

m2act Call for Action 2025: Space and Time

This call for proposals aims to provide teams with space and time to develop their working methods and determine their needs. The sustainable use of team resources, mindfulness, reflection and exchange promote fair practice in the performing arts. In recent years, m2act has funded several groups and organisations which tackled challenges collaboratively – for example, the group 50:50 (www.m2act.ch/en/projects/group5050) engaged in a week of guided reflection, others enjoyed a self-organised retreat by art+care (www.m2act.ch/en/projects/artcare) or a supervision at FemaleAct. m2act seeks to build on this momentum with its “Call for Action: Space and Time”, aimed at busy culture makers wanting to take a break within their project-oriented working structures.

Advancing structural change in small steps

The m2act Call for Action 2025 is aimed at companies, theatres, festivals, production offices, networks and other permanent formations and structures in the performing arts. Its focus is on projects that improve the everyday working lives of artists, thus contributing to structural change in small steps. The aim is a shared experience and a stronger team spirit.

Applicants decide as a team to take joint responsibility for a current challenge and pursue something concrete – such as team building, reflection, application of strategy papers and codes, or conflict resolution. Within the scope of this funding, they can initiate interventions and processes using specialist tools or working with experts – i.e., co-creatively. However, co-creation can also mean consciously utilising the existing expertise within a team.

The projects can cover a broad spectrum of durations and scopes. Short and intensive interventions, such as a team retreat with external moderation, are just as eligible as longer, comprehensive processes that last until summer 2026 at the latest, such as a multi-part strategy process to develop a guideline. These processes could, for example, be aimed at resolving team conflicts, developing a better feedback culture, enshrining diversity competences, developing an awareness concept, establishing a model for reconciling work and care work, or authoring internal guidelines for ecologically sustainable catering during rehearsal processes.

1. Who can submit a proposal to the m2act Call for Action 2025?

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

2. What does the funding include?

Three to five projects selected as part of the “m2act Call for Action 2025”:

- **Flat fee of CHF 1,500** for work carried out between the first and second meeting, i.e., finalising the project description, schedule and budget.
- A **financial contribution** for the implementation phase from summer 2025. The amount of the financial contribution will be discussed and determined in the second meeting. The basis for this is the budget developed up to that point. The total m2act funding volume, which is distributed among the three to five selected projects according to need, amounts to a maximum of CHF 100,000.

3. What does an application need to contain?

Applications must be submitted via the Migros Culture Percentage m2act online form. This includes (among other things) the following information about your project:

Project description (application form):

Describe your project and address the following points:

- What is your challenge? (This can also be an opportunity!)
- Why is it important and urgent to address this challenge?
- How do you intend to tackle this challenge? What are you planning?
- What expertise or instruments (tool, method, process) do you need to implement this plan?
- What is your long-term vision for your collaboration?
- To what extent does your project contribute to fair practices and sustainable structures in your day-to-day work?
- To what extent can other organisations/cultural professionals from the performing arts benefit from supporting your project?
- How do you plan to communicate your experience publicly and share your learnings?

Schedule/roadmap (file):

How could the intervention/process take place? Outline an approximate timeline with key milestones, locations and stakeholders.

Budget (file): How much will the intervention/process cost? Estimate the approximate financial outlay and draw up a budget. Please take care costs (<https://femaleact.ch/kalkulator>), access costs and the t. guideline fees (<https://www.tpunkt.ch/richtloehne/richtloehne-rechner/rechner>) into account. Enclose a quote if you would like to work with an external expert.

Biographies (file)

The individuals centrally involved in the project are introduced using short biographies of up to 2 A4 pages.

4. What are the conditions for success?

- The project
 - is developed and realised co-creatively,
 - is fair and sustainable in practice,
 - is impact-orientated,
 - needs to be professionally implemented,
 - is developed and realised in Switzerland,
- and its primary project leaders are residents in Switzerland.
- The project produces recognisable value or a clear benefit for many actors and projects in the performing arts.
- The project is planned and implemented by a team. If there is a management function in your team, the project will be supported by this function.
- The planning and production costs must also be taken into account.
- Those responsible must ensure that they take part in the stages of the selection procedure listed in the procedure (presentation of the project and exchange meetings, min. two, max. three persons per project). The aforementioned documents must be made available in due time.

Those responsible agree to make selected learnings from the intervention/process available to other stakeholders on www.m2act.ch/en to facilitate an open exchange of knowledge.

5. How does the selection and funding process work?

Dates and selection procedure:

15 January 2025	Tender launch
28 January 2025 and 06 February 2025	Open Q&A (4–5 p.m.) Answers to questions about the call for proposals and the funding process from the m2act team. On 28 January in German/English, on 6 February in French/Italian. MS Teams links are published on Instagram and m2act.ch.
03 March 2025	Submission deadline (11.59 p.m.)
07 April 2025	Invitation to present the project (or notification of rejection)
24 April 2025	Presentation of the project (via Microsoft Teams) Preparation and participation are compensated at a flat rate of CHF 200 per project
25 April 2025	Acceptance and rejection notifications

13 May 2025 or 15 May 2025 First meetings

Between the first and second meeting	Finalisation of budget, project description, schedule
Mid-June	Second meeting:
Summer 2025	Start of implementation phase
Summer 2026	Completion of the project and final meeting

The specified dates must be kept free. The individual dates and the selection process are described in more detail in the document "Dates Call for Action 2025". During the funding process, further meetings (e.g. for discussions or exchange) can be arranged as required.

6. Who selects the ideas?

After the submission deadline, the m2act project team and an advisory committee jointly make a pre-selection and invite six to ten projects to an online idea presentation (on Teams). Following the presentation, the same committee decides which projects will be funded as part of the "m2act Call for Action 2025". The names of the committee members will be announced along with the invitation to the presentation.

7. What cannot be submitted?

- Applications from individuals
- Applications for contributions to (stage) productions
- Fundraising requests
- Completed projects
- Services to be provided under subsidy contracts
- Infrastructure and operating costs
- Projects carried out in the context of schools, universities of applied sciences, or universities
- Projects that are not relevant to the performing arts
- Commercial projects
- Private and charity events

If in doubt, please contact us before submitting your application or attend one of the two info calls on 28 January 2025 (German/English) or 6 February 2025 (Italian/French) at 4–5 p.m.

8. What is m2act?

Migros Culture Percentage m2act promotes projects that contribute to fair and sustainable practices in the performing arts. Its focus is on projects that are relevant to many cultural professionals and are realised co-creatively. Our networking events offer a platform for dialogue and the joint creation and testing of forward-looking ideas and approaches for the performing arts. Findings, insights and practical tips from the funded projects and events are available to all interested parties in a digital toolbox www.m2act.ch/en/toolbox.

9. Where can I find more information?

Further information about m2act and its services can be found on the m2act website:
www.m2act.ch

Information on other funding programmes for the performing arts:
<https://engagement.migros.ch/en/funding>