



## Keychange Pledge Agreement with European Music Council

This agreement is to confirm that European Music Council is signing up to the Keychange Pledge.

Keychange is an international gender equity initiative which invests in emerging talent while encouraging festivals, conferences and a growing range of music organisations and institutions working in any part of the music sector to sign a pledge to include at least 50% women and gender diverse people<sup>1</sup> in their programming, staffing and beyond.

Keychange is led by Reeperbahn Festival (DE), PRS Foundation (GB) and Musikcentrum Öst (SE), with support from the Creative Europe programme of the European Union and match-funding from partners across the industry in Europe and Canada. Keychange U.S. was launched in 2022 and is supported by Founding Sponsors Believe and TuneCore.

**Keychange invites signatories to implement their pledge in a way that is most relevant to their respective organisation by a specified year, or in a timeframe that should be specified below (within 5 years of signing the pledge).** Signatories can aim to achieve gender balance on an annual basis, or as an average over the specified timeframe (please see the latest [Pledge Report](#)).

Signatories are encouraged to include as many targets as they wish in their pledge based on their own positionality, available resources and local contexts. Please see pages 4-5 of this document for specific examples of pledges that can be undertaken, and please insert details of your specific pledges and selected timeframe below in a way that aligns with your organisation/company/institution.

Please note that the Keychange Pledge is a voluntary, non-monetary initiative based on our collective actions and strategic planning.

The Keychange Pledge motivates organisations to make themselves accountable. It is paramount that each signatory strives to implement their pledges to the best of their ability and intention, and signatories are encouraged to report to the Keychange team while also being transparent to the wider public and themselves about targets and the steps they must take to bring about the change we all strive for.

Alongside achieving representation targets, Keychange expects signatories displaying the Keychange logo to ensure that equitable representation is visible on numerous platforms, including your websites and communication channels.

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<sup>1</sup> We include all genders within our campaign for equity, which includes, but is not limited to: non-binary, a-gender, gender queer, gender fluid and transgender creators and professionals.

European Music Council pledge/s to:

- Have at least as many female or gender minority people as candidates for Board elections
- Encourage members and Board members to elect females or gender minority people as Legal representatives (Chair, Vice-chair and Treasurer)
- Have at least 50% of keynote speakers, presenters and panellists' women and gender minorities
- Promote music created and performed by women and gender minorities in events.

Timeframe:

- The EMC will review its Keychange pledge every 2 years.

Many women and gender diverse people face further barriers as a result of intersectional discrimination, meaning that they have less access to opportunities, protection and representation as a result of their gender identity, ethnicity, D/deafness, disability, neurodiversity, including those with mobility impairment, those with sensory impairment such as loss of sight and hearing, those with an intellectual disability, and those living with chronic illness, other impairments, sexual orientation, socio-economic background, age and other qualities and characteristics<sup>2</sup>.

**All Keychange Pledge signatories are encouraged to submit pledges to address intersectional barriers alongside their commitments to improving gender representation, and are invited to share details of these pledges below.**

- Commit to pay transparency at all levels.
- Commit to equitable representation of racially and culturally diverse staff, lineups, speakers, etc.
- Commit to a sustainable approach in all our activities and manage this through the SHIFT eco certificate process.
- Commit to providing clear communication for events online and in person regarding a zero-tolerance policy to any harassment or discrimination and continually sharing and updating the EMC code of conduct when appropriate.
- Commit to having dedicated trained staff to watch out for the safety of women and gender diverse attendees.

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<sup>2</sup> The Keychange team acknowledges that terminology around Disability, Inclusion and Access is used differently in different cultural, national and political contexts. Terminology is also rapidly evolving. Even in the English language, preferred terminology differs between the UK (for example 'disabled people') and Ireland ('people with disabilities'). This report uses the preferred terminology used in the country of the report commissioner, the British Council, UK.



- Commit to supporting women, gender diverse and marginalised communities in providing safer and more accessible spaces.

By signing this European Music Council pledges to:

- Take actions to achieve their Keychange Pledge targets as detailed above, within the outlined time-frame.
- Be part of the Keychange movement, agreeing to be mentioned in press releases and listed in all further communications on the initiative.
- Provide yearly feedback and data via the Keychange Tracking form in order to update Keychange and yourselves of the progress towards your pledge.
- Provide a quote on your reasons for joining Keychange and allow use of your logo in conjunction with Keychange.
- Host the Keychange logo on your website.
- Help promote Keychange nationally and internationally and introduce other organisations/festivals/ambassadors to the initiative where possible.

Collaborations with Keychange could be:

- Considering members of the Keychange network of artists, innovators and pledge signatories for performance and panel opportunities.
- Inviting members of the Keychange team to be a part of events or projects around gender equity which we will try our best to accommodate.

Through the Keychange programme, the Keychange team will:

- By a mutual initial conversation, guide you through your work and spark creative questions regarding how you can achieve your goals through increasing gender diversity
- Include your organisation on our website database, alongside a wonderful array of like minded signatories
- Open the doors to be part of a creative community seeking to enact change together with a sense of community through inclusion on our website database
- Increase the visibility of your organisation/platform via our website and various newsletters
- Provide exclusive access to our signatory newsletter with industry information, resources, Keychange activities and more
- Never make your data public without your knowledge
- Include you in press communication on Keychange where possible
- Display your logo on the Keychange website

**Full Name: Simone Dudit**

**Position: Secretary General**

**Signed:**

A handwritten signature in black ink that reads "Simone Dudit". The signature is written in a cursive, flowing style.

**Date: 05.12.23**

### Examples of Keychange Pledges:

To achieve greater equality and diversity within the music industry, we encourage all Keychange signatories to pledge to achieve meaningful change by undertaking a pledge towards targets which are relevant to their individual set-ups.

Based on the pledge report, discussions with practitioners from the industries and brainstorming within the Keychange team, we have put together a number of meaningful yet simple changes to achieve greater gender diversity and representation, and those include, but are not limited to the following:

- Festivals can commit to booking at least 50% women and gender diverse artists in their line-ups
- Conferences and conventions can pledge to ensure that at least 50% of their keynote speakers, presenters and panellists are women and gender diverse people.
- Orchestras can use the 50% target for composers commissioned and/or number of players, no. of principal players and balance of senior staff.
- Concert halls can look at line-ups on stage (as our Keychange festivals have) or other aspects of their organisation e.g. senior staff, volunteers.
- Venues, festivals and events can commit to gender balance of backstage staff, e.g. stage crew, sound engineers.
- Conservatoires can look at students, lecturers, senior staff teams, live music programmes, visiting musicians and their recruitment processes.
- Agents, publishers and labels can consider the balance of artists they sign.
- Other charities or trade bodies can also consider the make-up of their Board and staff whilst pledging to encourage its members to sign up to Keychange as well.
- Broadcasters can use the pledge to look at the guests they invite onto their shows or presenters and music broadcasters.
- Publications and those employing editorial staff can apply the Keychange Pledge when commissioning writers, editors, photographers etc.
- Organisations with youth groups or education programmes can apply the Keychange Pledge to this area of their work.
- Organisations, companies, institutions and individuals can endeavour to represent women and gender diverse people through diverse imagery on websites, publications, and other forms of media.

Please note that this is not an exhaustive list – you can include any other aspects that are important to the balance within your organisation.

### Examples of Intersectional Considerations:

Examples of pledges representing further intersectional considerations should you wish to add any of them<sup>3</sup>:

- Companies and organisations can commit to meaningful recruitment in outreach to increase different gender, socio-economic, disability, racial and cultural backgrounds of their staffing.
- Companies and organisations can commit to pay transparency at all levels.
- Labels, studios, venues, festivals and organisations can commit to equitable representation of racially and culturally diverse staff, artists signed, lineups, speakers, etc.
- Labels, studios, venues, festivals and organisations can commit to proportional representation of D/deaf, disabled and chronically ill, (including those with mobility impairment, those with sensory impairment such as loss of sight and hearing, those with an intellectual disability, and those living with chronic illness), artists signed, lineups, speakers etc.
- Commit to a sustainable approach in all your respective activities (e.g. venues/festivals providing e-tickets, digitised advertising, recycling waste)
- Venues, festivals and promoters can commit to using clear language describing access requirements for each event (e.g. adverts, websites and social media).
- Venues, festivals and promoters can commit to allocating a number/ % of tickets to D/deaf, disabled and chronically ill audiences.
- Venues, festivals and promoters can commit to allocating a number/ % of tickets to unwaged, single parents, carers and refugee communities.
- Events and conferences can commit to offer information in different formats, such as hearing, subtitling, and large print.
- Venues, festivals and promoters can provide clear communication for events online and on social media regarding a zero-tolerance policy to any harassment or discrimination.
- Venues, festivals and promoters can commit to having dedicated trained staff to watch out for the safety of women and gender diverse attendees.
- Media outlets can commit to highlight more artists and innovators from different gender, socio-economic, disability, racial and cultural backgrounds.
- Labels, studios, agents and radios can dedicate more effort to supporting women, gender diverse and marginalised communities in providing safer and more accessible spaces.

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<sup>3</sup> [Here](#) you will find Keychange's current usage of words and definitions within the Keychange pledge context, as well as our wider communications.

## About Keychange:

Keychange is a global network and movement working towards a total restructure of the music industry in reaching full gender equality.

Keychange consists of partners collaborating from 13 different countries, working proactively to make this change.

## Core Partners:

[PRIS Foundation](#) | [Reeperbahn Festival](#) | [Musik Centrum Ost](#)

## Partners & Sponsors:



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