

## «Keep Going!»

«We want to prevent current projects from failing»

### **With «Keep Going!», FONDATION SUISA is temporarily expanding its funding portfolio**

FONDATION SUISA supports projects with a link to current Swiss and Liechtenstein music-making, explicitly the creation and distribution of repertoires. «That is our Foundation’s mission,» explains the Director, Urs Schnell, before adding: «However, we regularly review our portfolio and add new programmes if required.»

It is clear to Mr Schnell that as a result of the pandemic and the corresponding lockdowns, the daily lives of Swiss music makers have taken a dramatic turn for the worse in recent months. «We had to take action as a Foundation,» he says and is visibly delighted that the Board of Trustees quickly and unbureaucratically approved the flexibilisation of the funding programmes in the context of the Foundation’s mission.

«Keep Going!» is the name of the additional temporary funding model offered which – as Mr Schnell expressly points out – does not replace the existing offers but rather complements them. «Keep Going!» is intended to enable the Swiss music scene to continue its activities in times of crisis. «We are convinced that even during periods when cultural activities virtually come to a complete standstill, music makers need to find new ways of still being able to achieve the goals they have set for themselves,» says Mr Schnell. «And this concerns both the development of new musical works and their distribution.» The latter is underlined by the fact that the new funding model is not only reserved for individuals or groups but also includes organisations.

According to Mr Schnell, «Keep Going!» is intended to meet music makers and organisations exactly where they are currently at and enable them to adapt to the new circumstances if required: «With this funding, we want to contribute to ensuring that existing projects are not jeopardised.»

«Exceptional» or «unprecedented», factors which play an important role in the «Get Going!» funding model launched three years ago, are not explicitly excluded but are not decisive for «Keep Going!».

With «Keep Going!», FONDATION SUISA underlines its top priority, which is to encourage creative ideas and enable them to be implemented – even in times of uncertainty and under challenging circumstances.

In April, the first tranche of CHF 5,000 will be awarded. «Then we will consider our options,» says Urs Schnell. «We will analyse all applications received and draw our conclusions from them.» The plan is to issue a call for applications for «Keep Going!» every two months.

### **Link to «Keep Going!» on the FONDATION SUISA website**

<https://www.fondation-suisa.ch/en/work-grants/keep-going-2021/>

FONDATION SUISA is SUISA’s charitable foundation for music promotion. SUISA is the Cooperative Society of Music Authors and Publishers. FONDATION SUISA supports projects that are related to today’s Swiss and Liechtenstein music-making in all genres.

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