

Association of  
Dutch Designers

[bno.nl](http://bno.nl)

**BNO**

# Agency Membership

The largest community of designers  
and design agencies in the  
Netherlands.

**[bno.nl](https://bno.nl)**

# We're in It for You!

Growth doesn't happen in isolation. It takes the right strategic partner – one that thinks with you and challenges. With a BNO agency membership, you gain more than advice. You unlock tailored legal and business guidance, a strong network, inspiring workshops and support for international ambitions.

Together, we amplify the visibility and value of design.

Agency Membership

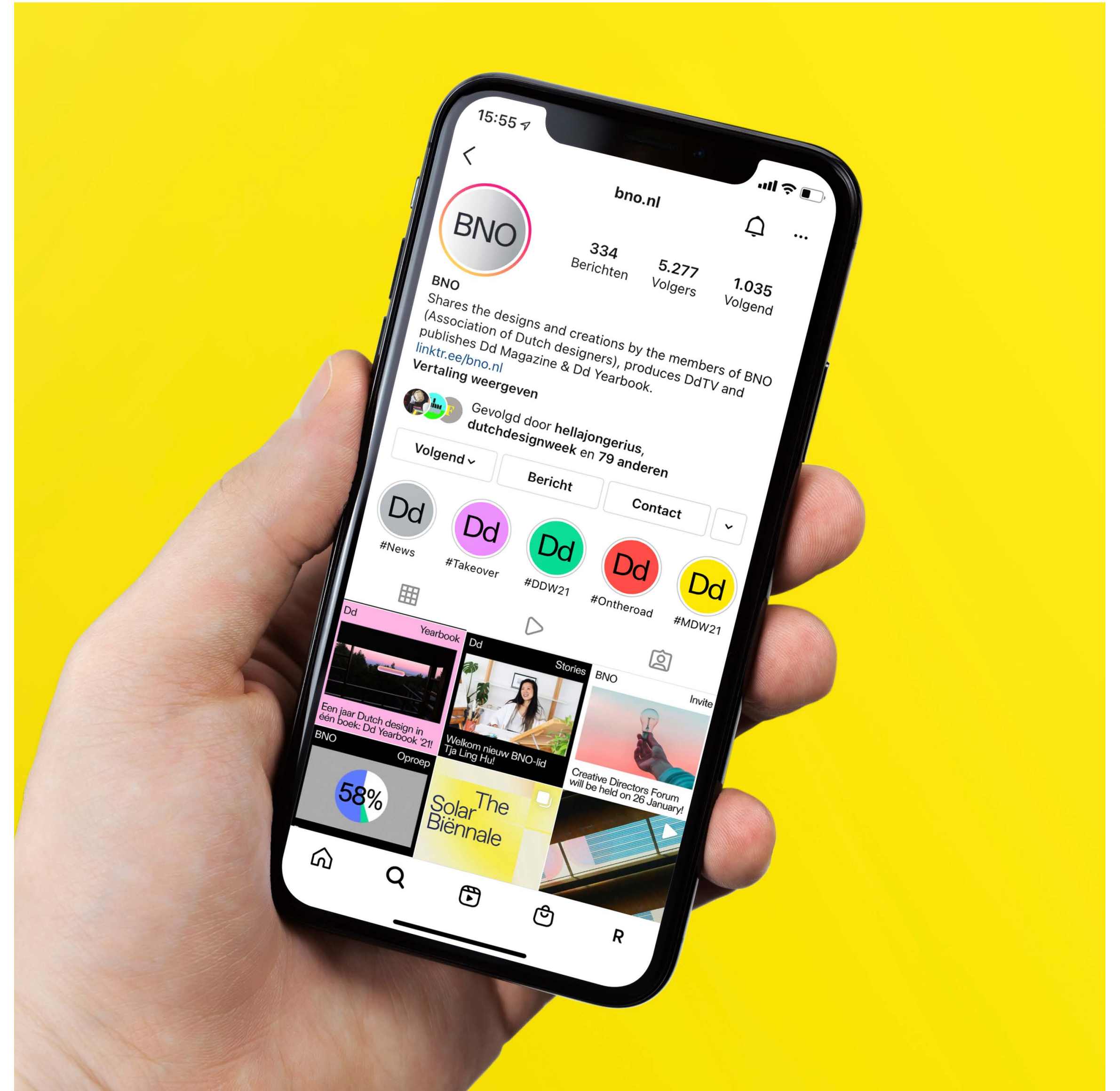


# Design Community

As a member, you will join a vibrant, multidisciplinary design community, alongside prominent agencies such as Design Bridge, Total Design, Ink Social Design, Mijksenaar, Silo, FLEX/design, Kossmanndejong and many others.

We also host exclusive meetings for our agency members focused on knowledge sharing, in addition to our regular gatherings that are open to the entire community.

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# Luidspreker

“We joined BNO to connect with the design community and gain professional support for our creative studio.”

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### HRM Meetings

Multiple times a year, we organise specialised gatherings for Human Resource Management (HRM) professionals and agency managers responsible for personnel matters. Topics include legal compliance, employment contracts, office culture, compensation and evaluation systems.

### Design Leadership Forum

This forum brings creative leads together about twice a year. At its core is the connection between design and leadership, illustrated with real-world examples from business, government, and education.

### Taskforce AI x Design

The AI x Design taskforce monitors the developments and impact of generative AI across diverse design practices and serves as a knowledge platform for exchange and exploration. Engaged members share insights and discuss real-world examples, aiming to enhance AI literacy within the design field and to harness the creative potential of this technology responsibly.

### Taskforce Sustainability x Design

The Sustainability x Design taskforce brings together committed members dedicated to a sustainable and circular future.

Acknowledging that the climate crisis demands fundamental change, they work to embed sustainability structurally within design practice and within BNO itself.

## Agency Membership

# Everything Within Reach

Our helpdesk is ready to help you with all your legal and business enquiries. As an agency member, you will enjoy exclusive access to our comprehensive library of sample contracts. Moreover, our legal advisors are available to guide you in using these templates effectively, saving you valuable time when drafting essential documents.

### Tailored Advice

Our advisors are ready with expert legal and business advice. You can contact us with questions about staff, procurement conditions, liability, disputes with clients and more. As an agency member, you also get exclusive access to an extensive set of sample contracts, salary guidelines and our staff handbook, as well as access to our weekly tender mailing list.

Our legal guidance focuses on intellectual property rights, contracts, privacy, terms and conditions and related matters. You get first-line advice: short, concrete and directly applicable, so you can make decisions with confidence. For more extensive advice, we can often refer you to specialised lawyers at greatly reduced hourly rates. What exactly does this entail? Read more about this topic in our [FAQ](#).

### Sample Documents

Our website hosts a vast collection of regularly updated sample documents, including general terms and conditions, licensing agreements and non-disclosure agreements, available in both Dutch and English.



## Research

Every year, we publish the BNO Industry Monitor, which details the financial and economic status of the design sector. We also conduct interim surveys/polls on pressing issues like inflation, salary policy and AI, specifically targeting agencies.

## Salary Structure & Job Matrix Guideline

The Salary structure & job matrix guideline is available for members. The document is updated annually, including an indexing recommendation.

## Confidential Advice

Affiliated agencies can access an external confidential advisor, experienced in the design industry, at a reduced rate. We reimburse the first hour of consultation.

## Dossiers and White Papers

As an agency member, you gain access to dossiers and white papers on topics such as pitches, legal regulations and the copyright implications of Artificial Intelligence. We ensure the provision of up-to-date, design practice-oriented information, particularly during legislative changes, offered through online knowledge sessions.

## Tenders

Agency members receive updates on the latest tenders through our tender mail, offering free information and timely alerts.

# Agency Membership

## Pitchcode 2025

We signed the Pitchcode 2025, an important step toward a fairer and more transparent pitch process within the creative industry. The code provides clear guidelines on briefing, selection, compensation, and intellectual property, and promotes professionalism, accountability, and mutual respect between clients and agencies. The code is available for download on our website.

## Quality Management Systems

We conduct information sessions on quality management and International Organization for Standardization (ISO) certification, which is important for meeting stringent tender requirements.

## Cybersecurity

In collaboration with The Trusted Third Party (TT3P) and Samen Digitaal Veilig (SDV), we offer practical resources to help strengthen digital security within design practices of our members. Members gain access to free tools, sample policy documents, checklists, e-learning modules, and a 50% discount on NIS2 certification.

# Advocacy

Our robust support base positions us as a strong advocate for the design profession. We represent the industry – and by extension, your agency – in both political and business arenas. Our involvement spans a range of critical issues, from government procurement terms and tendering processes to copyright, heritage and labour market matters. At the heart of our efforts is a steadfast commitment to negotiating favourable conditions for the design sector.

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## Dutch Network

We advocate for the (copyright) interests of the design sector and represent the industry in politics and business. We are part of both the Federation of the Creative Industry, which aims to create a favourable design climate in the Netherlands, and the Federation of Image Rights, which works to improve the copyright position of image makers through joint lobbying activities with the organised professional field towards policymakers and politicians.

We also maintain close relationships with the Ministry of Economic Affairs and Climate Policy and the Ministry of Education, Culture and Science, the Netherlands Enterprise Agency and organisations such as VNO-NCW/MKB-NL and the Chamber of Commerce.

## International Network

On the international stage, we are affiliated with the Bureau of European Design Associations (BEDA). Our global engagements, in collaboration with partners from the Federation of the Creative Industry, are showcased on the CreativeNL website.

# Ink Social Design

“As a BNO agency member, you genuinely feel a strong support system behind you — you’re backed by a community that truly champions creative professionals.”



Agency Membership

# For Designers, by Designers

We connect, represent and empower design agencies across the Netherlands. We also actively engage agency employees within our design community.



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## Events

We have a rich tradition of hosting events that bring together various design disciplines. Agency employees are welcome to attend our events – whether online, through regional platform evenings, or partner-involved meetings – at free or discounted rates.

## Relevant Network

We actively promote the value of the design profession through participation in the Dutch Design Awards and the European Design Awards. We maintain close relationships with the press and key cultural institutions such as the Stedelijk Museum, Design Museum Den Bosch and the Nieuwe Instituut.

## Invest in Growth

Looking to grow your studio in creativity and entrepreneurship? Invest in practical, directly applicable training sessions for your whole team – tailored to the realities of everyday design practice. For studios that want to learn and develop together, we also offer custom in-company training – hands-on, results-oriented, and designed to fit your specific situation.

Our offering includes, among other things, three main training series: Core Competencies, with five sessions focused on strengthening social and commercial skills (including project and self-management, positioning, communication, and presentation); Get a Grip, with three practical trainings on entrepreneurship, leadership, and financial management; and Strategic Brand

Design, where designers learn to approach brand challenges strategically – from brand and strategy to process and visual translation.

## Publications

Our publications share stories from designers that provide new insights and inspiration, reaching beyond professional circles. For instance, our Dd, Dutch designers Yearbook offers a deep dive into current design thoughts and creations, from award-winning projects to influential designers. Member agencies enjoy discounts on advertising placements in our publications.

## Articles

On our online platforms, we feature designers discussing their work, creative processes and entrepreneurial experiences. Highlights include the segment A Day in the Life, where designers describe a typical workday, and Designer at Work, where we interview design agency employees.

## Social Media

Follow us on [Instagram](#) and [LinkedIn](#) to see features on our members' work, including interviews, articles and takeovers. You can also [subscribe](#) to our weekly newsletter, Dd News, to stay up to date on the latest industry news, interviews, podcasts, events, training opportunities, job openings and much more. Sign up to stay connected with the creative world.

# Agency Membership



t/m 03.03.2024  
Design Museum, Den Bosch



#Tentoonstelling  
Pioniers in Keramiek  
Historische en  
hedendaagse  
meesterwerken

t/m 29.02.2024  
Museum Prinsenhof Delft



#Tentoonstelling  
Schoenenlab 2023  
Expositie met  
opkomende ontwerp-  
talenten

26.01.2024  
Schoenenkwartier, Waalwijk

Alle events

## Driving Dutch Design 2024

Wil jij samen met andere  
talentvolle ontwerpers werken aan  
je onderneming? Schrijf je dan nu  
in voor Driving Dutch Design  
2024.



Meld je aan!

# Dd Stories



the guide

01.05.2024  
BNO, Amsterdam

Alle trainingen

# Dd

# Jo



#Vast  
Mattmo  
Visual Designer

12.01.2024



#Stage  
Story Studio  
Stagiair(e) grafisch  
ontwerp

04.01.2024

# Financial Advantage

We offer a variety of advantages and opportunities that can benefit you.

## Free Job Advertisements

As an affiliated agency, you can post your job advertisements at no cost on our job board. These listings are also shared through our newsletter Dd News within our network.

## Insurance Framework Agreements

In partnership with Schouten Zekerheid, we offer members a collective insurance package. Schouten Zekerheid provides tailored advice on a variety of policies including health, liability, car, household, accident and legal expense insurance.

## Discounts

We secure exclusive discounts for our members with our partners, applicable to congresses, events and other memberships.

## Tax-deductible Membership Fees

Membership fees are business expenses and are therefore tax deductible. The VAT included in your invoice can be reclaimed as input tax. Find out more [here](#).

Agency Membership

# Become a Member!

## Benefits Agency Membership

The membership fee for an agency membership – or for an in-house design department – is determined based on the total number of employees (including management), converted into full-time equivalents (FTEs). Agency membership starts at 873 euros per year.

BNO membership fees are tax-deductible. The VAT listed on the invoice can be claimed as input tax.

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Explore all the benefits of our memberships, review the pricing details and browse the terms and conditions at: [bno.nl/join](https://bno.nl/join).

## Questions?

Contact Diana Janssen at [diana@bno.nl](mailto:diana@bno.nl) or +31 (0)20 624 47 48.

[bno.nl/join](https://bno.nl/join)

Yes, join

[bno.nl](https://bno.nl)

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