

One Voice for European Music

*A developed mobility framework for the music industry or
How to improve music export on a global level.*

What can the industry improve on their own and what solutions can the national (or European) governments present?

Support from the government:

- 1. Reduce Administrative and Tax Obstacles**
The music industry needs a manual on taxes and other administrative rules in the EU. European artists, musicians, composers, and their representatives would all benefit from an EU-standardized rule book related to mobility within the EU. The rules for a touring artist and musician vary very much inside the EU both concerning administrative rules and concerning tax legislation leading to high risk of double taxation.
- 2. Increase State Funding to the Music Export Offices**
Many of the ideas collected in this project would be easy to implement into the existing music export activities if funds were available. It is always easy to “just” ask for more money but in many cases (definitely regarding ExMS) the export offices are very active with little funding and that a next level of activities could be reached with additional funding. Working more actively with our artists as ambassadors for our countries when touring is one of many easy next steps that could be elevated with more funding.
- 3. Increase Collaboration Between Government, Relevant Authorities and The Music Industry**
Better collaboration could adapt existing subsidies and grants to real industry challenges, increase the speed of processing applications, spot new needs earlier and identify other relevant changes in the industry important not only to the authorities and the music business but to the culture policy in a larger meaning.

Support from the music industry:

- 1. Nurture and Support National and International Meeting Places**
Everyone agrees on the value of a national meeting place for national and international music business professionals. It is the responsibility of the national music industries to stimulate and support the creation and/or existence of such events.
- 2. Map And Share International (and National) Networks**
Music business professionals and future professionals all stress the importance of having or being able to access a local network of professionals in countries possible for visits, touring and export. This is a responsibility of the national export initiatives to create these networks, also in emerging markets, and openly share this information.
- 3. Educate More Managers**
The established industry needs to invest more resources in the training of the managers of tomorrow. This needs to include knowledge of international rules, taxes, and legislation.

Respect for climate change

We respect all issues related to how we can help reach the targets set to minimize the negative effect by humans on the planet. On this topic we would also like to point out that real human meetings are so important, the need to be together is what makes us human. It is peacemaking to meet different types of people and one of the most important functions for culture. So, let's find the best balance between culture being created and the planet being well taken care of.