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Live DMA Special Newsflash January 2022



MUSICAIRE SPECIAL NEWSLETTER

MUSICAIRE, A FUNDING OPPORTUNITY FOR THE MUSIC SECTOR

CALL EXPECTED ON 7TH FEBRUARY – GET READY !

**!! This call is still under embargo, please don't share these info yet,
except to your members in private. !!**

ABOUT THE CALL

What?

The MusicAIRE project aims to support actions within the music sector that contributes to a green, digital, just and resilient revival of the sector at a European level. Grants will be developed to help the ecosystem grow and emerge from the COVID-19 crisis.

Different types of projects will be followed:

The projects to be funded under MusicAIRE will need to provide recovery instruments for the music sector in times of COVID-19 in at least one of the following thematic fields:

- **Green recovery:** The climate crisis is one of the key challenges that the world is facing today. All parts of society will have to contribute to environmental sustainability including the music ecosystem. Therefore, MusicAIRE will support projects that are offering targeted solutions to make the music sector environmentally sustainable. The music sector can do much to reduce its ecological footprint and at the same time it also offers a great potential to be part of the

- **Digital recovery:** Projects to be funded under MusicAIRE should address how the music sector can get out of the crisis by fully tapping into the potential that the digital environment is offering. The projects and initiatives to be funded by the calls should adapt to new emerging trends in the digital music context (creation, education & training, production, promotion, distribution, audiences, participation, consumption) as well as using these new technologies to develop and create new formats for the music ecosystem to thrive. Special attention should be given to digital responsibility and ethical aspects, where applicable also to digital sobriety.
- **Just and resilient recovery:** MusicAIRE projects should support cultural operators who have been harmed by Covid-19 restrictions; nurturing tolerance, upholding cultural identities and promoting social engagement and inclusion, so that music can be the powerful agent of an open and democratic society. The music sector has been amongst the hardest hit by the COVID-19 crisis, which has also accelerated existing trends such as the precarious working conditions for artists and music professionals, and must be addressed through the project activities.

How?

Budget (on 2.2 million €):

- Micro projects: 15.000€
- Small projects: 30.000€
- Medium projects: 55.000€

Requirements:

- Mono-beneficiary application (single applicant)
- The project must demonstrate a European added-value

Deadline: End of March 2022 (TBC)

Results: End of April / Beginning of May (TBC)

A jury will evaluate the project based on relevance and quality of implementation. The projects selected through MusicAIRE will bring outcomes and resource for the European Music Council to draft policy recommendations and prepare a larger funding scheme for the music sector in Europe.



We wish to organise info sessions to explain more in details the aim of the call and guide you all along the process:

- A first session on **9th February** to do an overview of the call and requirements
- A second session on **28th February** to help you fulfilling the application.

The European Music Council will also host some info sessions so we will be able to give you more information as we go along.

As all these webinars will be held in English, we strongly advise you to organise your own with your members, in the language of your members.

This call may seem unclear, but don't worry, Live DMA team will accompany you to analyse and answer it in the best possible way.

[Register to the sessions](#)

OPEN CLUB DAY 2023

A consortium of Live DMA members will apply to MusicAire to develop the Open Club Day edition in May 2023.

Open Club Day is an example of project that can be supported by the MusicAIRE funding, therefore we will apply with the Live DMA members consortium for the "Just and resilient" thematic.

The idea is to set-up a new coordination model, networking activities for the venues and dedicate more budget locally to bring Open Club Day to a new visibility level!

MORE ON MUSICAIRE

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