

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**

# We're in it for you!

We provide legal and business guidance, an extensive network and inspiring events and workshops. We advocate for the interests of the design sector and uphold the intrinsic value of design. Our professional platform is designed to foster collaboration between clients and designers.

We are deeply committed to supporting our designers' success. We look forward to welcoming you on board!

Agency Membership



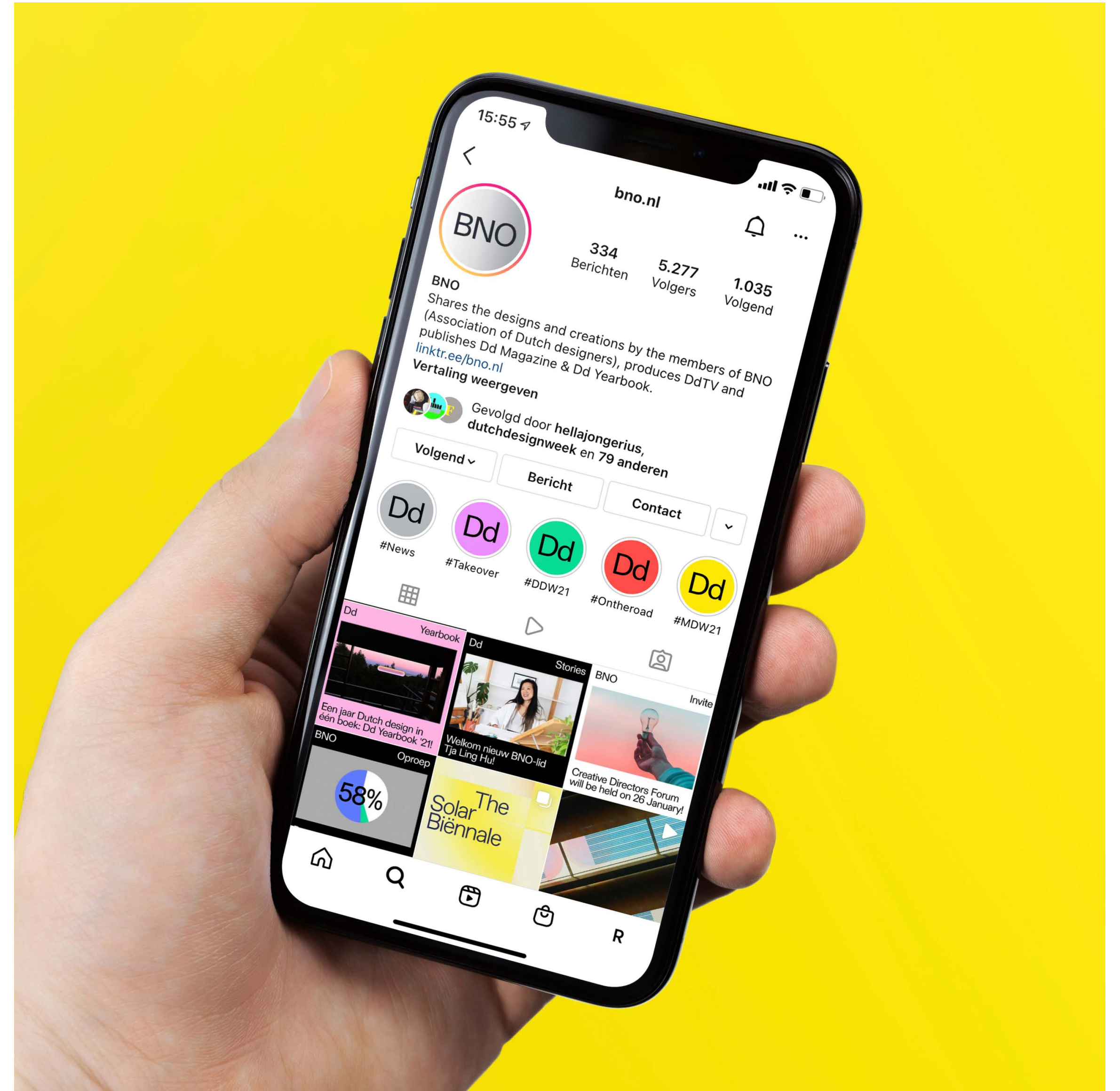


# Design community

As a member, you will join a vibrant, multidisciplinary design community, alongside prominent agencies such as Design Bridge, Total Design, thonik, 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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### BNO HRM meeting

Three times a year, we organise specialised gatherings for Human Resource Management (HRM) professionals and agency managers responsible for personnel matters. Occasionally, these sessions feature a guest labour law attorney. Topics include legal compliance, employment contracts, office culture, compensation and evaluation systems. The focus is on encouraging rich exchanges and meaningful dialogue.

### BNO Creative Directors' Forum

This informal exchange for creative leads is held approximately twice a year to explore topics such as creative leadership, nurturing young talent, growth strategies and sources of inspiration.

### BNO International

A meeting for agencies to exchange insights on conducting international business.

### AI taskforce

We actively monitor the impact of Artificial Intelligence (AI) across design practices and has established a task force to serve as a knowledge platform and to develop support strategies for designers and agencies in AI-related areas.

# Everything within reach

Our helpdesk operates three days a week and 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.

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### Specialised advice

We employ three legal experts and operates a helpdesk that is available three days a week to address all your legal and business queries, providing comprehensive first-line services.

### Second-line legal aid

If you require further legal assistance, you can be referred to second-line legal aid at significantly reduced rates. The lawyers and mediators are specialized in various areas of law, such as intellectual property law, employment law, and contract law.

### 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.



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### 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, white papers and knowledge sessions

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.

### 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.

## Agency Membership



# 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.

# For designers, by designers

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

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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.

## Training programmes

We offer a variety of training sessions and courses, with agency employees eligible for discounts of up to 50%. Through the Werktuig PPO initiative, participants can receive a reimbursement for one-third of their study costs. We also offer in-company training sessions specifically tailored for agencies.

We provide several initiatives to support young talent, including BNO Start and Driving Dutch Design, an educational programme focused on professional development and networking. Agencies engage in these programmes through activities such as agency visits and live pitch presentations. Additionally, we offer the BNO Business Boost, a specialised programme designed for students.

## 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. Agencies receive multiple copies and 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.

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# Become a member!

## Benefits agency membership

The membership fee for an agency membership – or for an internal design department – is calculated based on the total number of employees, including management, converted into full-time equivalents (FTEs).

Membership fees are business expenses and are therefore tax deductible. The VAT included in your invoice can be reclaimed 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

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