

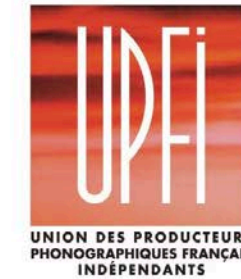
MUSIK  
SVERIGE

# ONE VOICE for EUROPEAN MUSIC

With the support of



Photo by  
Markus Spiske on Unsplash





# One Voice under the French Presidency

- Dedicate an appropriate level of support for the music sector, with an ambitious budget and model.
- Better recognize the economic, cultural and social importance of music in the context of NextGenerationEU.
- Recommendations delivered on these topics
  - Mobility of creators and circulation of works
  - Observation and knowledge of the music sector
  - Innovation and sustainable development



# One Voice under the Czech Presidency

## The functioning of small and medium-sized concert halls, key players for emerging artists

- Recognize live music venues as cultural operators across Europe
- A European audience development strategy
- Reduce and harmonize VAT for cultural goods and services

## Status of Artists

- Harmonised definition of artists
- EU Member States would agree to use as baseline information on the music sector
- Creation of a social support scheme for artists, and art professionals

## Topics under the Swedish Presidency:

- An advanced mobility framework
- An increased inclusion and representation
- Enabling innovation, artistic freedom and sustainability

## What the music sector will do

- Nurture and support meeting places
- Map and share networks
- Educate music managers of tomorrow
- Strive to strengthen our music export offices in dialogue with our memberstates



# Mobility

MUSIK  
SVERIGE

## What the policymakers can do:

- Deploy an ambitious set of support measures for the international circulation and visibility of European music
- Increase coordination between Member-States on administrative and social issues

ONE VOICE  
for EUROPEAN  
MUSIC

# Inclusion

MUSIK  
SVERIGE

## What the sector will do:

- Map, measure perspectives and demonstrate improvements and needs towards the politics
- Provide tools, inspiration and sector basics to lower the thresholds for underrepresented groups
- Educate our power holders – Let's sweep the stairs from the top

ONE VOICE  
for EUROPEAN  
MUSIC

# Inclusion

MUSIK  
SVERIGE

## What the policymakers can do:

- Reduce social and economic inequality
- Introduce a condition to grant public fundings: Training for preventing discrimination
- Special fundings to support underrepresented groups and to encourage inclusion training - with required self-finance

ONE VOICE  
for EUROPEAN  
MUSIC

# Innovation

MUSIK  
SVERIGE

## What we can do together:

- Map the ecosystem and bridge silos through better knowledge sharing and collaborative innovation
- Explore new models to tackle the climate and environmental crises through policy and support
- Develop tools to reinforce the sector's capacity to invest in innovative and sustainable creation, distribution and monetisation models, in line with the EU's ambition as tomorrow's digital champion
- Safeguard artistic freedom

ONE VOICE  
for EUROPEAN  
MUSIC

# Summary

MUSIK  
SVERIGE

## Concrete actions supported by the whole sector

- Music Moves Europe is a great start – now it's time to develop!
- Activate the recommendations in the EU-supported studies **European Music Observatory** and a **European Music Export Strategy** from 2020.
- Align these initiatives with the needs of the sector.
- These actions would greatly contribute to the EU's soft power and international cultural influence.

ONE VOICE  
for EUROPEAN  
**MUSIC**

MUSIK  
SVERIGE

Next stop: Spain

Thank you!

[onevoiceforeuropeanmusic.eu](http://onevoiceforeuropeanmusic.eu)

[musiksverige.org](http://musiksverige.org)

ONE VOICE  
for EUROPEAN  
MUSIC