

PROGRAMME CONCERNED
EAC/S15/2020
SUMMARY OF THE APPLICATION
Title: “Music Moves Europe: Boosting European music diversity and talent” Innovative support scheme for a sustainable music ecosystem
Identity of the Coordinator: INOVA+
<p>Summary of the action:</p> <p>The music sector has always been reflecting societal and technological change. While music has and always will be relevant for its audiences, it continuously adapts to change and new environments.</p> <p>With the COVID-19 pandemic spreading across the world, the music sector is one of the sectors hit hardest and will be one of the last sectors to come out of it. The crisis has highlighted and accelerated the challenges the sector had already been facing. At the same time, the crisis has also highlighted the importance of music for individuals and society as a whole, it has demonstrated its power to unite and to connect people through music.</p> <p>Music AIRE (An Innovative Recovery for Europe) will show how this support can look like. It will develop diverse funding mechanisms to test initiatives that can meet the challenges posed by the pandemic on the music ecosystem. The outcomes will test and prepare future EU support under the next Creative Europe programme.</p> <p>The service provision described in the current proposal will provide recovery instruments for the music ecosystem and contribute to a green, a digital, a just and resilient recovery – three themes which have many intersections.</p> <p>The COVID-19 crisis unfortunately has also seen the rise of further restrictions to freedom of expression in some European countries, using the pandemic as an excuse. The 5 Music Rights are the foundation of the European Music Council’s (EMC, music network consortium partner) strategies and will also be the guiding principles for the implementation of Music AIRE.</p> <p>To react adequately to the needs of the music ecosystem the project Music AIRE will develop several consultation mechanisms with the wider music sector, e.g. through online consultations and the creation of think tanks.</p> <p>The project Music AIRE will co-fund "sustainable actions" through an innovative scheme, engaging and empowering the sector in an effective recovery process, promoting peer-learning, sharing of experiences and networking and fostering a participatory approach towards policy framing and policy making. In preparation for this call, 45 music networks have been consulted to determine the broad framework in which these calls should be developed.</p>
Duration (in months): 30
Requested amount (in €): 2.777.775,00€ (2.499.997, 50€ Grant)