?

The online form subdivides the application into individual steps. Each step consists of one or multiple questions or uploads. You have the option of

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saving your progress and returning to earlier steps. Please note that all fields of a certain step need to be filled out in order to save your progress. Should you not have an answer to a question, then it's best to use a placeholder. You can edit it again later.

12. I've submitted my application and would like to change something - is that possible?

Once you have submitted your application, you won't be able to make any further changes to it. The Project Office likewise cannot make any changes to applications after submission. That means you need to be certain that information is complete when submitting the application.

13. When can I expect to see a decision from the jury?

The jury will make its decision in the fall of 2019. After that, the Project Office will notify all applicants of the results from the jury session. The prize will be presented in early 2020.

14. Whom can I contact with questions? Does a telephone consultation make sense?

Definitely! We absolutely recommend making contact. The Project Office is happy to be at your service for all questions regarding content as well as for technical assistance! You can reach our colleagues at kontakt@thepowerofthearts.de or +49 (0) 30 - 5300 2945 daily from 10am to 5pm. Your contact partner is Julia Seitz.

Please note that demand for telephone consultation increases as the application deadline approaches. So be sure to contact the Project Office early on with your questions.

15. What is Philip Morris GmbH's connection to *The Power of the Arts*?

The Power of the Arts is an initiative from Philip Morris GmbH. Philip Morris GmbH funds the award money as well as the entire infrastructure of the initiative. This Initiative is in no way associated with the company's products as far as content is concerned.

The initiative places a clear focus on social participation for all through the power of the arts.

Philip Morris GmbH has had a long-standing tradition of engagement in social and cultural affairs. Philip Morris GmbH funds social projects, projects against domestic violence, the promotion of women's issues, education, and income-generating measures for young adults. The company has been well known

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since the 60s also as a patron of large-scale art collections, exhibitions, and artists.

Since 2017, the company has been connecting those two aspects through the initiative *The Power of the Arts*.