Federation of Migros Cooperatives

m2act Call for Proposals 2022: Time to Act – together for fair and sustainable practices in the performing arts

- *Do you have an idea that can enhance the fairness and sustainability of the performing arts?*
- *Do you think that your project might serve as a model and be important and useful to many people engaged in the cultural sector?*
- *Would you like to develop a prototype and try out your tool, method or experimental set-up to see if it works?*
- *Are you prepared to share the findings and your insights gained from this process?*
- *Are you keen to connect with other people engaged in the cultural sector who are committed to fair and sustainable practices?*

m2act, the funding and network project of the Migros Culture Percentage for the performing arts, provides you and your team with the opportunity to develop and test your ideas together with specialists and other people engaged in the cultural sector. We provide funding, accompany your process and introduce you to like-minded people.

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

Submit your project to the «m2act Call for Proposals» 2022 if

- you are eager to develop and try out an idea that can serve as a model for many people engaged in the cultural sector;
- you would like to create and try out the prototype of a tool, method or experimental set-up for a fair and/or sustainable practice;
- you have time to elaborate your idea until summer 2022 (concept phase) and then try it out (test phase).

We are particularly looking for laboratory-like and co-creative projects and processes developed and tried out on an equal footing by those engaged in the cultural sector and specialists from other sectors and social fields.

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What would m2act like to know about your project?

- What is your motivation and urgency to commit to fairness and sustainability in the performing arts?
- Where do you think there is a need for action?
- What do you want to create and try out in response to this need for action?
- How do you want to test your idea (timeline and implementation plan for the test phase, work method)?
- With whom do you want to carry out your project (associates, partners, institutions, associations, etc.)?
- How much funding is required for the test phase (budget)?
- To what extent does your project serve as a model?
- How will your project be useful to many cultural practitioners?
- What would the performing arts look like if your idea were implemented (impact)?

What does the funding include?
Projects selected within the framework of the «m2act Call for Proposals 2022» receive:
- a <u>fee</u> of CHF 5,000 for the concept phase (until the beginning of July 2022) for the purpose refining the idea and implementation plan and drawing up a budget;
- a <u>financial contribution</u> for the test phase starting in July 2022. The contribution amount will be discussed and fixed during the second conversation on 5 July 2022. The basis for this is the finalised detailed budget for the test phase. The test phase is funded in full by the m2act contribution. As a guideline, a financial contribution of CHF 10,000 to 30,000 per project is envisaged.

The funding also includes:
- the <u>presentation</u> of the project on the m2act website;
- two <u>conversations</u> with the m2act team to firm up the idea, implementation plan and budget for the test phase;
- participation in the <u>m2act ideas workshop</u> on 11 June 2022 (full-day, in Fribourg);
- participation in the <u>m2act networking event</u> from 10 to 12 November 2022 at the University of Lausanne's theatre La Grange de Dorigny;
- a final <u>conversation</u> in spring 2023.

Who can submit ideas to m2act?
People engaged within the world of performing arts, preferably those who work together with other people engaged in the cultural sector and/or people from other social fields and who (want to) co-creatively develop and try out their ideas.

What is the selection and funding process (deadlines and conditions)?

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Open Zoom info calls: 3 and 24 March 2022, 4 p.m. to 6 p.m.
The m2act team will be on hand in two open Zoom calls (held in German, French and Italian) for two hours to answer your questions on the call for proposals, the funding process and m2act's objectives. The link will be duly announced at www.m2act.ch.

Submission deadline: 31 March 2022 (the submission portal closes automatically at midnight)
You must register on our submission portal and complete an online form. m2act recommends that you study this as soon as possible. The form can be completed in several stages. You must also submit short biographies of the main protagonists on no more than one A4 sheet in total as well as a budget that credibly reflects how much the test phase will cost. Fees must be in line with those recommended by t. Swiss Theatre Professionals (t. Theaterschaffen Schweiz). You are also welcome to upload additional documents such as visualisations (pictures, graphics) (max. two A4 sheets).

Invitation to the idea presentation
Following shortlisting, m2act will invite **6 to 10 projects** to an idea presentation via Zoom. The shortlisted projects will receive an invitation via e-mail **on 14 April 2022**.

Idea presentation: 17 May 2022 (via Zoom)
A time slot of 25 minutes will be allowed for each project, of which a maximum of 10 minutes must be spent on a **short presentation** (all types of media that can be displayed in a split-screen view may be used). Thereafter, 15 minutes will be available for a **discussion** with the selection panel (made up of the m2act team and experts – see below for details). The presentation and discussion can be held in German, French, Italian or English. A fixed amount of CHF 200 per project will be awarded for the preparation of and participation in the idea presentation. After the idea presentation, the selection panel will choose **three to five projects** for funding within the framework of the «m2act Call for Proposals 2022». The people concerned will be notified on 18 May 2022 and invited to the first conversation.

First conversation: 30 May 2022 (via Zoom or in Zurich)
The initial conversations with the people of the selected projects will take place on 30 May 2022.

Ideas workshop: 11 June 2022 (full-day, in Fribourg)
m2act will organise the day as a workshop for the further elaboration of the ideas (implementation plan and budget for the test phase) and for networking among the projects. The costs for participation in the ideas workshop (at least two and no more than three people per project) are covered by the fixed fee for the concept phase. Travel expenses will be reimbursed additionally.

Second conversation: 5 July 2022 (via Zoom or in Zurich)
As a conclusion of the concept phase, the second conversation with the selected

projects will take place on 5 July 2022. Based on the refined implementation plan and budget, the exact amount of the financial contribution for the subsequent test phase will be discussed and fixed.

Public networking event: 10 to 12 November 2022 (in Lausanne)
All projects that have received funding will take part in the m2act networking event in Lausanne. This event will be used as a platform to **present the projects and/or test the prototypes and as an opportunity to network** with other people engaged in the cultural sector. The fees and further costs incurred are covered by the financial contribution for the test phase.

Final conversation: spring 2023
In spring 2023, the final conversations will be held with the people of the selected projects.

Who chooses the ideas?
After the submission deadline, the m2act project team will shortlist ideas together with experts who will accompany the process. After the idea presentation (held via Zoom), m2act and the experts will choose the projects to be funded within the framework of the «m2act Call for Proposals 2022». 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
- 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 project
  - is developed and implemented through creative collaboration;
  - is fair and sustainable in practice;
  - is impact-oriented;
  - is professionally developed and implemented;
  - is developed and implemented in Switzerland.
- The main protagonists of the idea must be domiciled in Switzerland.

Conditions

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The Migros Culture Percentage is part of the social commitment of the Migros Group: **www.migros-engagement.ch**

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- 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 (idea presentation, ideas workshop and networking event).
- The people responsible for the project consent to sharing the prototypes of the methods and tools and the findings/insights gained from the test phase funded by m2act with other people engaged in the cultural sector in the m2act toolbox at www.m2act.ch. This is in the spirit of an accessible knowledge transfer.

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

* If in doubt, please contact us prior to submission or take part in one of the info calls on 3 or 24 March 2022.

Where is further information available?
Further information on m2act and its offers can be found on the m2act website:
www.m2act.ch

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

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