

project first.wave

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Project firet.wave Objective

Make **Female & Non-binary Music Producers And Songwriters To Be Involved And Employed In An Actively Growing Number** In The Entertainment, Music Industries & Beyond





Why Music Production?

Music Producers Have The Driving Force Behind The Gender Composition And Decision-Making Power In The Music Industry

MORE WOMEN IN MUSIC PRODUCTION LEADS TO EXPONENTIAL GROWTH IN GENDER EQUALITY IN MUSIC

Women make up only 12.7% of songwriters, 2.8% of music producers*

*According to the USC Annenberg Study



How: Business-based Holistic Strategy

Market Demand & ESG Directives Making an Impact

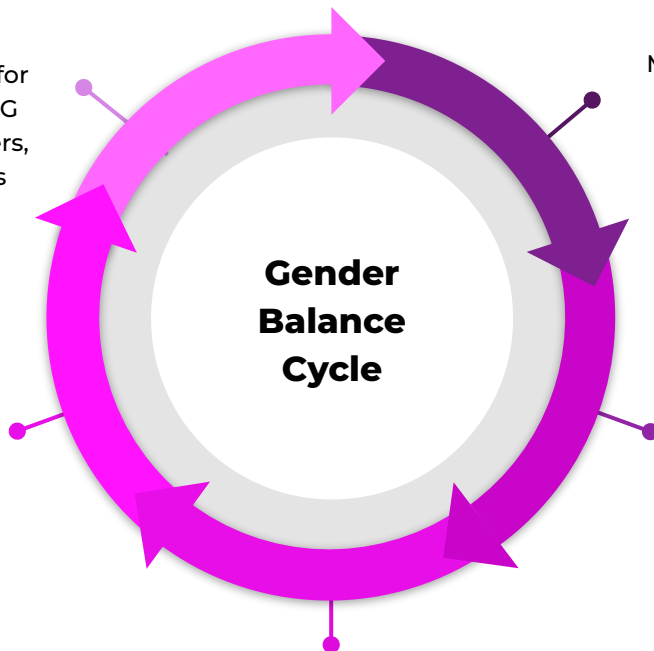


ESG DIRECTIVES (SDG 5, 8)

Implementing and advocating for introducing gender quota in ESG Policies of: Music industry players, Major Music Sourcing Industries (Supply Chain Focus)

NEED FOR GROWTH

Publishers, Labels get an extra push to deliver on Gender Balanced Music



EDUCATION PUSH

Music Education will get a push for education more female and non-binary professionals in music production

GROWTH

Growing number of female and non-binary professionals in music production
Growing number of gender balanced music released

GENERATING MARKET NEED

Creating Market Demand for Gender Balanced Music from: TV, Film, Gaming, etc.
ESG (SDG 5) Delivery

What: Project Activity Highlights 2023–2027



- 01 **Gender Quota Strategy / ESG Policy Implementation**
- 02 **Free & Open Education**
- 03 **Exposure of Talent: Releasing Gender Balanced Music**
- 04 **Inter-Industry Advocacy for Gender Balanced Music**
- 05 **Establishing EMPA / Network Building**

Detailed & Long Term Execution



2023

2024-2027

2024-

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Laying The Foundations

1. Gender Quota & Policy design & strategy support (Awareness)
2. **Industry partnerships & Preparatory Discussions for Implementation**
3. Establishing **European Music Production Association (EMPA)**
4. EU level **Music Collaborations & Releases**

project sound.wave + EMPA

Establishing Long Term Growth

1. **Implementing gender quotas & Equal Pay Policies (SDG 5, 8)**
2. **Creating Market Demand:** Partnering with major music sourcing companies & DSPs
3. **Free Education** for aspiring female and non-binary producers, songwriters, etc
4. **Gender Balanced Music Sourcing & Education:** Advocacy & Negotiations with Music Education Institutions, Global Media Agencies
5. **Exposure**, Thematic Releases
6. **Research** / EU Directive

European Music Production Association (EMPA)

With D&I and gender balance as its main priority EMPA continues the work of the projects on the long term, also

1. Tuns education programs, advocacy,
2. Targeting to make an impact on music related regulations,
3. Continue industry agnostic programs
4. Provides consultancy to industry players
5. wide scale sponsorship programs
6. And a lot more..

www.mpaeu.com



SISTERS IN ACTION

Gender Projects Complementing Each Other

Collaboration is the key to amplify
our collective impact, and drive systemic
change

A Great Example for Gender Balanced Music Project

100% HER presents Sour Pop, a collection of electronic grunge, punk, pop & trap songs – created by women.

Project by:



UNIVERSAL PRODUCTION MUSIC





Thank you

www.first-wave.eu

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