EUROPEAN AGENDA FOR MUSIC

European Music Council

A Regional Group of the International Music Council

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EUROPEAN AGENDA FOR MUSIC

The European Agenda for Music aims to converge the European music sector's many voices in order to establish an ongoing dialogue between policy makers and music sector stakeholders.

Music is one of the pillars of European culture. It has an intrinsic value, enriching and inspiring those who engage in it. **Music is an art form** and, as such, has contributed and continues to contribute immensely to Europe's legacy, building a rich heritage that preserves and celebrates the diversity of our continent's cultural identities. **Music can also serve as a tool** that promotes individual development and brings change to many levels of society: it is a formidable unifier of people, a natural vehicle for social engagement and inclusion and a powerful agent for democratic values. Finally, **Music is involved in a variety of products** that contribute to international trade, economic growth and job creation.

In all of its manifestations, music is a tremendously precious resource for Europe.

We understand the European music sector to include all of the people, organisations and companies on the continent of Europe who contribute to or engage in a significant way with music: artist managers, booking agents, creators, conferences, composers, distributors, festivals, industry events, instrument makers, labels, musicians, performers, producers, promoters, publishers, researchers, sound engineers, technicians, teachers, trainers, music venue operators and more. This includes professionals (earning a living through this work) and non-professionals (engaging in music as a free-time activity).

As stakeholders of the European music sector, our motivation in developing the European Agenda for Music was based on the following convictions:

- Active participation in music for each and every citizen is a human right.
- Music represents and actively promotes values that unite Europeans such as diversity, tolerance, equality, freedom and solidarity.
- As a powerful driver of personal and societal growth, music can play an important role in society for identity and inclusion.
- Music education brings immeasurable benefits to the individual and to society as a whole.
- Music adapts to change and must further exploit the potential of technology.
- Music's contribution to the economy is important and must be recognised.

The European Agenda for Music is based on:

5 Music Rights

THE RIGHT FOR ALL CHILDREN AND ADULTS

1. To express themselves musically in all freedom
2. To learn musical languages and skills
3. To have access to musical involvement through participation, listening, creation, and information

THE RIGHT FOR ALL MUSICAL ARTISTS

4. To develop their artistry and communicate through all media, with proper facilities at their disposal
5. To obtain just recognition and fair remuneration for their work

TARGETED CHANGE

1. A stronger sense of European identity through a shared cultural vision
2. A recognised and valued music sector and a better understanding of the needs of all its diverse components
3. Improved access for each and every member of society to participate in music, in formal and non-formal settings
4. Greater diversity in all parts of the music sector, including personal background, gender, music genre, type of venue, funding opportunities, etc.
5. Increased professionalisation of the music sector
6. A more balanced market for music that supports the work of small- and medium-sized music companies and organisations
7. A fair working environment for all workers in the music sector
8. Increased opportunities for interaction within the music sector as well as with non-music sectors and across borders
9. Concrete changes in legislation targeting a range of priorities at both European and national, regional and local level
10. A funding framework that includes public and private support or combinations thereof, and that responds to the needs of a diverse music ecosystem

The European Agenda for Music puts forward three core objectives for the music sector:

- Education & Access to Music
- Diversity
- Shaping Society

To reach these goals, three areas of action have been identified:

- Technology
- Mobility
- Recognition

All of these themes are served by the following means:

- Cooperation & Partnership
- Dissemination
- Data Collection & Analysis

In the pages that follow, we have listed the main priorities for each of these themes and detailed the concrete measures required to achieve them.

CORE OBJECTIVES	AREAS OF ACTION	MEANS
Education & Access to Music	Technology	Cooperation & Partnership
Diversity	Mobility	Dissemination
Shaping Society	Recognition	Data Collection & Analysis

EDUCATION & ACCESS TO MUSIC

Access to music is a human right.

Everyone, regardless of physical ability, gender, age, social, cultural or geographical origin, should be able to engage in music from childhood onwards. Music education in schools is one effective way to implement this. The intellectual, social and personal benefits are numerous and introducing children to them from a young age is highly desirable. Participation in music is also very much achieved outside of formal school settings, for example by "jamming" or in non-professional community groups. In addition to these forms of learning, professionals and non-professionals of the music sector continuously adapt and explore, seeking new skills to empower themselves and remain competitive in a constantly evolving world. All of these aspects of musical participation are vital in terms of offering a barrier-free, lifelong entry to musical enjoyment.

PRIORITIES

- Ensure that access to and participation in music is open to all, regardless of physical or intellectual ability, gender, age, cultural origin, geographical or economic circumstances
- Guarantee sufficient and sustainable funding for music education, both in schools and in non-formal settings
- Develop and maintain the quality of music education in schools
- Foster high-quality opportunities for participation in music in non-formal settings
- Ensure ongoing funding and develop capacity building opportunities for all music sector professionals and non-professionals

SUGGESTED MEASURES

- Make music a compulsory subject from primary school on
- Establish long-term structural funding and short-term project funding for formal and non-formal music-related learning (i.e. music-making skills but also training in record production, production and management of musical events, musical collaboration, etc.)
- Provide better and lifelong training for music teachers and trainers in all areas of the music sector
- Ensure quality assurance of teachers and curricula through evaluation and feedback
- In the classroom, foster both a creative and an entrepreneurial mindset in students
- Exploit the use of new technologies in music education and capacity building
- Set up programmes and schemes for mentoring and mid-career support for music professionals to keep up with ongoing changes in the sector
- Increase capacity building, training and international exchange among non-professional music groups
- Ensure that music teachers and trainers enjoy minimum social standards as well as stable employment contracts

DIVERSITY

Diversity in every part of the music world – genre, creator, education, venue, audience, funding, size and structure of organisations – is the oxygen of a thriving music scene, the key to a varied, innovative sector that resonates with everyone.

With so many nations, communities and diasporas on the continent, European culture indeed represents diversity itself. Music is a powerful expression of these cultural identities, and helps to celebrate and uphold them. But the notion of diversity in music encompasses much more. It means that there is a variety in who creates, who gets to be heard and where, and who is the audience. It calls for a variety of ways to learn, to experience and to access music. It also implies a range of funding and support options. Diversity is both an outcome and a need of the music sector. Diversity not only cultivates tolerance, curiosity and respect; it allows music to sustain itself creatively and financially, and ensures that it reaches and resonates with everyone.

PRIORITIES

- Strengthen European identity while embracing its strong diversity of local, regional, national and diasporic musical traditions and practices
- Foster diversity in audiences
- Foster diversity in creators
- Foster diversity in musical genres, both for audiences (a variety of musical genres on offer) and creators (opportunities for learning different musical genres, and for the dissemination of their works)
- Nurture a diversity of organisations (from small and medium-size independent companies to non-profit organisations)
- Promote diversity in dissemination and programming in broadcasting, festivals, concert halls, etc.
- Promote diversity in music education, in terms of the content presented to students, as well as in the student body itself
- Maintain diversity in opportunities for participation (such as volunteering) and musical expression for non-professionals
- Increase diversity in venues and live music events, allowing them to range from small to arena-sized and be able to trade successfully across all genres
- Provide diversity in funding opportunities

SUGGESTED MEASURES

- Increase the mobility of artists, professionals and non-professionals both across Europe, and between Europe and the rest of the world
- Improve the dissemination of musical practices and works across Europe, and between Europe and the rest of the world
- Promote music created by women (female composers as well as female performers are currently under-represented in many musical genres)
- Ensure a variety of ways to access music regardless of physical or intellectual ability, gender, age, social, cultural or geographical origin, with a focus on under-represented groups (i.e. women, minorities)
- Ensure transparency as a safeguard for diversity in programme selection processes, for example through committee-based selection
- Ensure that pedagogical content encompasses a variety of genres and styles, genders and musical traditions
- Ensure a variety of open and transparent funding sources corresponding to the diversity of the music sector (i.e., public funding, foundations, public-private sponsorships, philanthropic giving, cooperation with businesses and sponsoring, private funding, combined public-private partnership)

SHAPING SOCIETY

As a powerful driver of personal and societal growth, music can play an important role in society for identity, inclusion and the furthering of all democratic principles.

Music is a fundamental need of life. It has an intrinsic value, bringing pleasure to those who engage in it. But in addition to the individual fulfilment it brings, music contributes in many ways to society as a whole. Studies abound showing the benefits of music in early intellectual development, health and pain management. Participation in music creates a sense of well-being and promotes self-realisation. Whether experienced with others during a live music festival or during a community event, it fosters connection with others through feelings of shared identity and a common cause. Nurturing tolerance, upholding cultural identities and promoting social engagement and inclusion, music can be the powerful agent of an open and democratic society. As such, it should be a part of every person's life.

PRIORITIES

- Uphold music as a vehicle for the values of diversity, tolerance, equality, freedom and solidarity
- Increase awareness of the benefits of music-making and of experiencing a diversity of music on the individual and on society as a whole
- Foster awareness throughout the sector regarding social and ecological responsibility (i.e. energy consumption and waste management at live events, materials sourced for instruments, etc.)

SUGGESTED MEASURES

- Promote a sense of ownership among citizens by encouraging them to participate in music projects artistically, financially or as volunteers
- Bolster the volunteer base in music for wider societal involvement in music
- Foster collaboration between music professionals, local institutions and NGOs to identify societal needs
- Further explore the social, societal and economic impact of music at municipal, regional and national levels and encourage governments to invest in music
- Further explore the benefits of music on health and wellness in general

TECHNOLOGY

Technology has made a huge impact on every part of the music sector, and has the capacity to serve it further in new and unexplored ways.

Technology has had significant effects on nearly every sector in society, and music is no exception. Most noticeably, the digital revolution has led to a value gap that has hugely impacted the remuneration of creators, musicians, producers, labels and publishers in music. However, while the move to online streaming services is what first comes to mind, the reality is that technology has made a huge impact, positive or negative, at practically every level. In today's tech-driven world, traditional concepts of composition, reproduction, producer and performer roles, music criticism, teaching and access to events are in constant evolution. This shift is profound and has slowly altered the matrix of musical exchange. While some of its effects have been negative, technology is a powerful tool and its potential is great. The opportunities it could bring for fair remuneration systems, creativity, teaching, access and outreach could be highly beneficial to Europe's music sector.

PRIORITIES

- Use technology to foster innovation in various areas (artistic, distribution, teaching, learning, etc.)
- Tap into digital technology to safeguard the rights of musicians and creators and ensure that a fair share of the profits are redistributed to the creation and production chain
- Further digital technology's capacity to access new audiences and develop audience participation
- Raise awareness among the general public as to how internet service providers relate to authors' and performers' rights

SUGGESTED MEASURES

- Find feasible solutions for internet service providers and users to respect creators' and performers' rights across borders
- Train music professionals in technology-driven solutions as a means to a sustainable career
- Educate in schools about the challenges posed by digital media for authors' and performers' rights, as well as for intellectual property in general
- Compare digital strategies of governments across Europe to foster innovation and best practices in rights-management

MOBILITY

The circulation of ideas, skills, persons, works and products is at the heart of a strong music sector.

Music is a universal language, but it is spoken in different dialects around the world. Even across Europe, there are a multitude of ways in which music is composed, taught, supported, performed and disseminated. As in other sectors, there is much to be gained by learning from others. Mobility increases knowledge sharing, artistic and business collaboration and cultural diversity; these translate directly into personal and professional development, innovative business and creative processes, a stronger musical network and closer ties between cultures. Mobility within Europe and beyond is at the heart of the European music sector, keeping it healthy and strong through the circulation of ideas, skills, persons, works and products.

PRIORITIES

- Promote cultural diversity, one of the sector's traditional strengths through the circulation of European works
- Increase international exchange in training and education
- Increase international exchange in business
- Enhance personal and professional development through cross-border cooperation and circulation for both music professionals and non-professionals

SUGGESTED MEASURES

- Harmonise, or at least facilitate, administrative concerns in the circulation of works and persons both within and outside Europe, i.e. VAT, visas, social insurance, transportation of musical instruments, etc.
- Set up enhanced international programmes, conferences, projects and networks for professionals, non-professionals, educators and students
- Increase the mobility of artists, professionals and non-professionals both across Europe, and between Europe and the rest of the world, in compliance with the applicable social standards in the country of destination.

RECOGNITION

Professionals and non-professionals alike deserve recognition for their contribution to the music sector and society at large.

Acknowledgement of the value of one's work, both in creative and financial terms, is a crucial issue in music, not least because it sets the scene for the sector's future. With the digital shift, new systems for remuneration have emerged and a large number of players have come on board. The result is that it has become challenging to see clearly all the way up and down the value chain. This opacity can lead to resentment, with some feeling unfairly remunerated while others are frustrated by a lack of understanding about the role they play in the music world. The music sector is exploring solutions to these issues, in particular ones that are technology-driven.

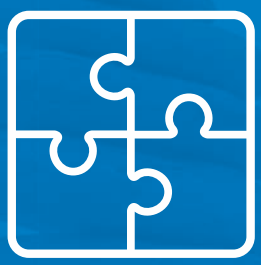
The music sector also encompasses a vast number of non-professionals and volunteers whose contribution to the music world is vitally important. While remuneration is not the key issue here, their work merits equal recognition and support, for the music sector could not function without it.

PRIORITIES

- Ensure transparency and a balance through the value chain (including across borders)
- Recognise the value of authors' and performers' work through fair remuneration and social protection schemes, empowering them to negotiate from a more equitable position
- Recognise the value of all contributors to creation (both music professionals and non-professionals)
- Acknowledge the contribution of music venues and live events to European cultural diversity and cross-border circulation
- Increase awareness of authors' and performers' rights

SUGGESTED MEASURES

- Monitor any situations leading to a "value gap" – a term describing the difference in revenue between what some streaming services collect for music, and what the rights-holders receive – and legislate if necessary
- Re-examine the duties and remuneration models of content-sharing platforms and intermediaries and legislate to ensure fairness
- Find feasible solutions for internet platforms and intermediaries and users to respect authors' rights across borders
- Recognise that music venues (e.g. clubs, festivals) contribute to culture (not just "entertainment") and allow them to access funding and/ or beneficial tax regimes
- Foster more crossover between professionals and non-professionals through knowledge-sharing, training and collaborative projects
- Launch the creation (in some countries) and enshrine social protection for musicians and other stakeholders of the sector
- Provide access to financing for all contributors to creation (music professionals and non-professionals)
- Ensure that all workers in the music sector enjoy the right to collective bargaining, irrespective of their working relationship



COOPERATION & PARTNERSHIP

Greater cooperation on all levels – across borders, between peers and with other artistic, social and commercial sectors – brings immense benefits not just to those working in the music sector, but to all members of society.

The European music sector is comprised of a huge number of stakeholders – creators, musicians, venues, schools, festivals, labels, broadcasters, agents, managers, producers, associations and more. Because each and every player makes a vital contribution to the European music sector, cooperation between all its constituents is essential. Greater reciprocity and active partnerships contribute immeasurably to creating stronger networks, promoting diversity and encouraging innovation. Furthermore, collaboration with domains outside of the music world – in areas such as trade, education, health and other artistic disciplines, to name a few – brings benefits to both sides, tapping into the massive potential of music and building a context in which everyone's interests are served.

PRIORITIES

- Foster cooperation across European and international borders for professionals and non-professionals in all parts of the music sector
- Enhance cooperation among peers across the music sector (in areas such as performance, creation, education, participation, communication, production, etc.)
- Enhance cooperation between different stakeholders within the music sector (between associations and policy makers, industry players and funders, industry players and creators, music publishers and collecting societies, the professional and non-professional sectors, formal and non-formal music education etc.)
- Nurture interdisciplinarity between the music sector and other sectors (i.e., social sector, health sector, academia, public libraries, other art forms, etc.)

SUGGESTED MEASURES

- Build on existing online platforms providing information on international exchange opportunities
- Expand programmes supporting or funding cooperation within the music sector and with other sectors
- Promote cooperation between schools, music schools and non-formal music activities as well as between the aforementioned and other stakeholders (i.e. with other art forms; with professional musicians; with conservatoires; with music venues, with music libraries and archives, etc.)
- Facilitate international collaboration in record production and live music
- Develop partnerships between the music sector and public/ private broadcasters
- Develop partnerships between professional and non-professional music practitioners (non-professional performers and professional creators, etc.)

DISSEMINATION

Dissemination is the process of getting artistic creations out to audiences. It is a key element in the promotion of cultural diversity.

The media sector has undergone huge changes in the digital age. Radio, print and television have all come aboard the digital train while other access points have opened up through the internet. These are positive developments and have brought a diverse range of platforms to those who create, perform and listen to music. In particular, public broadcasters – while facing economic and technological challenges – play an eminently important role in their respective countries as democratic tools for dissemination that have the capacity to offer well-curated, diverse cultural content. Equally important are the diversity of stakeholders who, in an environment of strong competition, particularly from multinationals, do their best to commercialise a broad range of music. With proper legislation and government support, a true diversity of musical voices and genres can make its way to new places and new audiences, keeping music alive and relevant across Europe and the world.

PRIORITIES

- Ensure the possibility for public service media to fulfil their mission as champions of cultural and musical diversity
- Ensure a flexible and balanced ecosystem that provides space for self-promoted creative products alongside the offer of larger and more commercially driven players
- Foster a greater diversity in audiences through a variety of access points

SUGGESTED MEASURES

- Develop regulation that promotes a fair and open European media landscape
- Develop legislation that does not solely accommodate large corporate monopolies, but supports creative and commercial dissemination opportunities
- Train creators in technology-driven dissemination practices
- Develop the media literacy of audiences
- Develop legislation that supports the media (radio, television, print, online) as a vehicle for cultural diversity
- Enhance existing tools and create others dedicated to the promotion and export of European music abroad
- Harmonise export measures within Europe

DATA COLLECTION & ANALYSIS

Accurate, standardised data collection on European music will bring the music sector a clearer picture of itself and allow it to grow more efficiently.

Accurate data collection is sorely lacking in the global music sector, including at European level. Currently, quantitative and qualitative data collection differs greatly across the continent: few countries highlight the music sector specifically, and some do not even seek figures on culture at all. Where data does exist, it tends to focus on statistics as opposed to qualitative analysis. Generally speaking, there is a huge disparity in quality, terminology and standards, making it difficult to get a complete picture of the music sector across Europe. It is essential for the European music sector to be able to quantify and qualify the impact of music on culture, society and the economy, so that it can understand itself and enhance the role it plays in society and the economy.

PRIORITIES

- Collect data to further improve the sector, for example by mapping the music market; analysing the impact and best practice of music export offices; providing clarity in rights ownership; researching the benefits of music-making in society; examining the impact of funding in the music sector; understanding and developing audiences; examining the benefits of municipal music programmes on society
- Provide access to this data through an open, European, centralised platform
- Raise awareness about existing networks in the field of information and documentation

SUGGESTED MEASURES

- Increase, standardise and compare data collection at European level so as to guarantee consistency and reliability in the data collected
- Create an independent body such as a Music Observatory as a European base for data, the preservation of European musical heritage and research on the music sector and market
- Connect existing networks

ABOUT THE EUROPEAN AGENDA FOR MUSIC

A PARTICIPATORY PROCESS

The European Agenda for Music was developed out of a continent-wide consultation launched by the European Music Council (EMC). Reaching out to the entire music sector, it identifies the sector's collective needs and sets out priorities for the future. A powerful confirmation of the European music sector's desire to join together in the promotion of a common cause, the Agenda details which directions to pursue in order to ensure a music sector that remains strong, fair, innovative and diverse in a rapidly changing world.

The idea for the European Agenda for Music emerged from discussions among EMC members in autumn 2012 about the future of music in Europe. Recognising the need for action, the EMC reached out to music stakeholders across the continent. Drawing on conclusions from this initial survey, as well as on specific documents including EMC's Manifesto for Youth and Music in Europe (2010) and Bonn Declaration (2011), the UNESCO 2005 Convention on the Protection and the Promotion of the Diversity of Cultural Expressions and the 2007 European Agenda for Culture and taking into consideration the AB Music Working Group Report (2016) and other policy documents previously released by the music sector (europeanagendaformusic.eu/about/background-documents/), the EMC defined seven "fields of action" in the music sector. Working groups (europeanagendaformusic.eu/about/workinggroups) composed of expert representatives from these fields convened several times to debate and identify specific needs in these areas. Their findings were drawn up and submitted for review in a targeted consultation involving EMC members, working group members and the EMC Board. A proposal for the European Agenda for Music was then made public and comments collected through an open consultation to produce this final version.

This steadfast commitment to representivity allowed the European Agenda for Music to reach the diverse constituents of Europe's music sector, who here join their voices to present a common European vision and set of priorities for the future.

International Music Council

5 Music Rights

THE RIGHT FOR ALL CHILDREN AND ADULTS

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"MUSIC GIVES A SOUL TO THE UNIVERSE, WINGS TO THE MIND, FLIGHT TO THE IMAGINATION AND LIFE TO EVERYTHING."

PLATO

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- Associazione Emiliano Romagnola Cori - AERCO
- Austrian Music Council
- Azerbaijanian Music Council
- Borusan Sanat Culture and Arts
- Callias Foundation
- CHROMA/Zebrock
- Classical:NEXT
- Cyprus Symphony Orchestra Foundation
- Czech Music Council
- EMMA for Peace / Euro-Mediterranean Music Academy
- Estonian Music Council
- Europe Jazz Network
- European Association for Music in Schools
- European Association of Conservatoires
- European Broadcasting Union - EBU
- European Chamber Music Teachers' Association
- European Choral Association - Europa Cantat
- European Composer and Songwriter Alliance
- European Conference of Promoters of New Music
- European Concert Hall Organisation - ECHO
- European Early Music Network
- European Federation of National Youth Orchestras
- European Festivals Association
- European Music Council
- European Music School Union
- European Orchestra Federation
- European Society for Ethnomusicology
- European String Teachers Association
- European Union of Music Competitions for Youth
- European Voice Teachers Association
- Federació Catalana d'Entitats Corals
- Federació Catalana De Societats Musicals
- Finnish Music Council
- Flemish Music Council
- Fondazione Adkins Chiti: Donne in Musica
- Federation of Women Artists and Patrons of the Arts - GEDOK
- German Music Council
- GESAC - The Euopean Authors' Societies
- Hispania Música Foundation
- Hungarian Music Council
- IMPALA – Independent Music Companies Association
- Independent Music Publishers International Forum
- Innovation Network of European Showcases - INES

- Institute for Research on Music and Acoustics
- International Artist Organisation of Music
- Intern. Council of Organizations and Festivals of Folklore and Traditional Arts
- International Association for Music Information Centres
- International Association of Music Libraries
- International Association of Schools of Jazz
- International Confederation of Accordionists
- International Confederation of Electroacoustic Music
- International Confederation of Music Publishers
- International Confederation of Societies of Authors and Composers – CISAC
- International Federation for Choral Music
- International Federation of Chopin Societies
- International Federation of Musicians – FIM
- IMZ International Music + Media Centre
- International Music Council
- International Music Managers Forum
- International Society for Contemporary Music
- International Society for Music Education
- International Vocal Training Coaching
- Israel National Music Committee and Department
- Italian Music Council
- Jeunesses Musicales International
- Latvian National Music Council
- Live DMA - European Network for Music Venues & Festivals
- Live Music Now Scotland
- Liveurope
- Miso Music Portugal
- Moviment Coral Català
- Music Austria
- Music Council of the French Community of Belgium
- Music of Armenia
- National Association of Music Merchants & International Music Products Association (NAMM)
- National Centre of Expertise for Cultural Education and Amateur Arts
- National Music Center of Georgia
- Norwegian Music Council
- Opera Europa
- Plate-Forme Interrégionale
- Polish Music Council
- Russian Music Union
- SafeMUSE - Safe Music Havens Initiative
- Scottish Music Centre
- Sistema Europe
- Society Of Music Merchants - SOMM
- Soléart Management
- Swiss Music Council
- TENSO – European Network for Professional Chamber Choirs
- Ukrainian Music Council
- UNISON – Croatian Music Alliance
- WOMEX – The World Music Expo
- World Federation of Amateur Orchestras
- World Federation of International Music Competitions
- Yourope

European Music Council

The European Music Council (EMC) is a platform for representatives of National Music Councils and organisations involved in various fields of music from many European countries. As a European umbrella organisation, it gathers the European members of the International Music Council.

The European Music Council contributes to a better mutual understanding among peoples and their different cultures and to the right for all musical cultures to coexist. Therefore it provides exceptional value to its membership by building knowledge; creating networking opportunities as well as supporting and enhancing the visibility of initiatives that help sustain people's participation in music and cultural life.

IMPRINT

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#europeanagendaformusic

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