

Call for proposals: 'Digital inclusion'

Information sheet: rules and criteria

What the 'Digital Inclusion' call for proposals is all about

Some people do not have enough money or are at risk of poverty.

These groups often include:

- old people
- people from other countries
- people with disabilities.

They can't buy a computer or pay for an internet course. So those people don't know how to use the internet or a computer. And they can't take part in anything that uses the internet. For example, there are many services on the internet which they cannot use. These people need simple offers and accessible programmes. For example, they need easy learning aids on how to use digital devices and programmes.

Migros Culture Percentage is part of Migros. It supports social projects. With this **call for proposals**, it is helping projects for '**digital inclusion**'.

- A 'call for proposals' means: we invite you to show us your project and ask us to support it.
- 'Digital inclusion' means that everyone can use digital devices, media and services.

We are looking for this kind of project:

- Your project is about digital inclusion.
- Your project develops or improves an offer, an idea or a structure.
- Your project is for adults who have little money or are at risk of poverty.
- Your target group actively participates in your project and helps with the planning.

Good to know

- We give up to CHF 50,000 to each project.
- We advise you. You can exchange ideas and network with each other.

You apply in two rounds

1st round: project idea

You briefly write down the aim of your project and what you want to do. You also write down how the target group participates in your project and what the project costs.

2nd round: detailed application

You describe your project in detail. We will then decide whether to support your project.

Important dates

- 27 May 2026: The call for proposals starts.
- By 18 August 2026: You send your project idea.
- By mid-September 2026: We select our favourite project ideas for the next round.
- Until 11 November 2026: The selected projects send a detailed application.
- By the beginning of December 2026: We determine which projects receive money.
- 2027 and 2028: You make your project happen.

Contact

Any questions?
Anna Frey will be happy to help you.
Email: anna.frey@mgb.ch

A. Eligibility criteria

‘Eligibility criteria’ describe what your project or organisation needs.

Formal criteria

a. Your organisation must be like this:

- Your organisation has a charitable, non-profit legal form: an association, foundation or cooperative.
- Your organisation is state-run? In this case, it needs to work with a non-profit organisation. Only then can you submit an application.
- Does your organisation only focus on profit? Then you cannot submit an application. But you can work with a non-profit organisation.
- Your organisation is in Switzerland and is for the population of Switzerland.
- Your organisation is managed according to the principles of [‘good governance’](#).

Money for your project

- You can apply for up to CHF 50,000 from Migros Culture Percentage.
- If you want, you can also apply for money from other organisations.
- You must name all other sponsors in your application to Migros Culture Percentage.

Time frame for your project

- Your project must start between December 2026 and March 2027.
- The project must be completed in 18 to 24 months. During this time, you must do everything you have described in your application.

Topic and target group of your project

- Your project is about digital inclusion.
- The project develops or improves an offer, an idea or a structure.
- Your project is for adults who have little money or are at risk of poverty.
- The target group is actively involved.

You must send us these documents:

1. Round: project idea

- The form with the project idea
- The statutes of all organisations participating in your project
- If you have it, an additional budget for your project
- If you have it, the last annual report and annual accounts

2. Round: full application

- The form with your application
- A precise budget for your project with a plan of how you plan to pay for it.
- A plan for how the target group will participate in your project
- Information about the team: Who is taking part? What tasks and what experience do these people have?
- If you want: an additional description of your project.

Criteria for quality and content

We can use these criteria to assess the quality of your projects. But we also look at these questions: do the projects take place in different regions? Do the projects have different ideas?

Target groups of your project

- Your project is for adults who have little money or are at risk of poverty.
- The target groups tell you about their experience and their point of view.

Goals of your project

Your project aims to help people access or use digital products or services.

a. Improve access

You develop simple and flexible offers, for example:

- You create spaces to try things out without expecting people to do anything in return.
- Your offers match the needs of the target groups, for example: time, location and content.
- There are fewer barriers, like money, language or fear.
- You develop mobile offers or you bring offers to the people: for example, in the countryside or for people who are not mobile.

b. Making things easier

- You also offer support from like-minded people. This means that people from the target group can help each other.
- The target persons should be able to use the internet independently. For example, texts in simple/easy language or in other languages are available.
- You promote safety and security on the internet. You help people understand topics such as e-banking and data protection.

Your project does good

- Your project improves the digital inclusion of adults who have little money or are at risk of poverty.
- The target group is actively involved. Your project will also help the target group in the future.
- Your measures match the needs of the target group.

Your project can actually be implemented

- **Planning** You have clear goals. You plan your steps realistically.
 - **Experience** You or your partners have enough expertise:
 - You can plan and implement digital offers for the target groups.
 - You think about the problems and opportunities of people living in poverty. You listen to them and learn from their experiences.
 - You know how to involve the target groups in your project.
- ➔ Are you asking organisations of people affected by poverty? We like that a lot. Because they know the problems and wishes of your target persons.

Your target persons actively participate

Your target group is involved in at least one phase of your project:

- Phase 1: Find out what services are needed
- Phase 2: Planning
- Phase 3: Realisation

The target group can have a say or at least join in your project. The target persons may even do the project on their own. See: [Guide 'If you ask me...'](#) of the National Platform against Poverty, page 8.

➔ **It is not enough if the target persons only inform or advise you.**

You share your results

- You show how other organisations can learn from your project or adopt your offers.
- You are well networked. You have many contacts and can report on your experiences.

➔ Continue on the next page.

Exclusion criteria

What we do not support

- Your organisation or project is ideological, undemocratic or racist.
- Individuals
- Direct financial aid: you want to distribute money to individuals.
- State institutions that do not work with a non-profit organisation
- We do not pay for services provided by state institutions that are regulated by law. For example, social assistance or lessons at primary school.
- You just want to make a profit with your project or organisation.
- Projects or organisations abroad
- Your goals are only important for your organisation but not for society.
- Your project is already finished.
- Events that only take place once
- You want money for an appliance or for a room. But these things have nothing to do with your project.
- Operating costs: we do not pay for running costs of your organisation that have nothing to do with a project. For example: labour costs or rental costs that you do not need for the project.

B. How many applications can I submit?

- You can only apply once for the 'Digital Inclusion' programme.
- Did another Migros Culture Percentage organisation grant you funding for your project in 2026? Then you cannot submit an application for 'Digital inclusion'.

C. Agreement

What happens if we decide to support your project? Then we will make an agreement with you to set rules and obligations.

Contact

Any questions?

Anna Frey will be happy to help you.

Email: anna.frey@mgb.ch