

A EUROPEAN AGENDA FOR MUSIC

- DRAFT -

Music is one of the pillars of European culture. It is important for its own sake, enriching and inspiring those who engage in it. As an art form, it has contributed and continues to contribute immensely to Europe's legacy, building a rich heritage that preserves and celebrates the diversity of the continent's cultural identities. Music is also a tool that promotes individual development and brings change to many levels of society: it is a formidable unifier of people, a natural vehicle for social engagement and inclusion and a powerful agent for democratic values. Music is a product as well, contributing in this capacity to international trade, economic growth and job creation. In all of its manifestations, music is an extremely precious resource for Europe.

Our actions as stakeholders of the European music sector are based on the following convictions:

- Active participation in music for each and every citizen is a human right.
- Music enshrines and actively promotes European values.
- As a powerful driver of personal and societal growth, music plays an important role in society for identity and inclusion, tolerance and democracy.
- Music should represent the diversity of Europe.
- Music education brings immeasurable benefits to the individual and to society as a whole.
- The important contribution of music to the economy should be recognised.
- Music should be able to adapt to change and to exploit the potential of technology.

Our aim in developing a European Agenda for Music is to bring together the diverse voices of the European music sector so that we may determine a common vision and strategy for the future. We have worked intensely to consult and hear from as many voices as possible, across Europe and across the music sector. As a sector, we have many different viewpoints and interests, but we share one common goal: a thriving music sector that continues to play an essential role in the European landscape.

The European Agenda for Music was developed out of a continent-wide consultation launched by the European Music Council (EMC). Reaching out to the entire music sector, it identifies the needs of the European music sector and sets out priorities for the future. A powerful confirmation of the European music sector's desire to join together in the promotion of a common cause, the European Agenda for Music details what directions to pursue in order to ensure a music sector that remains strong, fair, innovative and diverse in a rapidly changing world. Basing itself, by common accord, on the International Music

Council's Five Music Rights, the European Agenda for Music aims to serve as a guide for national, regional and local governments as well as for European authorities in building a sustainable European strategy for music.



5 Music Rights

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THE RIGHT FOR ALL CHILDREN AND ADULTS

- 1 To express themselves musically in all freedom
- 2 To learn musical languages and skills
- 3 To have access to musical involvement through participation, listening, creation, and information

THE RIGHT FOR ALL MUSICAL ARTISTS

- 4 To develop their artistry and communicate through all media, with proper facilities at their disposal
- 5 To obtain just recognition and fair remuneration for their work

The European Agenda for Music lists 9 key themes that we consider essential to the future of music: Access & Education, Cooperation & Partnership, Dissemination, Diversity, Embracing Technology, Mobility, Shaping Society, Recognition and Data Collection.

Aims of the European Agenda for Music

1. To converge the music sector's many voices by defining and communicating the music sector's needs to policy makers and the music sector itself.
2. To encourage people in the sector – professionals, amateurs, students, etc. – to interact, both with each other and with other sectors and exchange across borders.
3. To serve as a reference point for the music sector to develop roadmaps for future actions.

Targeted Outcomes

1. A stronger sense of European identity through a shared cultural vision
2. A music sector with a better understanding of the needs of all its diverse components
3. Concrete changes in legislation that target a range of priorities at both European and national, regional and local level
4. Improved access for each and every member of society to participate in music, in formal or non-formal settings
5. Greater diversity in all parts of the music sector, including gender, music genre, type of venue, funding opportunities, etc.
6. Increased opportunities for interaction within the music sector as well as with non-music sectors and across borders
7. A funding framework that includes public and private support or combinations thereof, and that responds to the needs of a diverse music ecosystem

The idea for a European Agenda for Music emerged from discussions among EMC members in autumn 2012 about the future of music in Europe. Recognising the need for action, the EMC reached out to music stakeholders across the continent. Drawing on conclusions from an initial survey as well as on specific documents including EMC's Manifesto for Youth and Music in Europe (2010) and Bonn Declaration (2011), the UNESCO 2005 Convention on the Protection and the Promotion of the Diversity of Cultural Expressions and the 2007 European Agenda for Culture and taking into consideration the AB Music Working Group Report (2016) and [other policy documents previously released by the music sector](#), the EMC coordinated a vast consultation in order to determine the key challenges and priorities of the European music sector today. The consultation adopted a horizontal approach, bringing together the music industry and musical civil society organisations in a bid to bring to the fore the common intent of diverse actors. The EMC was then able to define 7 "fields" in the music sector that were examined by [working groups](#), composed of expert representatives from these fields, who met together several times to debate and identify the specific and growing needs. These were drawn up and then submitted for review in a targeted consultation involving EMC members, working group members and the EMC Board, to be followed by an open consultation and a ratification process. This steadfast commitment to representativity allows the European Agenda for Music to be truly owned by the diverse constituents of Europe's music sector, who here join their voices to present a common European vision and set of priorities for the future.

ACCESS AND EDUCATION

Access to music should be a human right.

Everyone, regardless of physical ability, gender, age, social, cultural or geographical origin, should be able to experience and access music from childhood. Music education in schools is one effective way to implement this, introducing all children from a young age to the numerous intellectual, social and personal benefits of music practice. Participation in music is also very much achieved outside of formal school settings, for example by “jamming” or in community amateur groups, and this aspect of musical participation is vital in terms of offering a barrier free entry to musical enjoyment. Later on in life, music professionals as well as amateurs continuously adapt and explore, seeking new skills to face the challenges of a constantly evolving world. At this stage too, access to learning opportunities is highly desirable with the goal of empowering oneself and remaining competitive.

PRIORITIES

- Allow each and every citizen to partake in musical creativity from an early age, in schools and non-formal settings
- Guarantee sufficient and sustainable funding for music education and non-formal music activities
- Further develop and maintain the quality of music education in schools
- Foster high-quality opportunities for participation in music in non-formal settings
- Ensure lifelong learning for all music sector professionals and amateurs

SUGGESTED MEASURES

- Make music a compulsory subject starting in primary school
- Establish long-term structural funding and short-term project funding for formal and non-formal music learning
- Provide better base training for music teachers and music leaders in general
- In the classroom, foster both a creative and an entrepreneurial mind-set in students
- Give technology a greater place in the classroom
- Guarantee quality assurance through evaluation systems
- Set up programmes and schemes for mentoring and mid-career support
- Increase capacity-building, training and international exchange among amateur music groups

COOPERATION AND PARTNERSHIP

Greater cooperation on all levels – across borders, between peers and with other artistic, social and commercial sectors – brings immense benefits not just to those working in the music sector, but to all members of society.

The European music sector is comprised of a huge number of stakeholders – creators, musicians, venues, schools, festivals, labels, broadcasters, agents, managers, producers, associations and more. Because each and every player makes a vital contribution to the European music sector, cooperation between all its constituents is highly desirable. Greater reciprocity and active partnerships contribute immeasurably to creating stronger networks, promoting diversity and encouraging innovation. Furthermore, collaboration with domains outside of the music world proper – in areas such as trade, education, health and other artistic disciplines, to name a few – brings benefits to both sides, tapping into the massive potential of music and building a context in which everyone’s interests are served.

PRIORITIES

- Foster cooperation across European and international borders, for professionals and amateurs alike
- Enhance cooperation among peers across the music sector (in areas such as performance, creation, education, access, communication, etc.)
- Enhance cooperation between different stakeholders within the music sector (between associations and policy makers, industry players and funders, industry players and creators, music publishers and collecting societies, the professional and amateur sectors, etc.)
- Nurture interdisciplinarity between the music sector and other sectors (i.e., social sector, health sector, academia, other art forms, etc.)
- Foster cooperation between formal and non-formal music education
- Foster cooperation between non-formal and formal music operators

SUGGESTED MEASURES

- Create an online platform providing information on international exchange opportunities
- Expand programmes supporting or funding cooperation within the music sector and with other sectors
- Promote cooperation between schools, music schools and non-formal music activities; as well as the aforementioned with other stakeholders (i.e. with other art forms; with professional musicians; with conservatoires; with music venues, etc.)
- Develop partnerships between the music sector and public/private broadcasters

- Develop partnerships between professional and non-professional music practitioners (i.e., amateur performers and professional creators, etc.)

DISSEMINATION

Dissemination is the process of getting artistic creations out to audiences and a key element in the promotion of cultural diversity.

The media sector has undergone huge changes in the digital age. Radio, print and television have all come aboard the digital train while other access points have opened up through the internet. These are positive developments and have brought a diverse range of platforms to those who create, perform and listen to music. In particular, public broadcasters - although they face economic and technological challenges - play an eminently important role in their respective countries as democratic tools for dissemination that have the capacity to offer well-curated, diverse cultural content. With proper legislation and government support, a diversity of musical voices and genres can make its way to new places and new audiences, keeping music alive and relevant across Europe and the world.

PRIORITIES

- Ensure the possibility for public service media to fulfil their mission as champions of cultural and musical diversity
- Ensure a healthy ecosystem that provides space for self-promoted creative products alongside the offer of larger and more commercially driven players
- Foster a greater diversity in audiences through a variety of access points

SUGGESTED MEASURES

- Develop regulation that promotes a fair, open and harmonised European media landscape
- Develop legislation that does not solely accommodate large corporate monopolies, but supports creative dissemination opportunities
- Train creators in technology-driven dissemination practices
- Develop the media literacy of audiences Develop legislation that supports the media (radio, television, print, online) as a vehicle for cultural diversity
- New tools dedicated to the promotion and export of European music abroad

DIVERSITY

Diversity in every part of the music world – genre, creator, education, venue, audience, funding – is the oxygen of a thriving music scene, the key to a varied, innovative sector that resonates with everyone.

With so many nations, communities and diasporas on the continent, European culture indeed represents diversity itself. Music is a powerful expression of these cultural identities, and helps to celebrate and uphold them. But the notion of diversity in music encompasses much more. It means that there is a variety in who creates, who gets to be heard and where, and who is the audience. It calls for variety of ways to learn, to experience and to access music. It also implies a range of funding and support options. Diversity is both an outcome and a need of the music sector. Diversity not only cultivates tolerance, curiosity and respect; it allows music to sustain itself creatively and financially, and ensures that it reaches and resonates with everyone.

PRIORITIES

- Strengthen European identity while embracing its strong diversity of local, regional and national musical traditions and practices
- Foster diversity in audiences
- Foster diversity in creation
- Foster diversity in musical genres, both for audiences (a variety of musical genres on offer) and creators (opportunities for learning distinct musical genres, and for the dissemination of their works)
- Promote diversity in programming, for example in festivals, concert halls, etc.
- Promote diversity in education, in terms of the content presented to students, as well as in the student body itself
- Maintain diversity in opportunities for musical expression and participation for amateurs
- Increase diversity in venues, allowing them to range from small to arena-sized and be able to trade successfully across all genres
- Provide diversity in funding opportunities

SUGGESTED MEASURES

- Increase artist mobility across Europe and improve dissemination of musical practices and works
- Promote music created by women (female composers are currently under-represented in many musical genres)

- Ensure a variety of ways to access music regardless of physical ability, gender, age, social, cultural or geographical origin, with a focus on under-represented groups (i.e. women, minorities)
- Ensure transparency as a safeguard for diversity in programme selection processes
- Encourage fair curating methods in programming through committee-based selection
- Ensure that pedagogical content encompasses a variety of genres and styles, genders and musical traditions
- Ensure a variety of funding sources that should be open and transparent (i.e., public funding, foundations, public-private sponsorships, philanthropic giving, cooperation with businesses and sponsoring, private funding, combined public-private funding)

EMBRACING TECHNOLOGY

Technology has made a huge impact on every part of the music sector, and has the capacity to serve it further in new and unexplored ways.

The digital shift is a phenomenon that has had significant effects on nearly every sector in society. Music is no exception. Although distribution, with the move to online streaming services, is what first comes to mind in this regard, the reality is that technology has made a huge impact at practically every level. In today's digital-driven world, traditional concepts of composition, reproduction, producer and performer roles, music criticism, teaching and access to events are in constant evolution. This shift is profound and has slowly altered the matrix of musical exchange. Technology is a powerful tool and the opportunities it brings for fair remuneration systems, creativity, teaching, access and outreach could be highly beneficial to Europe's music sector.

PRIORITIES

- Use digital technology to foster innovation in various areas (artistic, distribution, teaching, etc.)
- Tap into digital technology to safeguard the rights of musicians and creators
- Further digital technology's capacity to access new audiences and develop audience participation
- Raise awareness among the general public as to how internet service providers (ISPs) relate to authors' and performers' rights

SUGGESTED MEASURES

- Find feasible solutions for internet service providers (ISPs) and users to respect creators' and performers' rights across borders
- Train musicians in technology-driven solutions as a means to a sustainable career
- Educate in schools about the challenges posed by digital media for authors' and performers' rights
- Compare different digital strategies of governments across Europe

MOBILITY

The circulation of ideas, skills, persons and works is at the heart of a strong music sector.

Music is a universal language, but is spoken in different dialects around the world. Even across Europe, there are a multitude of ways in which music is composed, taught, performed, disseminated and supported. As in other sectors, there is much to be gained by learning from others. Mobility increases knowledge sharing, artistic collaboration and cultural diversity; these translate directly into personal and professional development, innovative business and creative processes, a stronger musical network and closer ties between cultures. Mobility is at the heart of the European musical body, keeping it healthy and strong through the circulation of ideas, skills, persons and works.

PRIORITIES

- Promote cultural diversity, one of the sector's traditional strengths through the circulation of European works
- Enhance personal and professional development through cross-border cooperation and circulation for both music professionals and amateur musicians
- Increase international exchange in education

SUGGESTED MEASURES

- Harmonise, or at least facilitate, administrative concerns in the circulation of works and persons both within and outside Europe, i.e. VAT, visas, social insurance, transportation of musical instruments, etc.
- Set up enhanced international programmes, projects and networks for professionals, non-professionals, educators and students

RECOGNITION

Professionals and non-professionals alike deserve recognition for their contribution to the music sector.

Acknowledgement of the value of one's work, both in creative and financial terms, is a crucial issue in music, not least because it sets the scene for the sector's future. With the digital shift, new systems for remuneration have emerged and a large number of players have come on board. The result is that it has become challenging to see clearly all the way up and down the value chain. This opacity can lead to resentment, with some feeling unfairly remunerated and others frustrated by a lack of understanding of the role they play in the music world. The music sector is exploring options, in particular those that are technology-driven.

The music sector also encompasses a vast number of amateur musicians and volunteers whose contribution to the music world is vitally important. While remuneration is not the key issue here, their work merits equal recognition and support, for the music sector could not function without it.

PRIORITIES

- Ensure transparency and a balance through the value chain (including across borders)
- Recognise the value of authors' and performers' work through fair remuneration and protective social schemes, empowering them to negotiate from a more equal position
- Acknowledge the contribution of music venues to European cultural diversity and cross-border circulation
- Recognise the value of all contributors to creation (music professionals, volunteers, amateur musicians, professionals related to music sector activities)
- Increase awareness of the value of authors' and performers' rights

SUGGESTED MEASURES

- Monitor any situations leading to a value gap and legislate if necessary
- Re-examine the duties and remuneration models of content-sharing platforms and intermediaries and legislate to ensure fairness
- Find feasible solutions for internet platforms and intermediaries and users to respect authors' rights across borders
- Recognise that music venues contribute to arts and culture, not just entertainment and allow them to access funding/beneficial tax regimes

- Foster more crossover between amateur and professional musicians through knowledge-sharing, training and collaborative projects
- Launch the creation (in some countries) and enshrine the protection of social security for musicians
- Provide access to financing for all contributors to creation (music professionals, volunteers, amateur musicians, professionals related to music sector activities)

SHAPING SOCIETY

As an incredible driver of personal and societal growth, music plays an important role in society for identity and inclusion, tolerance and democracy.

Music is a fundamental need of life. It exists for its own sake, bringing pleasure to those who engage in it. In addition to the individual fulfilment it brings, music contributes in many ways to society as a whole. Studies abound showing the benefits of music in early intellectual development, health and pain management. Participation in music creates a sense of well-being and fosters connection with others. Whether experienced at a music festival, while marching in a protest or during a community event, it brings people together through feelings of a shared identity and a common cause. Nurturing tolerance, upholding cultural identities and promoting social engagement and inclusion, music is a powerful agent of democratic values.

PRIORITIES

- Uphold music as a vehicle for democratic values
- Ensure that access to and participation in music is open to all, regardless of physical or mental ability, gender, age, cultural origin, geographical or economic circumstance
- Increase awareness of the benefits of music-making on the individual and on society as a whole
- Foster awareness among musicians regarding their social and ecological responsibility

SUGGESTED MEASURES

- Promote a sense of ownership among citizens by encouraging them to participate in music projects both artistically and financially

- Bolster the volunteer base in music for wider societal involvement in music
- Foster collaboration between music professionals, local institutions and NGOs to identify societal needs
- Encourage local and regional governments to invest in music
- Further explore the benefits of music on health and in general wellness

DATA COLLECTION

Accurate, standardised data collection on European music will bring the music sector a clearer picture of itself and allow it to grow more efficiently.

Accurate data collection is sorely lacking in the global music sector, particularly at European level. Currently, quantitative and qualitative data collection differs greatly across the continent: few countries highlight the music sector specifically, and some do not even seek figures on culture at all. Where data does exist, it tends to focus on statistics as opposed to qualitative analysis. Generally speaking, there is a huge disparity in quality, terminology and standards, making it difficult to get a complete picture of the music sector across Europe. It is essential for the European music sector to be able to quantify and qualify the impact of music on culture, society and the economy, so that it can understand itself and enhance the role it plays in society and the economy.

PRIORITIES

- Collect digital data to further improve the sector, for example by understanding and developing audiences, researching the benefits of music-making in society, examining the impact of funding in the music sector and providing clarity in rights ownership
- Provide access to this data through an open, European, centralised platform

SUGGESTED MEASURES

- Increase, standardise and compare data collection at European level so as to guarantee consistency and reliability in the data collected
- Create an independent body, such as a Music Observatory along the lines of the European Audiovisual Observatory