

m2act Call for Action 2024: Team Up and Make a Change!

Recent years have seen the development of many new tools, methods and processes aimed at making the performing arts fairer and more sustainable. Examples include the childcare cost calculator by FemaleAct (<https://kalkulator.femaleact.ch/>), the implementation of permaculture principles at the far° festival (<https://far-nyon.ch/perma-culture/>), and the online platform StuFF in Cycles (<https://www.stuffincycles.com/>), which recommends new, ecologically sustainable materials for stage construction and scenography.

Tackling structural change

Such tools and approaches are about to be systematically tested and applied with expert support: the m2act Call for Action 2024 is aimed at companies, theatres, festivals, production offices, networks and other permanent formations and structures. Working with experts – i.e., co-creatively – the scheme enables them to tackle a specific challenge in their day-to-day work and apply relevant solutions.

Involving experts

The applicants themselves propose experts with whom they wish to tackle the named challenges in a joint process, using specific methods or tools.

As a prerequisite, the named experts must have the relevant experience, practice and/or training to support the change process. The experts do not have to come from the performing arts, but they should be able to understand and apply the chosen tools or methods (e.g. the Fairspec code (<https://www.fairspec.ch/kodex>), t. standard wages (<https://www.tpunkt.ch/richtloehne>) or the g3 method (<https://g3-methode.de/>)). Inspiration for possible tools, methods and processes can be gained from the m2act toolbox (<https://www.m2act.ch/en/#toolbox>), the directory of funded projects (<https://www.m2act.ch/en/gefoerderte-vorhaben/>), the Vert le Futur Tatenbank (<https://tatenbank.org/>) or the toolbox provided by Reso – Dance Network Switzerland (<https://www.reso.ch/de/tools>).

Projects may vary by duration and scope: short and intensive interventions (e.g., a retreat accompanied by experts) are just as eligible as long and comprehensive processes, although the latter may last until summer 2025 at the latest (e.g., a series of workshops aimed at professional development within a team). This may involve sustainable changes to the way in which they work or collaborate, make decisions, organise events and produce, or it may involve changing how different communities and target groups are involved in processes.

This year's call for proposals will fund 3 to 5 model projects. Applicants must be willing to share their experiences and findings from the process publicly with the aim of involving as many other cultural practitioners from the performing arts as possible and providing a good-practice model/inspiration/example for a broader audience.

Submit your project to the m2act Call for Proposals 2024 if

- you want to tackle a current, specific challenge in your working life and expect that a good solution will contribute significantly to making the practice in question fairer and more sustainable;
- you wish to apply (existing) tools, methods or processes to this challenge while working with experts;
- your project is in line with the objectives pursued by m2act (fair practice, sustainability, open knowledge transfer);
- you have the time to work out your project in detail by the beginning of June 2024 and then start implementing it;
- you can organise your work to ensure that the project will be completed by summer 2025;
- you are willing to share your process and your findings with the public and the media. You would like to present your work as an example of a good practice in the cultural sector.

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:

explain your project and discuss the following aspects:

- What challenge are you tackling? (This may also be an opportunity!)
- Why is addressing this challenge important and urgent?
- How do you intend to tackle this challenge? What are you planning?
- What (additional) expertise do you need to implement this plan? Who should support you?
- Which specific tool (or method/process) do you want to use? Why?
- What do you hope to gain from the intervention/process? What will be different afterwards?
- To what extent could other organisations/cultural artists in the performing arts also benefit from your project being funded?
- How do you plan to communicate your project publicly and share your lessons learnt?

Time plan/roadmap:

how might the intervention/process take place? Detail a rough time plan with key milestones, locations and persons involved.

Budget:

what will the process/intervention cost? Estimate the cost and create a rough budget. Enclose a quote from your selected expert with the budget.

What does the funding include?

The 3 to 5 projects selected within the framework of the m2act Call for Action 2024 receive:

- A **fixed grant of CHF 1,500** for the development phase, aimed at fleshing out the project description, time plan and budget (see below)
- A **financial contribution** for the implementation phase starting in summer 2024. The exact sum will be discussed and determined during the second meeting. It will be based on the budget detailed up to that point. The maximal m2act funding volume, which will be distributed among the 3 to 5 selected projects according to need, amounts to CHF 100,000.

Who can submit ideas under the m2act Call for Action 2024?

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

How do the selection and funding processes work?

Dates and selection procedure:

5.2.2024	Launch of the call for action
14.2.2024 and 27.2.2024	Open Teams call (3 p.m.–5 p.m.) The m2act team will answer questions about the call for action and the funding process. The Teams links will be published on Instagram and m2act.ch.
4.3.2024	Closing date of the call for action (11:59 p.m.)
25.3.2024	Invitation to present project or rejection of proposal
10.4.2024	Project presentation (Teams)
11.4.2024	Acceptance and rejection letters sent out
18.4.2024 or 24.4.2024	First meetings
Between the first and second meeting	Honing of budget, project description, schedule
Beginning of June	Second meeting
Summer 2024	Start of implementation
Summer 2025	Project completion and final meeting

The specified dates must be kept free. For individual deadlines and further information about the selection process, see the document on important dates for the Call for Action 2024. During the 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 an advisory committee and invite 6–10 projects to present their ideas (on Teams). After the presentation, the same committee will select projects for funding within the framework of the m2act Call for Action 2024. The names of the committee members will be announced together with the invitation to the presentation.

What are the conditions and evaluation criteria?

Necessary requirements for every project

- The project
 - is developed and implemented through creative collaboration;
 - is fair and sustainable in practice;
 - is impact-oriented;
 - is capable of being implemented professionally;
 - is developed and implemented in Switzerland.
- Relevance for the performing arts as per our call to action.
- Added value/value proposition for many people and projects in the performing arts.
- The main protagonists of the idea must be domiciled in Switzerland.

Conditions:

- 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 schedule (project presentation and discussion meetings) and make the listed documents available by the deadline.
- The people responsible for the project agree to share the results/insights gained from the intervention/process with other people engaged in the cultural sector as part of an open knowledge transfer on <http://www.m2act.ch/en/>. They also agree to do media work with the support of m2act and to endeavour to communicate their work to the public.

What cannot be submitted?*

- Projects for which the experts involved and tools to be used are not yet known.
- 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 in the context of schools, technical colleges or universities
- Projects that are not relevant to the performing arts
- Commercial projects
- Charity events, private events and fundraisers

If in doubt, please contact us before submitting your application or join one of the two info calls on 14.2.2024 or 27.2.2024.

What is m2act?

m2act supports projects that contribute to fair and sustainable practices in the performing arts. It focuses on projects that are relevant to many cultural professionals and implemented co-creatively. Our networking events offer a platform for exchange and the joint creation and testing of progressive ideas and approaches for the performing arts. Any knowledge, insights and practical tips gained from the events and supported projects are made available to all interested parties in a digital toolbox.

Where can I find further information?

Further information on m2act and its offers can be found on the m2act website:

<http://www.m2act.ch/en>

Information on other funding formats for the performing arts (ideation and diffusion):

<https://engagement.migros.ch/en/funding>