



This Must Be The Place: How Music Can Make Your City Better

About Me



Since 1983



Since 2013

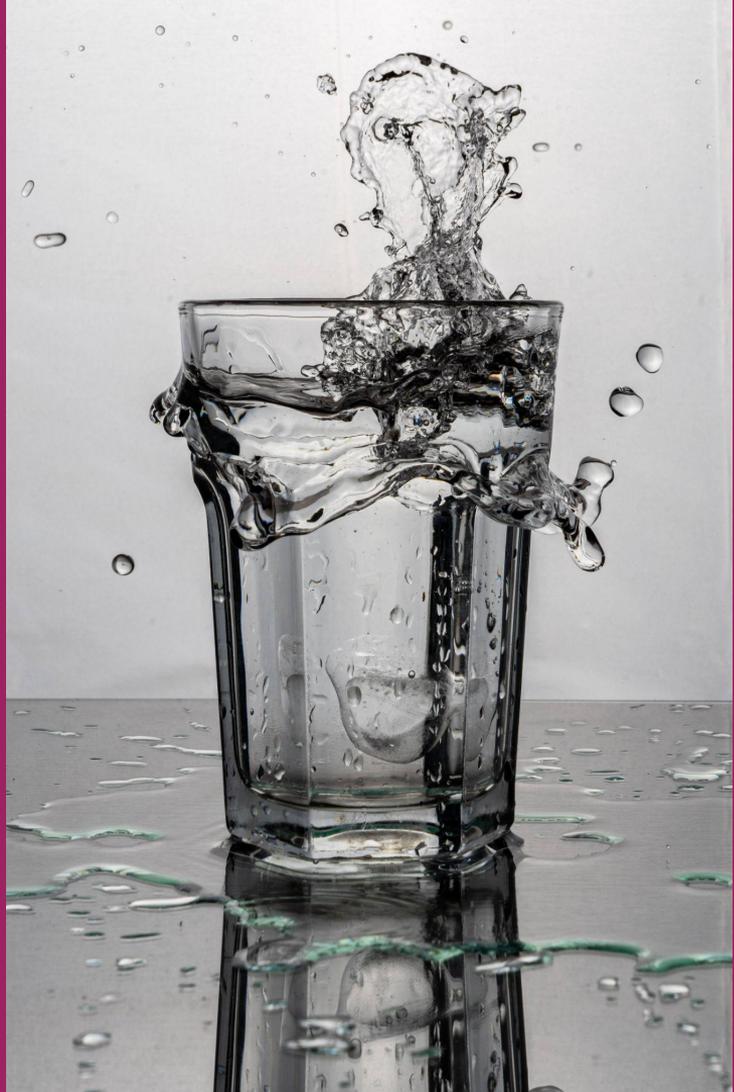


Since 2015



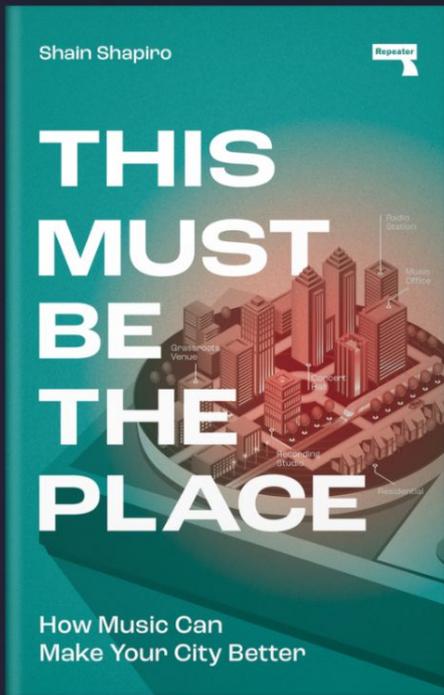
Since 2021

**Describe This
Picture**





So I Wrote A Book



This Must Be The Place

How Music Can Make Your City Better

This Must Be The Place introduces and examines music's relationship to cities. Not the influence cities have on music, but the powerful impact music can have on how cities are developed, built, managed and governed.

Out 12 September 2023 | Available for pre-order

[More Info](#)

What's In The Book...

- Introducing music policy & music cities - what it is, how it came to be, why it matters & why we should care
- Practical examples all over the world, from London to Melbourne, Huntsville (Alabama, USA) to Zurich
- Stories & lessons from personal experience
- A blueprint that any community can use
- Lessons and takeaways from the pandemic
- A vision for how we can improve our communities in the future
- Simple, actionable lessons for all of us
- And it's not academic - it's for normal people

People Are Saying Nice Things

"Shain continues to be the most informed and capable voice on the subject of how music and culture is a critical and powerful component of any thriving community"

Ben Lovett, CEO of tvq hospitality & musician, Mumford and Sons

"Shapiro's book is one I have been waiting for...Shapiro shows how music and music scenes give life to our communities and provides a playbook for city leaders, musicians, artists, activists, and citizens to use music to make their neighborhoods stronger, more vibrant and inclusive." - **Richard Florida, author of *The Rise of the Creative Class***

Shapiro shows us that music can be a powerful urban planning tool for the places we call home" - **Panos A. Panay, President of the Recording Academy**

"A lovely, thought-provoking book, full of practical ideas and examples for those who share the goal of encouraging music to flourish in their city. I look forward to using this book in my classroom to spark debate and discussion, and recommend it to music students, researchers and policymakers alike." - **Matt Brennan, Convenor of MSc Music Industries, University of Glasgow**

I hope that this book demonstrates how music can make all cities better and to 'show', rather than tell, it is time to introduce EMPE

<http://bit.ly/shainbook>.

Out on **September 12** via Repeater Books / Random House Distribution.

Thanks / Aitäh

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EMPE

EUROPEAN MUSIC POLICY EXCHANGE



EUROPEAN MUSIC POLICY EXCHANGE

THE FIRST-EVER MUSIC POLICY THINK TANK FOR CITIES IN EUROPE
SEPTEMBER 2022-SEPTEMBER 2023

FIRST INSIGHTS INTO THE HANDBOOK

MUSIC
CITIES
NETWORK

Center for
Music
Ecosystems

EMPE

EUROPEAN MUSIC POLICY EXCHANGE



CREATED BY THE MUSIC CITIES NETWORK & CENTER FOR MUSIC ECOSYSTEMS
PRESENTED LENA INGWERSEN & SHAIN SHAPIRO, PHD
TALLINN 12.05.2023



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01

MEMBERS

TIME



EMPE

EUROPEAN MUSIC POLICY EXCHANGE

03

ABOUT EMPE

- A partnership between the Music Cities Network and the Center for Music Ecosystems
- First thinktank for cities to share best practices to demonstrate how music can be used to enhance and support wider city priorities
- Over 100 experts and city representatives from over 22 countries have taken part thus far



TAKE AWAYS DIVERSITY, EQUALITY, AND INCLUSION

1

Incorporate music into overarching city plans, protocols, goals and visions

2

Create a places and spaces accessibility map

3

Include musicians and artists in local taskforces to enshrine culture-led diversity, equality and inclusion

4

Adopt an intentionally genre-diverse investment policy, and monitor it

5

Use music as the powerful tool it can be to advance gender equality and address systemic racism

6

Ensure that diverse musics and musicians are represented across the education curriculum from pre-school to university level

7

Undertake research in your city's music history and celebrate what already exists - e.g. road names or buildings named after musicians



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TAKE AWAYS CLIMATE ACTION

1

Incorporate skills and local knowledge of musicians to advise on community infrastructure and new developments

2

Incorporate music into all city climate targets

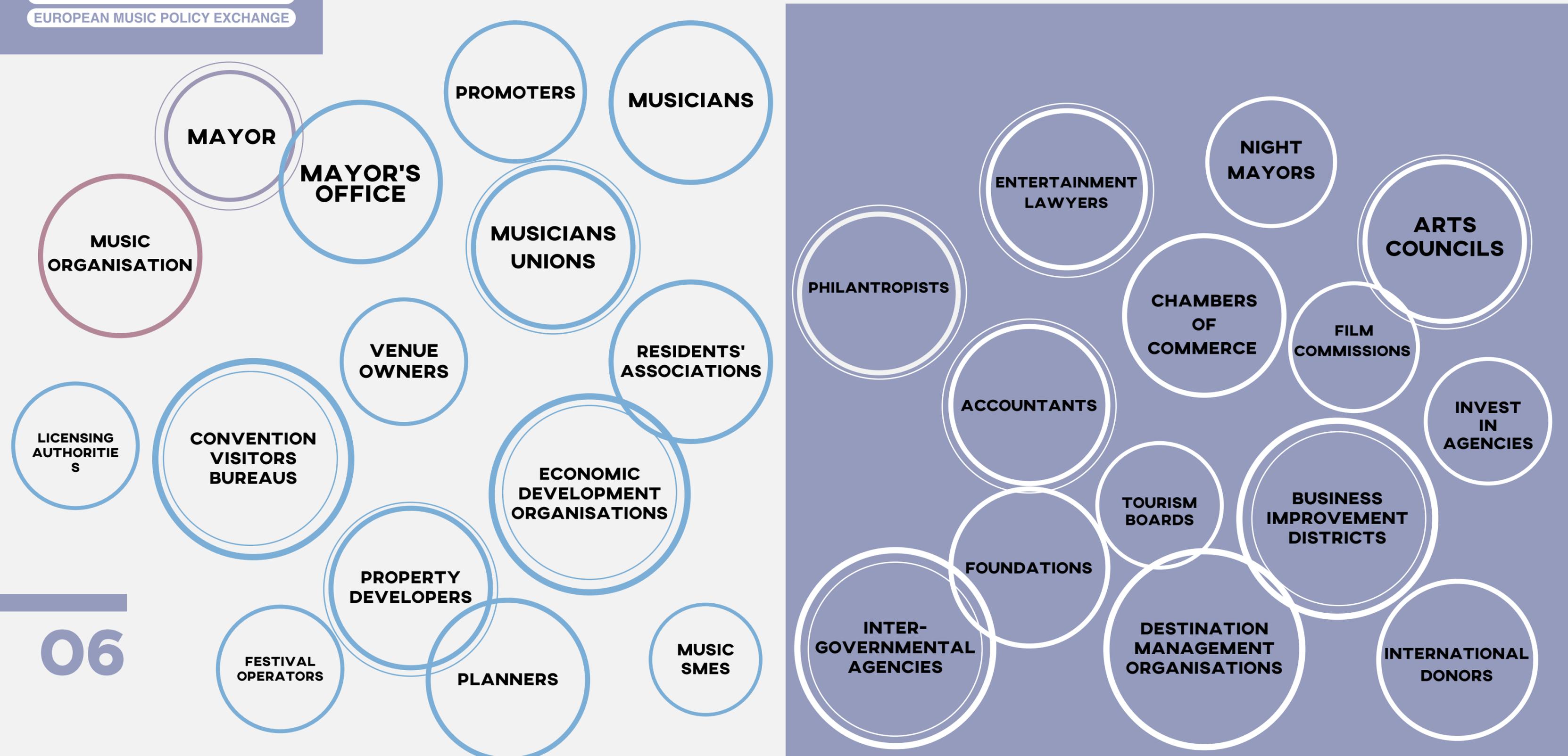
3

Implement tools and frameworks to accelerate decarbonisation of music and cultural infrastructure, through modest levies through licenses or permit costs.

4

Invest in active engagement and volunteering as well as event attendance in providing community action

MUSIC CITY ECOSYSTEM



WHAT IS A CITY LOSING WITHOUT A MUSIC POLICY?



KEY TAKE AWAYS EMPE GENERAL

- Handbook = white paper to reframe how cities can better leverage music and what music policy means
- **Support** those working to support music in cities
- Incorporate music into how cities plan & make decisions
- Expand decision makers who understand the potential of music in long-term planning
- Connect to Music Moves Europe Dialogue
- Connect to Culture 2030 Agenda
 - culture as fourth pillar of sustainability
 - Meet & advance the SDGs



PANEL DISCUSSION

The Economic Impact and Social Benefit of Music in Cities

Speakers:

- **Timo Wiesmann**, Managing Director of Hamburg Music
- **Natalie Mets**, Nighttime Advisor for Tallinn City Govt
- **Stuba Nikula**, Managing Director at Helsinki Events Foundation
- **Shain Shapiro PhD**, Founder at Center for Music Ecosystems

Moderator:

- **Lena Ingwersen**, Managing Director at Music Cities Network





www.europeanmusicpolicyexchange.eu

THANK YOU! LET'S CONNECT

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