



m2act Call for Action 2025: Dates

Start of the call for proposals: 15 January 2025

You need to register on the Migros Culture Percentage application portal and complete an online form. We recommend that you familiarise yourself with the form as early as possible. The questions on the information sheet correspond to the questions on the application form. This helps you to prepare your submission before the call for proposals even opens. The link to the application portal will be available from 15.1.2025 at: www.m2act.ch/m2act-call-for-action-2025

Open Q&A: 28 January and 6 February 2025, 4–5 p.m. each day

The m2act team will be available in two open Teams calls, each one hour long, to answer your questions about the call for proposals, the funding process and the goals of m2act. The call on 29 January will take place in German and English; the call on 6 February will be in French and Italian. We will announce the link on <https://www.instagram.com/m2act.ch/> and www.m2act.ch/m2act-call-for-action-2025.

Submission deadline: 3 March 2025

The application portal will automatically close at midnight.

Invitation to present the project (or notification of rejection): 7 April 2025 (by email)

After a pre-selection process, 6 to 10 projects are invited to deliver a digital presentation (via Teams). Applicants who have not been selected receive a notification of rejection at the same time.

Presentation of the project: 24 April 2025 (digital, via Teams)

Each team has a time slot of 25 minutes to present its project. A maximum of 10 minutes is allowed for a short presentation (anything that can be displayed via the "Share Screen" function can be used). Afterwards, 15 minutes are available for an exchange with the selection team (m2act team and advisory panel).

The presentation and following conversation can be held in German, French, Italian or English. Preparation for and participation in the presentation of ideas is compensated at a flat rate of CHF 200 per project. Participation in the presentation of ideas is a prerequisite. Please keep the date free.



Acceptance and rejection notifications: 25 April 2025 (by email)

Following the presentation of ideas, the selection committee decides on 3 to 5 projects to receive funding within the scope of the "m2act Call for Action 2025". The teams behind these projects are then invited to the first exchange meeting. Applicants who have not been selected receive a notification of rejection at the same time.

Initial meeting: 13 or 15 May 2025 (via Teams or in Zurich)

m2act and the project team meet for an initial exchange. The specific requirements of the selected projects are discussed on the basis of their presentation of ideas. Open questions are clarified. The extent to which the documents submitted as part of the call for proposals (project description, schedule and budget) need to be finalised before the second meeting is also jointly determined.

For this work phase between the first and second meeting, the supported projects receive a flat fee of CHF 1,500. Participation in the first meeting is a prerequisite. Please keep one of the two dates free.

Second meeting: mid-June by individual arrangement (via Teams or in Zurich)

The second exchange meeting marks the end of the working phase, in which the budget is finalised and any remaining outstanding questions are clarified. It is also the start of the implementation phase. In this meeting, the exact amount of the financial contribution for the subsequent implementation phase is discussed and determined on the basis of the project description, schedule and detailed budget.

Final meeting: Individually agreed by summer 2026 at the latest (via Teams or in Zurich)

A final meeting is held upon completion of the project.