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AN INNOVATIVE  
RECOVERY FOR EUROPE

# Think Tanks

**Second session - 16.12.2021**

INOVA  European  
Music Council

Music  
moves  
Europe



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# Agenda

Report from the 1<sup>st</sup> think-tank meeting

- Green
- Digital
- Just & resilient

Parallel break-out groups (green, digital, just & resilient)

- Technical questions on designing a MusicAIRE funding scheme
- European dimension



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# Think-tank green



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3

# Think-tank green: general concerns



- Biodiversity crisis is just as bad as climate crisis
- Two approaches:
  - a. “Not being part of the problem” (reducing personnel / organizational impact on climate (and biodiversity))
  - b. “Being part of the solution” (seeing music (arts, creativity) as part of the overall response that is needed to the climate and biodiversity crisis (as a low impact alternative consumerism and the economics that drive it

# Think-tank green: general concerns



- A lot of material, guidelines etc. are available, but there is lack of knowledge how to implement them
- Difficulty to define the starting point
- The audience play a big role when it comes to waste and travel – how to control this?
- Digital waste – are online meetings really less polluting than travel?
- Depending on local hosts, no or little control about our carbon emission
- Lack in infrastructure, e.g. train connections

# Think-tank green – Activities that could be funded



- Certification, external experts, supervisions
- Quality travel, slow touring, financial compensation of travel days
- Compensation for concert that could only be realized when travelling by plane on a tour (leaving out one stop because of slow travel by train)
- Measuring carbon footprint
- Compensating carbon footprint (discussed controversially, not recommended by many experts)
- Capacity building, carbon literacy training, including train the trainers

- Communication activities
- Building of strategy or policy for the organisation
- Awareness raising through music
- Create an algorithm
- Cooperation
- Lobby activities towards EU & local governments
- Funding to reduce audience footprint, e.g. local transport, waste systems, catering

# Think-tank green – Call structures and challenges



## Structures of the calls

- Mono-beneficiary
- One call for all three priorities (green, digital, just & resilient)
- Preferably fund projects that cover all three priorities
- Cooperation between different initiatives
- Co-fund existing initiatives, co-funding for other EU-funded projects?

## Challenges

- Very small grant, small total amount
- Communication about the calls in a very short time frame
- Short time between call and application deadline
- Will be difficult to fund a good diversity of projects

# Think-tank digital



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8

# Think-tank digital: key challenges



- Resources: technical, financial and human
- Skills and competences
- Data / rights management
- Digital tools / equipment
- Artistic use
- Audiences / dissemination
- Dichotomy? Digital only as a tool vs. digital as enabler for new artistic creation / market access
- Saturation of the digital market (small vs. big – diversity issues)

# Think-tank digital: (Live) streaming



- Algorithms of streaming platforms are seen critical – contradiction between openness to audiences and issue of diversity
- Livestreams: great opportunity for remuneration and ticket sales, however not fully exploited
- Challenge: payments for playlists/playlisting at streaming platforms
- Ensure that artists and staff are included when show is streamed
- Encourage new and innovative models in streaming
- Streaming platforms control their data
- Find new ways to navigate with streaming models

# Think-tank digital: Data/Meta data



- Benefit from power of data
- Independence of data
- Lack of access to data
- Cross-sectoral standard / lack of standards
- Meta data is also important with regards to rights issues
- Meta data and consumption data

# Think-tank digital: Collection of information



- European music sector is fragmented – we don't know where to find the information
- EMEE is creating a resource centre (Europeanmusic.eu – EMEX project)
- Mapping plus a resource centre is needed – connecting the dots instead of reinventing the wheel
- European Music Observatory is needed on a large scale – but MusicAIRE is not the project to solve this

# Think-tank digital: Education / training



- Educate people on the value of copyright
- Training: it is difficult to keep up with all the latest technological developments, this may also be an advantage for big players
- Media education

# Think-tank digital



- Digital responsibility and ethical aspect are important
- Digital sobriety incl. mental health of musicians
- Access to the cloud – Europe does not have a public cloud, which is posing huge challenges
- Encourage initiatives for fair remuneration (overarching)
- Potential to enlarge digital audience

# Think-tank digital: requirements for projects



- Maximum access to calls
- Include the possibility of public private partnerships
- Include venture capital, to ensure long-term effects and safeguard projects stay in Europe
- Already interesting projects exist that could benefit from smaller scale funding
- Must be open for prototyping (not only give money to existing projects)
- Reach a common ground of key sector level e.g. testing, start-up mentality, pilots, agile – not too specific
- Study on the impact of playlists and algorithms

Interaction of funded projects is seen as very important for relevance

European dimension (benchmarking, online community growing for new audiences)

# Think-tank just & resilient



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# Think-tank just & resilient: Career development



- Support for young musicians in their career
- Mentoring programmes
- Training programmes
- Long-term support for career development (e.g. hubs)
- More diversity in European repertoire

# Think-tank just & resilient: Participation / music in society



Participation / audience engagement / music in society

- Audience diversity
- Projects with musicians in schools
- People not only as audience but more active engagement in cultural activities
- Amateur practice

# Think-tank just & resilient: Fair practice / fair pay



- Good working conditions
- Fair pay
- Social security for self-employed
- Recognition of the value of music
- Workshops to educate about fair practice
- Revenue for emerging artists
- Create more awareness in audience that music is not “for free”
- Working across borders
- During creation process (in studio or at home) most artists don't get paid: think about a new way of funding

# Think-tank just & resilient: Local development



- Include neighbours and neighbourhood of music organisations (e.g. music schools, music venues)
- Strengthen role of cultural institutions in community
- Stronger connection of local music scene to city planning
- Build up networks in regions that don't have any yet

# Think-tank just & resilient – Transversal and technical questions



## Transversal topics

- Environmental sustainability
- How can the project(s) be managed sustainably (e.g. recent Creative Europe calls)?
- Slow mobility

## Technical questions

- European dimension without or only with partner(s) in other countries?
- Upscaling projects: either scale-up existing activities or use funding to develop bigger project for Creative Europe etc.
- Networks as coordinators to support members
- Can MusicAIRE support certain elements of funded projects e.g. communication, exchange?



**Thank you!**



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