

## m2act Call for Action 2023: Team up & make a change!

The last few years have seen the development of numerous tools, methods and processes aimed at making the performing arts fairer and more sustainable – for example the [FAIRSPEC Kodex](#), which proposes guidelines for ethical working methods in the independent scene, or the [Tatenbank](#), an online platform that collates knowledge and strategies relating to planning and conducting cultural events in a sustainable manner.

There are tools and approaches out there – but many remain to be tested, used or implemented. This is where this year's m2act call comes in: The Call for Action 2023 is aimed at companies, theatres, festivals, production offices, networks and other fixed formations and structures that are co-creatively – namely together with experts – tackling a specific challenge in their everyday work and would like to apply solutions. This may mean sustainably changing the way in which they work or collaborate, make decisions, organise events or produce, or changing how different communities and target groups are involved in processes.

The applicants may put forward experts themselves or, should their project be selected, search for suitable people together with m2act. These experts must have the appropriate experience, skills and/or training to support the process of change – though they don't have to come from the performing arts themselves.

Inspiration for possible tools, methods and processes can be found in the [m2act toolbox](#). Projects pursuing extraordinary approaches are also welcome – such as the [Perma-Culture](#) project, which has already received support from m2act, in which the principles of permaculture are transferred to the process of organising a festival.

The projects may fall within a wide spectrum in terms of duration and scope: They may require support for short, meaning more intensive, interventions (e.g. an implementation weekend), or for comprehensive, longer processes (e.g. a workshop series).

This year's call for action seeks to support a total of 3 to 5 projects of a model project nature whose initiators are prepared to share their experiences and insights from the process. The aim of this is to enable as many others from the performing arts as possible to get involved.

## To sum up, we invite you to submit your project under the "m2act Call for Action 2023" if

- You want to tackle a current, specific challenge in your working reality which you hope will contribute significantly to a fairer, more sustainable practice if addressed (or solved);
- You would like to apply (existing) tools, methods or processes to this end together with experts;
- Your project is in line with the objectives pursued by m2act (fair practice, sustainability, open knowledge transfer);
- You are prepared to compile your insights from the process and share them with others;
- You have time to flesh out your project in detail by summer 2023 and complete it by summer 2024;

## What does an application need to contain?

Applications must be submitted via the online m2act form. They must contain, inter alia, the following information:

### Project description:

Describe your project and provide details on the following points:

- In which area is the challenge you are encountering? (May also be an opportunity!)
- Why is addressing this challenge important and urgent?
- To what extent and how have you addressed this challenge already?
- Which (additional) expertise do you need to go about tackling this challenge? (For example: Who could support you?)
- Is there a specific "tool" (tool, method, process) that you would like to use? Why is this?
- What do you hope to see from the intervention/process? What will be different afterwards compared with before?
- To what extent could other organisations/cultural artists in the performing arts also benefit from your project being supported?

### Time plan/roadmap:

How could the intervention/process proceed? Detail a rough time plan with key milestones.

### Budget:

How much could the intervention/process cost? Estimate the rough financial cost and create a rough budget.

## What does the funding include?

Projects selected within the framework of the m2act Call for Action 2023 receive:

- A **fixed fee of CHF 2,500** for the development phase, aimed at fleshing out the project description, time plan and budget (see below)<sup>1</sup>
- A **financial contribution** for the implementation phase starting in summer 2023. The contribution amount will be discussed and fixed during the second discussion meeting. The budget detailed up to that point will form the basis for this.<sup>2</sup>

## Who can submit ideas under the m2act Call for Action 2023?

Companies, theatres, festivals, production offices, networks and other formations and structures from the performing arts in Switzerland.

## How will the selection and funding processes proceed?

### Important dates and selection procedure:

06.03.2023	Launch of the call for action
21.03.2023 and 23.03.2023	Open Zoom call (4-6 p.m.) The m2act team will answer questions about the call for action and the funding process. The Zoom links will be published on Instagram and m2act.ch.
04.04.2023	Closing of the call for action (11:59 p.m.)
28.04.2023	Invitation to present project or rejection of proposal
16.05.2023	Presentation of project (over Zoom)
17.05.2023	Acceptance and rejection letters sent out
23.05.2023 and 25.05.2023	First discussion meetings/kick-off of the development phase
Agreed on an individual basis	Second discussion meeting/kick-off of the implementation phase
Agreed on an individual basis	Final meeting
TBD	m2act networking event 2024

The individual deadlines and information about the selection process are described in more detail in the document on important dates for the Call for Action 2023. During the

<sup>1</sup> Acceptance of the development contribution does not necessarily mean that the project has been definitively accepted for the implementation phase.

<sup>2</sup> The entire funding volume, which will be distributed among the chosen projects in line with needs, is capped at CHF 120,000.

funding process, other appointments (such as meetings or discussions) may be arranged as needed.

### **Who chooses the ideas?**

After the submission deadline, the m2act project team will shortlist ideas together with experts and invite 6-10 projects to present their ideas (on Zoom). After the presentation, the same panel will choose projects for funding within the framework of the m2act Call for Action 2023. The names of the experts will be announced together with the invitation to the presentation.

### **What are the conditions and evaluation criteria?**

#### **Conditions that each project must fulfil**

- The project
  - is developed and implemented through creative collaboration<sup>3</sup>;
  - is fair and sustainable in practice;
  - is impact-oriented;
  - is professionally developed and implemented;
  - is developed and implemented in Switzerland.
- Relevance for the performing arts as per our call to action.
- Added value/value proposition for many people engaged within the world of performing arts and projects in the performing arts.
- The main protagonists of the idea must be domiciled in Switzerland.
- The people responsible for the project (at least two and no more than three per project) pledge to take part in the events listed in the time schedule (project presentation and discussion meetings).
- The people responsible for the project consent to sharing the results/insights gained from the intervention/process with other people engaged in the cultural sector as part of an open knowledge transfer on [www.m2act.ch](http://www.m2act.ch).

#### **What can't be submitted?**

- Applications by individuals
- Applications for contributions to (stage) productions
- Fundraising applications
- Finished projects
- Services to be provided within the framework of subsidy contracts
- Infrastructure or operating costs
- Projects run by schools, technical colleges or universities
- Commercial projects
- Charity events, private events and fundraisers

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<sup>3</sup> If you would like any clarifications on terms used (such as co-creation and fair practice), see the "Glossary" on the m2act website.

**If in doubt, please contact us prior to submission or take part in one of the info calls on 21 or 23 March 2023.**

**What is m2act?**

m2act supports projects that contribute to fair and sustainable practices in the performing arts. The focus is on projects that are relevant to many people engaged in the cultural sector and that are implemented on a co-creative basis. Our networking events provide a platform for exchange and the co-creation and testing of forward-looking ideas and approaches for the performing arts. Knowledge, insights and practical tips gathered at the events and throughout the projects that have received funding are available to all interested parties in a digital toolbox. Detailed information about m2act is available on our website: [www.m2act.ch](http://www.m2act.ch).

Information on other funding formats for the performing arts (ideation and diffusion): [www.migros-engagement.ch/en/funding](http://www.migros-engagement.ch/en/funding)