

Association of
Dutch Designers

bno.nl

BNO

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

bno.nl

Your

Membership

We're in it for you!

Are you ready to embrace the freedom of entrepreneurship with the added advantage of substantial support? Join us today! We provide legal and business guidance, access to essential sample documents, a wide-reaching network, as well as inspiring training sessions and events. You'll also enjoy increased visibility through our media channels and much more. Our goal is to empower you to build and grow your design practice with confidence.

Membership



Everything within reach

Legal and business advice

Our helpline operates three days a week, providing first-line support for all your legal and business enquiries. You can consult our legal experts on a range of issues, including intellectual property rights (such as copyright), commercial contracts, privacy concerns and general terms and conditions. Our advisors are also available to assist with all aspects of managing your design practice, from business growth to developing new revenue models. Our goal is to empower you with the guidance needed to make informed decisions independently.

Second-line legal aid

If you require further legal support, referral to second-line legal assistance is possible at significantly reduced rates. You may be referred to lawyers and mediators who specialize in various areas of law, including intellectual property law, contract law, and employment law.

Sample documents

As a member, you have exclusive access to a comprehensive collection of sample contracts, which we regularly update and make available for download on our website. These include general terms and conditions, licensing agreements and non-disclosure agreements. Most documents are also available in English.

Reports, white papers and knowledge sessions

As a member, you gain access to all the reports and white papers on our website, covering topics such as pitching, legal regulations and the copyright aspects of Artificial Intelligence (AI). We ensure up-to-date and design practice-focused information provision, especially concerning changes in laws and regulations, through online knowledge sessions.

Industry research

Through our annual industry benchmark, we provide information on hourly rates used in the design practice.

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 develop support strategies for designers and agencies in AI-related areas.

Membership

Mae Engelgeer, Textile designer

“Over time, I’ve reviewed numerous contracts with BNO. It’s reassuring to see that they genuinely have your interests at heart.”



Membership

Professional development

Training

You can join various training sessions throughout the year to boost your professionalism and stimulate the growth and success of your business. Learn to strategically position yourself, improve your presentation and discussion skills and enhance your project and self-management.

Mentoring

Sometimes you encounter issues that you'd like to discuss with someone familiar with your field. Over 50 inspiring professionals and fellow designers are connected as mentors, offering their expertise free of charge because they enjoy sharing their knowledge and find it important.

Intervision

Do you ever want to discuss the daily challenges in your work with peers? Intervision might be the thing for you. Intervision provides the opportunity to improve your work together with colleagues in your field.

Membership

Coaching

Our coaches are here to address concrete work-related issues with you. Whether it's leadership, personal motivation, communication, assertiveness, or sales – our coaches can help you to resolve problems yourself.

BNO Start

Our BNO Start programme is essential for emerging designers who want to improve their entrepreneurial skills. Learn how to price your work correctly, negotiate rights agreements, network, acquire clients and develop your positioning and communication strategy. BNO Start is free for our members.

Driving Dutch Design

If you've been in business for a few years and want to develop your independent professional practice successfully with other talented designers, sign up for Driving Dutch Design. It's the professionalisation and networking programme that helps driven designers navigate the world of entrepreneurship.

Discount: Werktuig PPO

You can also apply for Werktuig PPO, a subsidy for professionals working or seeking work in the cultural or creative sector. Both employees and self-employed individuals/freelancers are eligible for this subsidy.



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

Design community

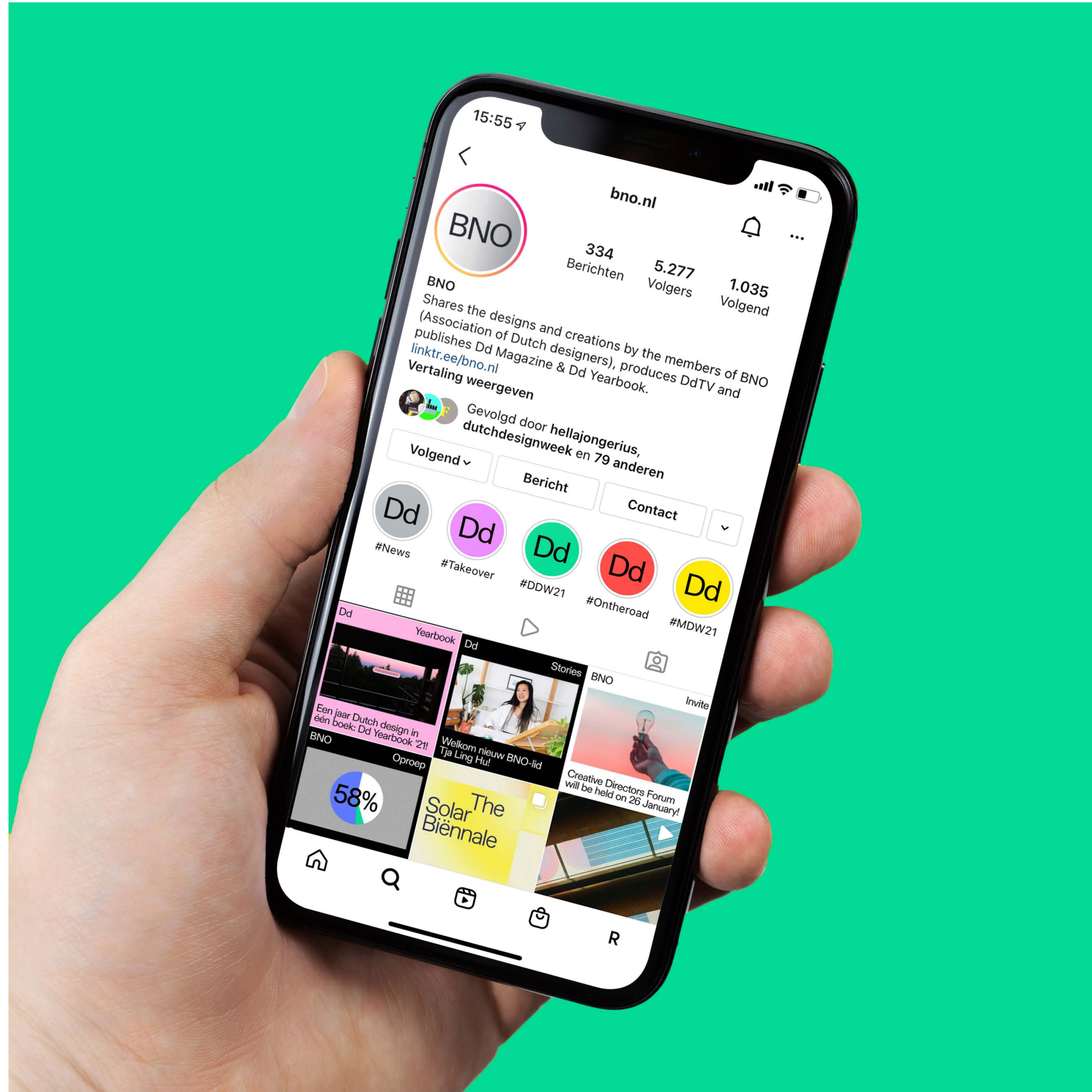
By designers, for designers

We connect, represent and empower designers and design studios in the Netherlands. As a member, you join a large, innovative and multidisciplinary design community.

Advocacy and networking

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.



Membership

Knowledge sharing and events

We encourage our knowledgeable members to share their expertise and experiences with us, because we believe in the power of collaboration within our community. By organising networking events, workshops and working groups that our members can attend for free or at a discount, we offer designers the opportunity to learn from each other and exchange valuable experiences.

For example, our AI x Design task force explores the possibilities and challenges of AI for the design world. We host meetups for members to get to know each other and learn about the benefits of being a part of our association.

In the spotlights

We provide our members with a platform in our (online) media to share their work, creative process and entrepreneurial experiences. Follow us on [Instagram](#) and [LinkedIn](#) and visit our website bno.nl, where we regularly share engaging interviews with our members, as well as a wide selection of articles, columns, opinion pieces and news items.

Additionally, our Instagram channel is taken over biweekly by members, allowing them to showcase their work to our community. Do you have an inspiring story you'd like to share? Email us at redactie@bno.nl.

Podcasts

Tune in to our popular podcast Designers Inc. with Roel Stavorinus on [Spotify](#), where he explores the business side of design with various designers.

Dd Yearbook

Our annual Dd, Dutch Designers Yearbook highlights contemporary designers' work and ideas. It features award-winning work, notable graduation projects, member interviews and more. Members receive a free copy.

Dd News

[Subscribe](#) to Dd News, our weekly newsletter, for the latest updates on news, interviews, podcasts, events, training sessions, and job opportunities in the creative world.

Membership



Joris Wintgens, Product designer

“BNO is always there for you, offering extensive knowledge on nearly every aspect of design. As an emerging designer, I have greatly benefited from their resources.”

Membership

Become a member!

Benefits

Start your membership today with an annual fee of 437 euros.

Membership fees are business expenses and are therefore tax deductible. The VAT included on your invoice can be claimed as an input tax deduction.

Explore all the benefits of membership, review the pricing overview and browse our terms and conditions at: bno.nl/join.

Membership

Discount

Are you a recent graduate and an emerging designer? Benefit from our special starter's offer and join at a reduced rate. Pay only 144 euros in your first year after graduation and 288 euros in the second year.

Questions?

Contact Dymphy Smeets at dymphy@bno.nl or +31 (0)20 624 47 48.

bno.nl/join

Yes, join

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BNO