

Open Club Day meeting – 6 Juillet 2021

Present: Audrey Guerre (Live DMA), Juliette Olivares (Live DMA), Marc Steens (Clubcircuit), Elda Gomez (ACCES), Margaux Bernard (Court-Circuit), Anya Della Croce (PETZI), Ingrid Stroom (Live ME), Gaiane Kevorkian (KeepOn Live), David Dehard (Court-Circuit), Arkaitz Villar (Kultura Live)

1) Introduction: Open Club Day edition 2021

Last year edition was special because of COVID. All activities were online and a special focus was put on activism through this event (cf the Open Club Day statement). This edition was a record in the number of venues, clubs and countries participating, showing a strong interest for Open Club Day from Live DMA members and other organisations. Open Club Day, from 2017 to 2021, was part of Live DMA's "Live Style Europe" project. Small budget was dedicated to Open Club Day within the Live Style Europe budget, mostly for staff costs and graphic design.

2) Future of Open Club Day: Creative Europe Funding

Live DMA members voted during the last annual meeting to separate OCD from our Live DMA network-funded project.

Objectives: increase the budget + dedicate a budget for national / local coordination.

Condition: OCD national organisations must apply together for a Creative Europe – cooperation project. Live DMA can still coordinate some part of the project and/or support the consortium of members who apply.

More information on Cooperation Projects here: <https://www.live-dma.eu/cooperation-calls-creative-europe-programme/>

Cooperation projects:

- Support projects involving a large diversity of players active in different cultural and creative sectors. The focus is on European artistic cooperation and innovation on topics such as **audience engagement**, social cohesion, digitalization, contribution to the European Green Deal and sector-specific challenges in the book, **music**, architecture and culture heritage sectors.
- Applicants can choose between **small** (3 partners from 3 eligible countries, up to 200.00 Euros, max. 80% co-funding), **medium** (5 partners from 5 eligible countries, up to 1 mio. Euros, max. 70% co-funding) or **large** scale projects (10 partners from 10 eligible countries, up to 2 mio. Euros, max. 60% co-funding).
- Proposals shall take into consideration the cross-cutting issues of **inclusion, diversity, gender equality, and environment and fight against climate change** in the design and the implementation of their project
- Projects:
 - o must enhance the capacity of European cultural and creative sectors to nurture talents, to **innovate**, to prosper and to generate jobs and growth.
 - o **increase cultural access to and participation in culture as well as audience engagement and development** both physically and digitally;
 - o reinforce the **capacity of music professionals** and helping the sector to address in particular new digital, legal and technical trends stemming from innovations in the market and new business models

/!\ The application requests dedication and preparation /!\

- Answering the call's objectives
- Writing objectives, activities, milestones and deliverables
- Sharing roles and responsibilities
- Implementing a tasks calendar and a budget

Current deadline for cooperation projects is 7 September 2021. → **This date is too soon and members decided not to apply to this round of cooperation project and rather to wait for the next one which should be out early 2022.**

Proposal :

- Apply for the next call (early 2022) for the edition 2023
- In the meanwhile:
 - Please **attend an information meeting with your Creative Europe desk**, ask support and advice about it
 - Let's set up **monthly coordination meetings from Sept to Dec** to get ready for the application in 2022
 - Let's **meet in Tallinn** by the end of September

Questions:

Can Switzerland participate? >> yes, but not as eligible country and cannot get over 30% of overall budget. Ex: small cooperation project = 3 eligible countries + Switzerland

Round Table:

- All participants were motivated to take part in a cooperation project but none wanted to apply as leader because of a fear of EU Funding bureaucracy. Although Live DMA team is keen to help, it may not be the most strategic for Live DMA to be leader in cooperation project for Open Club Day as Live DMA is currently applying for its new Creative Europe network project, and that may cause the EU to think that they finance us twice for quite the same thing (e.g. staff costs).
- All participants wanted to change the date of Open Club Day (1st Saturday of February) to another time when venues can actually open their doors (in February it is too cold). The months of May (end of venue season) and September (beginning of venue season) were mentioned as good opportunities.
- There would be 3 kinds of participants in this project:
 - Live DMA members who are partners in the cooperation project (they would get a budget)
 - Live DMA members who are not partners (no budget)
 - Non-Live DMA members (no budget, or they become a partner?)

ACTION PLAN:

- ➔ Live DMA creates a **google sheet brainstorming for choosing a new date** for Open Club Day and launch a campaign that you can translate and **share to your members**. We give them 1 or 2 ideas and they say yes or no.
- ➔ Please **attend an information meeting with your Creative Europe desk**, ask support and advice about it
- ➔ Let's set up **monthly coordination meetings from Sept to Dec** to get ready for the application in 2022 and meet at Tallinn (Estonia) the day before Live DMA's Forum (1st October)

3) Open Club Day 2022

- The graphic design is available
- The website and social medias are still operational

Challenge: no dedicated staff in Live DMA this autumn to work on OCD

- Should we postpone the date?
- Organise a different edition?
- What is your financial and operational capacity?
- ➔ It was decided that Live DMA staff work on a proposal of **light coordination version** for 2022

“We have the chance to be motivated and of knowing each other and we trust each other and our members have great experience in managing the project at national level. Live DMA is confident that we will succeed in this cooperation project!”

– Audrey Guerre, Live DMA coordinator.