

Call for proposals: 'Digital inclusion'

Information sheet on the framework conditions and funding criteria

Introduction

The Social Affairs and Culture Department of the Federation of Migros Cooperatives (hereinafter referred to as "Migros Culture Percentage") organises calls for applications in the thematic focus areas of its social sponsorship. With the 'Digital inclusion' call, Migros Culture Percentage supports projects dedicated to the development and advancement of services and initiatives that enable the digital participation of people who are affected by or at risk of poverty. The projects actively involve this target group within the scope of a participation process.

Digital inclusion means that all people have equal access to and can use digital technologies, media and services, regardless of their circumstances, age or any limitations. This requires, for example, flexible and low-threshold offers, barrier-free applications and practical support in acquiring digital skills.

The funding package includes financial contributions of up to CHF 50,000 and an accompanying programme comprising advice and an exchange of experiences.

Key dates:

The call for proposals opens on 27 May 2026.

- Project outlines can be submitted until 18 August 2026.
- By mid-September, a number of project outlines will be shortlisted. The owners of the shortlisted projects have until 11 November 2026 to submit a revised and detailed project application.
- By the beginning of December 2026, the successful funding recipients will be selected.
- Their projects should be realised within the 2027–2028 timeframe.

Two-stage submission procedure:

- **Project outline (stage 1):** The project outline outlines the objective, approach, target group involvement, impact and budget of the project without going into detail.
- **Application (stage 2):** The application contains a detailed and binding description of the project as the basis for the funding decision.

Contact

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A) Eligibility criteria

Formal criteria

Project owner

- The application comes from a charitable, non-profit organisation (e.g. association, foundation, cooperative).
- Public authorities can only apply for funding in partnership with a non-profit organisation.
- For-profit organisations cannot apply for funding, but they may participate in a non-profit organisation's project.
- The organisation must be based in Switzerland and its activities offered to the population of Switzerland.
- The organisation must be managed according to the principles of [good governance](#) (transparency, balance of power, effectiveness).

Funding

- The maximum amount that may be requested from Migros Culture Percentage is CHF 50,000.
- Additional funding partners are welcome but not a prerequisite. Requests for additional funding or partner services are listed in the application.

Time frames

- The project will start no sooner than December 2026 and no later than March 2027.
- The project steps described in the application must be realised within 18 to 24 months.

Thematic fit

The project:

- is all about digital inclusion.
- is about the development or advancement of an approach, a structure or an offer.
- The target group consists of people who have experienced poverty and/or are at risk of poverty in adulthood.
- A participation process is implemented to involve the target group.

Completeness of documents

Project outline (selection stage 1)

- Project outline form
- Articles of association (of all participating organisations)
- Rough project budget (if already available)
- Last annual report and annual accounts (if available)

Applications (selection level 2)

- Application form
- Detailed project budget with a realistic financing plan
- Participation process concept
- Project organisation (persons involved, including roles and experience)
- Additional project description (optional)

Content criteria and quality criteria

The following criteria are used to evaluate the projects submitted. In addition to the quality of the individual applications, a balanced regional distribution and the diversity of approaches can also be taken into account when selecting funding projects.

Project title

- The purpose of the call for proposals is to promote the digital inclusion of adults affected by or at risk of poverty.
- The experience and perspectives of the target groups are incorporated into the project in the form of a participation process.

Project title

Funding is available for projects that develop or advance services or structures in order to remove digital barriers and/or create new access to the digital space. The projects can be categorised under the following topics:

Enable access:

- Create low-threshold and flexible offers
 - Offering public spaces and formats where people may try out digital devices and content without any pressure to achieve or learn.
 - Providing programmes that are as open and flexible as possible in terms of time, location, content and participation requirements.
 - Removing material, social, psychological, cultural or linguistic barriers that make it difficult to access services or digital infrastructure.
- Developing outreach or mobile services, for example in rural areas, to bridge distances or limited mobility.

Simplifying use:

- integration of peer work concepts and peer support in programmes
- Promoting independent and inclusive use in the digital space, for example through tools and materials in easy language or in different languages.
- Promoting trust and security in the digital space, for example, by conveying everyday knowledge, especially on the topics of financial administration, e-banking, data security and data protection.

Outcome

- The project contributes to sustainable and positive improvements in the digital inclusion of people affected by or at risk of poverty by involving the target group(s).
- The measures are appropriate and necessary to close gaps in the available offer and address the needs of the target group(s).

Implementation

- **Planning:** The project goals and steps, including the participation process, are planned realistically and are achievable.
- **Expertise:** The project sponsor ensures that expertise in the following areas is incorporated into the project by itself, by a participating partner project or by external resources:
 - Planning and implementation of digital-inclusion programmes, especially for vulnerable groups
 - Poverty sensitivity: addressing the obstacles and marginalisation factors involved while acknowledging the potential of people experiencing poverty.

- Implementation of participation processes.

The involvement of expertise from organisations which, in a self-organised way, represent the perspectives and interests of people experiencing poverty is particularly welcome.

Participation of the target group

- **At least in one preparatory or implementation project phase:** A participation process with people affected by or at risk of poverty takes place in at least one of the following project phases: needs analysis; conception and planning; implementation.
- **Minimum participation level** (see: [Guide 'If you ask me...'](#) of the National Platform against Poverty, p. 8): People affected by poverty and/or at risk of poverty contribute at least at a partnership level (co-construction); ideally, they are also decision-makers (co-decision). Those affected could also implement the project on a self-organised basis. **Simply informing or consulting those affected by or at risk of poverty does not constitute a sufficient participation process.**

Diffusion potential

- **Transferability for other organisations:** The organisation demonstrates the extent to which other organisations or offerings in the field of digital inclusion can learn from the project, adopt elements from it or otherwise benefit from it, if it is supported.
- **Communication and diffusion strategy:** The organisation is well networked in the field and has channels to report on the project and the experience gained.

Exclusion criteria

The following project owners, contents and costs are not eligible for funding:

- Projects or organisations which pursue ideological, undemocratic or unethical goals
- Individuals, including those seeking financial assistance
- State institutions which are not collaborating with a non-profit organisation
- Projects and services that are the sole responsibility of the public sector (e.g. legally regulated services such as social welfare, teaching at primary schools, etc.)
- Profit-orientated projects
- Organisations or projects abroad
- Projects that only pursue internal institutional goals without social relevance
- Already completed projects
- One-off events
- Pure infrastructure projects (e.g. purchase of devices or software without project reference)
- Ongoing operating costs not related to the project (e.g. labour or rental costs not related to the project)

B) Provisions for multiple entries

- Each organisation can submit no more than one application to this call for ideas.
- Only projects that are not being funded by other Migros Culture Percentage grants in 2026 are eligible. Grants of up to CHF 2,500 are excluded from this.

C) Funding agreement

In the event of a funding commitment, the services and obligations of the funding partner are regulated in an agreement with the Federation of Migros Cooperatives.