



Live Style Europe II

**Towards a fairer, more
inclusive and ecological
live music sector**

**PRESENTATION OF
THE LSE II PROJECT
Session 1**





Agenda

Session 1

- Presentation of activities under LSE II
- Glossary
- Budget
- Other projects 2023-2025
- Members' implication in the activities
- Calendar
- Focus on Open Call for the task forces

LIVE DMA, A NETWORK FOR LIVE MUSIC ASSOCIATIONS

21 Members
17 Countries
3800 + Music venues,
Clubs and festivals



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Goal 5

Achieve gender equality and empower all women and girls

Goal 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Goal 9

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Goal 10

Reduce inequality within and among countries

Goal 11

Make cities and human settlements inclusive, safe, resilient and sustainable

Goal 12

Ensure sustainable consumption and production pattern

Goal 13

Take urgent action to combat climate change and its impacts

GLOSSARY

→ We updated the Live DMA glossary, with words and concepts that we regularly use. The objective is to get a common understanding of notions before working on and with them.

SUSTAINABILITY

**SUSTAINABLE
DEVELOPMENT**

INCLUSION

**DISCRIMINATION AGAINST
MARGINALISED GROUPS**

FAIR PRACTICES



LIVE DMA'S **PILLARS**

Live DMA's activities are based on 3 pillars

The Creative Europe funded project “Live Style Europe II” allows Live DMA to develop targeted actions on specific themes relevant for the European live music sector.



PILLAR 1. RECOGNITION

Live DMA's Strategic plan 2019-2024

ADVOCACY

Goal: Live DMA influences the political framework that affects the live music sector.

- Be the identified and natural interlocuter for decisionmakers in questions concerning the live music sector.

PILLAR 1. RECOGNITION ◦ ACTIVITIES

A clear and unified voice for the live music venues,
clubs and festivals

Support access to adapted EU funding for live music
operators



PILLAR 2. COOPERATION

Live DMA's Strategic plan 2019-2024

ADVOCACY

Goal: Live DMA influences the political framework that affects the live music sector.

- Build strong partnerships in the music sector and beyond
- Be the identified and natural interlocuter for decisionmakers in questions concerning the live music sector.
- Live DMA drafts recommendations based on members inputs

CAPACITY BUILDING

Goal: Live DMA empowers live music actors with tools, knowledge and resources

- Facilitating exchange of knowledge, best-practice and networking across Europe

COOPERATION

Goal: Live DMA connects national associations to structure the European live music sector

- Support the structuration of cooperation models in countries and regions where there are none.
- Promote cooperation projects amongst the national associations
- Promote and implement democratic and horizontal governance systems

Strong alliances within the cultural sector

Regular news, **exchanges and private meetings** for Live DMA members

Exchange **good practices** in terms of live management

Support to dialogue with national and local music partners and policy makers



PILLAR 3. OBSERVATION

Live DMA's Strategic plan 2019-2024

ADVOCACY

Goal: Live DMA influences the political framework that affects the live music sector.

- Collect qualitative and quantitative data to make the live music sector understandable to policy makers
- Live DMA drafts recommendations based on members inputs

CAPACITY BUILDING

Goal: Live DMA empowers live music actors with tools, knowledge and resources

- Facilitating exchange of knowledge, best-practice and networking across Europe
- Live DMA should influence the creation of new methodologies, research and education that are beneficial for the live music sector
- Build easily accessible, adaptable and sustainable tools to encourage members' autonomy

COOPERATION

Goal: Live DMA connects national associations to structure the European live music sector

- Promote cooperation projects amongst the national associations
- Promote and implement democratic and horizontal governance systems
- Promote an increased diversity and inclusiveness in the live music sector for both artists, professionals and the audience

An **open resource platform** and a dedicated COVID-19 info-centre.

The Survey: **Facts & figures** about venues and festivals

New reports:

- Festivals Flash Survey in June 2024
- Survey report in November 2022 and 2024
- Inventory in June 2024



LSE II

TOWARDS A FAIRER, MORE INCLUSIVE AND ECOLOGICAL LIVE MUSIC SECTOR

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Live Style Europe II is a **three years project funded by Creative Europe.**

As a follow-up of the network's project Live Style Europe 1, LSE2 aims to **explore the needs and develop solutions to contemporary challenges** of the live music sector in Europe.

AMBITION

A **fair practice code** shaped and validated by the members, shared with partners from the sector, backed by policy makers.



A FAIRER LIVE MUSIC SECTOR

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Facts & Figures

Programming live music in Europe
Release end of 2023

Based on a corpus of live music bookers, we will provide more transparent information about booking practices, support to local artists and diversity in programming.



Study about the role of the local live music scenes in the artists' careers
Release end of 2024

Based on a qualitative analysis and inputs from an advisory board, we will highlight the importance and the diversity of live music venues activities to support emerging artists in Europe.

Online advisory board meetings
by the end of 2022



Music is Not Noise Task Force
Open Call to join the Task Force in March 2022

A group of Live DMA members and/or members' members report on their regulatory needs and challenges in terms of sound regulations and noise diplomacy.

Online + meeting in-situ planned in January 2023 or 2024



A MORE INCLUSIVE LIVE MUSIC SECTOR

Live DMA's Strategic plan 2019-2024

CAPACITY BUILDING

Goal: Live DMA empowers live music actors with tools, knowledge and resources

- Facilitating exchange of knowledge, best-practice and networking across Europe
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- Build easily accessible, adaptable and sustainable tools to encourage members' autonomy

COOPERATION

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- Promote cooperation projects amongst the national associations
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Inclusion Lab

The Inclusion Lab is an online space where Live DMA members build their capacity to work on inclusion by sharing knowledge.

It is composed of:

- *A series of 8 webinars, from September 2022 to June 2024, where external experts share what inclusion applied to the cultural sector means.*
- *A toolbox to work together on a common definition and strategy to tackle inclusion challenges in the live music scenes.*

Meeting in July 2023 to prepare the toolbox •
Online follow-up • Toolbox ready by the end of
2023



Try-Angle

Imagined as a flexible instrument that you can adapt to your own situation and push you out of your comfort zone, The Try-Angle is a step-by-step methodology of live music actors, either experimented or newcomers, to challenge themselves every day in building new audiences and go beyond the usual conception of a concert.

We will support a group of venues to experiment this tool during 18 months to complete the Try-Angle with their own thoughts, ideas and experience.

Open call in June 2022 • Kick-off in October 2022 •
Online follow-up • Two peers learning sessions in-
situ in 2023 • Final meeting in April 2024 •
Documentary about the experience ready by the
end of 2024



An ECOLOGICAL LIVE MUSIC SECTOR

Live DMA's Strategic plan 2019-2024

ADVOCACY

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- Live DMA drafts recommendations based on members inputs

CAPACITY BUILDING

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Ecological Task Force

Open Call to join the Task Force in March 2022

A group of Live DMA members and/or members' members will report their needs and draft recommendations for adapted European regulations and policies to support the live music venues, clubs and festivals to change/adapt more sustainable practices.

Online + meetings in-situ planned in January 2023 or 2024



Digital Safaris

In cooperation with PULSE, a cultural network for ecological transition in Flanders, we are continuing a series of 10 Digital Safaris on Sustainability in live music venues, festivals and clubs.

Opportunities for your members:

- *Meet and exchange with other professionals in Europe working with an ecological and socially just spirit*
- *Discover the first-hand experience and advice of other live music scenes*
- *Share their own actions, challenges, questions...*
- *Get a digest of resources via our website or newsletter*
- *Be part of a Europe-wide community of live music organisers*

NEW: Live DMA members can organise their Digital Safari at national or regional level, in their language. Live DMA can support you in:

- Organising the Safari (creation of a short guide)
- Registrations (easy-to-translate template form)
- Translation (subtitles / short written report in English...)
- Dissemination after the Safari

ALSO NEW: a dedicated Digital Safari newsletter with take-away tips from previous Safaris, external resources, interesting events or funding opportunities...



Guidelines / Toolkit based on carbon footprint reports

Based on existing national resource about live music carbon footprint, we will provide guidelines/toolkit to identify key measures and steps to reduce the carbon footprint of the live music venues, clubs and festivals. Volunteering venues will experiment some measures to report on the feasibility and obstacles before disseminating the results to their peers.

Open Call in September 2022 • Training sessions in November 2022 , February 2023 and June 2023 • Full report available at the end of 2023



A Working Group

Live DMA can activate the need of a specific working group during one of the yearly brainstorming sessions which are set as milestones during the duration of the project. Working Groups facilitates the cooperation of our members on a specific topic that they identify, to create a tool that will benefit all the members of the network.

Possible working group sessions in June 2023 and April 2024 as well as online in February 2024

COMMUNICATION

Live DMA's communication relies on a strong graphic charter, with the aim to develop more attractive formats to reach younger and new profiles from the music sector, as well as to put an emphasis on the topics of fairness, sustainability and inclusion.

LIVE DMA x MEMBERS COMMUNICATION

- Communication mailing list (communication@live-dma.eu): dedicated channel to use when members wish to share news with Live DMA → news that can be integrated to the newsflash or shared on social medias
- Communication drive: members can find all the Live DMA visuals in the drive, and share their own.

NEW COMMUNICATION TOOLS

Website: Re-design of some pages to make them more user-friendly:
Survey, Events, Podcasts, Video series...

Newsletter: New Digital Safaris dedicated newsletter

Radio podcasts: a new format of radioshow, focusing on one theme per show with one or two guests.

We will continue to use the same channels of communications: social medias, newsletters, mailing lists, written presentations, prints (only when needed for ecological reasons), conferences and panels...



BUDGET

Total agreed budget of the project (3 years) = 1 014 000€

European Commission max contribution = 812 000€

Live DMA own fund (20%) = 202 000€

SHARE OF THE BUDGET

<p>Work Package 1 : Project management and coordination</p> <p><i>Staff costs, Meetings, accounts managements, evaluation of projects, supplies, tools...</i></p> <p>230 700€</p>	<p>Work Package 2 : Networking</p> <p><i>Staff costs, Meetings, online tools...</i></p> <p>126 404€</p>	<p>Work Package 3 : Training and providing advice to professionals</p> <p><i>Staff costs, Meetings, online tools, moderation...</i></p> <p>174 896€</p>	<p>Work Package 4 : Representing the sectors and advocacy</p> <p><i>Staff costs, Meetings...</i></p> <p>77 434€</p>	<p>Work Package 5 : Collecting and disseminating data, information, practices, ideas and solutions</p> <p><i>Staff costs, Translation, external expert...</i></p> <p>279 086€</p>	<p>Work Package 6 : Communication and dissemination</p> <p><i>Staff costs, Graphism, Video, Advert, prints, post, website, press conference, web tools...</i></p> <p>117 811€</p>
<p>Pillar 2: COOPERATION</p>	<p>Pillar 2: COOPERATION</p>	<p>Pillar 2: COOPERATION</p>	<p>Pillar 1: RECOGNITION</p>	<p>Pillar 3: OBSERVATION</p>	<p>Pillar 1: RECOGNITION</p>
<p>Pillar 3: OBSERVATION</p>		<p>Pillar 3: OBSERVATION</p>	<p>Pillar 2: COOPERATION</p>		<p>Pillar 2: COOPERATION</p>
					<p>Pillar 3: OBSERVATION</p>



BREAK

A vertical decorative border on the left side of the page, filled with various mathematical symbols in a light orange color. The symbols include circles, triangles, plus signs, minus signs, multiplication signs, division signs, and question marks, arranged in a dense, repeating pattern.

QUESTIONS



LIVE DMA'S **CALLS**

REVELLAND

Revelland is a collaborative European project finding ways to make live music performances both more accessible and more immersive. Revelland aims to bring live music performances to the next level, transforming them into multisensory events. By adding scent, taste, sight and touch, musicians take their audience on a journey of the senses.

This makes the events accessible and interesting for people with disabilities, without secluding them from the rest of the audience. Revelland works in a really inclusive manner: everybody in the audience makes this multisensory journey. An immersive experience through the emotions present, that offers a deeper understanding of the music.

Live DMA's overall objectives

- Support/develop concrete actions on the inclusion topic
- Provide inspiring examples for the Live DMA members and beyond

Expected impact

- Increase our staff capacity to tackle inclusive actions and topics (inclusive projects management and communication)
- Disseminate the project's outcomes to the members
- Develop policy recommendations on how to better support inclusive projects in the live music scenes

Partners

- Possibilize (NL)
- European Association of Service Providers (EU)
- Maria's World Foundation (BG)
- KeepOn Live (IT)
- Live DMA (EU)
- CWB Management (IE)

Associated festivals

- Sziget (HU)
- KeepOn Live Fest (IT)
- Sea Sessions (IE)
- Cooltural (ES)
- ...

**This way of inclusive working both ways is called
CREATIVE ACCESSIBILITY**

More info:
<https://discoverrevelland.today/>

Towards a competitive, fair, and sustainable European music ecosystem

TOWARDS A EUROPEAN MUSIC OBSERVATORY

Live DMA's overall objectives

- Develop knowledge and understanding about Live DMA's music scenes
- Develop our observation capacity (staff, budget, projects)
- Develop partnerships with the research / academic sector
- Being identified as natural interlocutor / expert on live music and sectorial challenges / evolutions

Expected impact

- Develop relevant policies towards the live music scenes, based on knowledge and observation
- Develop indicators to highlight our live music scenes impact on economy and society that members can also use at national level
- Being one of the leaders in the establishment of a European music observatory, based on a bottom-up approach and protecting data ownership

Towards a competitive, fair, and sustainable European music ecosystem

E-Muses project proposal 2022-2024

Mapping music ecosystems in six city case-studies (Barcelona, Birmingham, Hamburg, Łódz, Milan, and Rotterdam) to provide new improved methodology for capturing the economic and socio-cultural value of music.

By providing the case studies and best practice that can be applied in other geographical locations, the pan-European project affords the possibility of comparative studie and policy recommendations on the city level.

Partners

- UK : Universities of Aston/Birmingham (LEADER) and Newcastle
- IT : Universities of Milano/Pavia
- DE : German researchers collective + IHM
- NL : University PopLive Rotterdam
- Sound Diplomacy
- Eurocities

Live DMA's role

- Project management : co-create the set of indicators/questionnaires to observe the music ecosystem at city level (early 2023)
- Compare city results with broader results on the European geographical scope, through the Survey data analysis (data 2022)
- Disseminate the mapping methodologies towards Live DMA members to create new opportunities (November 2024)

Towards a competitive, fair, and sustainable European music ecosystem

Record project proposal 2023-2025

In the follow-up of the feasibility study on a European Music Observatory, the project's goals are

- To understand and measure the European music sector as a connected ecosystem, its resilience, and how diversities may foster its resilience
- To engage stakeholders (scientists, music professionals, policy makers) in a holistic way to foster understanding, and encourage learning about how the resilience of the music ecosystem works
- To design / test innovative (policy) tools and prototypes to strengthen the resilience and diversities of the European music ecosystem.

Partners

- NL : University of Rotterdam (LEADER)
- UK : University of Bristol
- PT : University of Porto
- SE : University of Stockholm (EUR)
- PL : University of Warsaw
- FR : CNM
- BMAT
- KEA
- Panteia
- ESNS

Live DMA's role

- Participate in the advisory board (2023-2025)
- Establish the music ecosystem mapping based on existing Live DMA's Survey data (2023-2024)
- Participate in the establishment of indicators and strategies about resilience and diversity in the music ecosystem
- Disseminate the results of the work

Towards a competitive, fair, and sustainable European music ecosystem

Take-away benefits and expectations

	BENEFITS	WHAT WE EXPECT
LIVE DMA MEMBERS	<ul style="list-style-type: none">○ Representative voice at EU level○ Access to information, resource, and knowledge from other European peers○ New cooperation opportunities○ Reinforcement of your representation at national or local level○ Engament in facts and figures, reports and studies○ Networking with other music organisations in Europe	<ul style="list-style-type: none">○ Participation in the Board committee and General Assembly○ Participation in the members' meetings○ Participation in the task forces○ Name a Survey referent in your team in charge of collecting and analysing your members' data○ Communicate our regular news and open calls to your members○ Promote the inclusion lab sessions to their members○ Promote the carbon footprint project to the members○ Organise a Digital Safari
MEMBERS' MEMBERS	<ul style="list-style-type: none">○ Representative voice at EU level○ Access to more adapted EU funding○ Access ressource about European situations or initiatives○ Get facts and figures, reports and studies○ Opportunity for networking and exchanges with other live music scenes○ Access Live DMA tools and activities (Try-Angle, Inclusion Lab...)○ Get the space to take a step back and reflect on your daily work	<ul style="list-style-type: none">○ Fill in the Survey sheets and observation studies○ Participate in the task forces○ Attend & participate in the inclusion lab○ Participate in the Try-Angle Experimentation○ Participate (attend/organise) a Digital Safari○ Carbon ?



DISCUSSION

		TASKS	EVENTS	DELIVERABLES		TASKS	EVENTS	DELIVERABLES		TASKS	EVENTS	DELIVERABLES
JAN	M 1	Launch survey collect 2021			M 13	Launch programming data Launch survey collect 2022	Task force meeting	Programming questions @Digital safaris 4	M 25	Launch survey collect 2023 & inventory 2024	Task force meeting	Carbon footprint report @Digital safaris 8
FEB	M 2		Board meeting	@Digital safaris 1	M 14		@Carbon meeting	Annual report year 1	M 26		@Working group	
MAR	M 3	Open call tasks forces	@Kick Off LSE II		M 15		Board meeting @Inclusion webinar 3		M 27		Board meeting @Inclusion webinar 7	Annual report year 2
APR	M 4				M 16	Open call working groups	Members' day Try-angle meeting/start revelland @Carbon meeting	@Digital safaris 5	M 28		Members' day Final try-angle meeting Working group	@Digital safaris 9
MAY	M 5		@Survey meeting		M 17		@Survey meeting	Brainstorming report	M 29		@Survey meeting	Brainstorming report
JUN	M 6	Open call try-angle		@Digital safaris 2	M 18		@Carbon meeting working group @Inclusion webinar 4		M 30		@Inclusion webinar 8	Inventory 2024 festivals report
JUL	M 7				M 19		Inclusion meeting	@Digital safaris 6	M 31			@Digital safaris 10
AUG	M 8				M 20				M 32			
SEP	M 9	Open call carbon footprint	Board meeting @Inclusion webinar 1		M 21		@Inclusion webinar 5	Festival questionnaire	M 33	Revelland start of dissemination activities		
OCT	M 10		Birthday party Try-angle kick off	@Digital safaris 3	M 22	Launch festivals data	Board meeting Try-angle meeting	@Digital safaris 7	M 34		Board meeting	
NOV	M 11		Survey meeting @Carbon meeting	Survey report data 2020	M 23		Survey meeting	Programming study	M 35		Survey meeting	Survey report data 2022
DEC	M 12	Launch study artists career (advisory)	@Inclusion webinar 2		M 24		@Inclusion webinar 6	Inclusion output	M 36		Deliverables end LSE II: Working group outputs Try-angle doc	Annual report 3 Evaluation report Resource update Artists careers study

Every month, we meet for a podcast and an online members' meeting!

Inclusion Ecology /// @stripes = online
Internal Observation

Open calls

TASK FORCES

MUSIC IS NOT NOISE

A group of Live DMA members and/or members' members report on their regulatory needs and challenges in terms of sound regulations and noise diplomacy.

Examples : follow-up on World Health Organisation guidelines ; establish a European prevention campaign ; support members at national or local level going through problems ; list advocacy recommendations at national and local level etc.

ECOLOGY

A group of Live DMA members and/or members' members will report their needs and draft recommendations for adapted European regulations and policies to support the live music venues, clubs and festivals to change/adapt more sustainable practices.

Examples : touring conditions, transport deals, investment funds in equipment or building, eco-certification, green riders, etc.

Open calls

CONDITIONS

Expected number of participants in each task force: 10

Activities:

- Read information through monthly or bi-monthly updates
- React on a dedicated mailing list
- Exchange with peers and support Live DMA's advocacy work during regular online meetings (approx 4 times a year)
- Opportunity to meet physically once per year in January

Concretely : an average of 4 hours per month + 2 days for the physical meeting (optionnal)

Benefits for the participants:

- Increase their capacity to work on the topic at local/national level (empowerment)
- Push ideas/actions implemented at local/national level (dissemination/recognition)
- Meet with European peers (networking)
- Attend a European music event (free accreditation and mobility costs covered by Live DMA)

How participants are selected ?

Provide feedback on their experience or interest in the topic (1 page free text) before end of April

Get mandate from their national association

We will pay specific attention to have a broad scope of participants with diverse profiles. We will work on a short glossary in each task force for specific keywords and technical vocabulary in English



Introduction to Wednesday session



Agenda

Session 2

- 10 years anniversary of Live DMA
- Call to host activities
- Break-out groups on inclusion and ecology
- Wrap-up