

EUROPEAN AGENDA FOR MUSIC

How do we promote/raise awareness for the social, societal and economic impact of music?

Group 2

Moderator: Stef Coninx

Rapporteur: Ruth Jakobi

- Higher Music Education: connect more to society, increase social relevance of music conservatoires, Go beyond reproducing the same competences, involve more students, young people
- Collect data – share good practise – exchange examples, map and monitor what is happening – research – surveys
- Interact with politicians – learn the language of politicians – train politicians
- Public demonstrations against cutting back music education or arts practices (example: Norway, children's songs)
- Map/monitor good initiatives
- Before: Traditional music rather in smaller villages; Nowadays traditional music kept alive in big cities, or through trade fairs (WOMEX)
- Internet plays an important role for distribution, democratisation of choices
- “We need to promote the EAM to majority” (→ to the field of Pop music)
- How do we choose from the offer on the internet; educate how to use the internet
- Provide positive experience for all when they are young (and they will recall in their later life as politicians, bankers...)