



Creative  
Europe

# Music moves Europe

Preparatory Action  
2018

The European Commission is committed to promoting cultural diversity, protecting cultural heritage, easing obstacles to the mobility of cultural professionals, and supporting the contribution of cultural and creative industries to boosting growth and jobs across the EU. The Commission's activities in these fields are framed by the New European Agenda for Culture, which aims to reinforce the role and position of culture in an increasingly globalised world.

Among the cultural and creative industries in Europe, music is one of the most vibrant sectors with a capacity to reach large and diverse audiences and of great value to European society from a cultural, social and economic point of view.

Over the past decade, Europe's music sector has been experiencing significant challenges due to the digital shift, which have led to fundamental changes in the way music is created, produced, distributed, consumed and monetised. Europe is a strong global player all along the music value chain, including online distribution. However, the European music ecosystem continues to be a diverse and complex landscape with structural differences between its main operator groups or sub-sectors, as well as fragmentation along national and linguistic lines, which hamper promotion and visibility of music repertoire across national borders within Europe and beyond.



In late 2015, the European Commission started a dialogue with representatives from the music sector in Europe with the aim to identify key challenges and possible ways to tackle them, including EU support. "Music Moves Europe" has since become the framework for these discussions and more broadly for EU initiatives and actions to promote the diversity and competitiveness of Europe's music sector. For 2018, the European Parliament secured a budget of 1.5m EUR for a Preparatory Action "Music Moves Europe: Boosting European music diversity and talent" with the aim to test suitable actions for more targeted EU funding for music post-2020. The implementation of this Preparatory Action is an opportunity to test new ideas on how to complement the existing forms of EU support for music under the Creative Europe programme.

This brochure gives further information about the funding opportunities in the context of this Preparatory Action. Implementing this Preparatory Action is an important milestone in the Commission's endeavour to provide more targeted support to Europe's music sector.

# Online and offline distribution

## What?

We want to promote European music diversity by identifying and supporting innovative distribution models through the selection of grant proposals that enhance the cross-border circulation of music repertoire. The proposals should provide viable distribution models that ensure access to diverse music of genres beyond the international hits and promote local languages, thus contributing to the better cross-border circulation of European music.

## Why?

Current distribution models do not ensure that consumers can access Europe's diverse music landscape (in terms of genres, origin or languages).

## Who can apply?

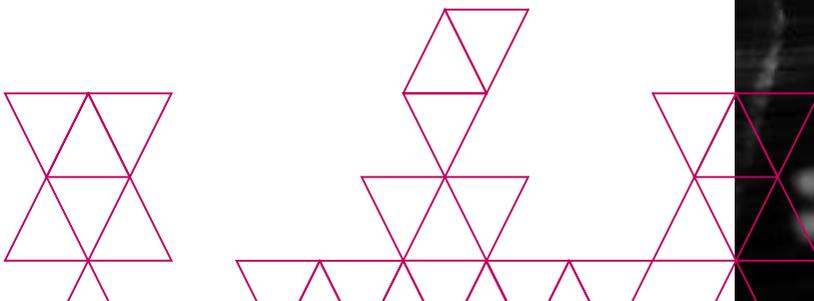
Public or private organisations, non-profit organisations and associations, who are active in the music sector and have their registered legal office in one of the countries which are eligible under the Creative Europe programme.

## How?

Alone or in consortium, to develop or to implement innovative online or offline distribution channels, including but not limited to broadcasting and live performances, or the combination thereof. The maximum support is 30.000 EUR, and the maximum co-financing rate is 90%.

## When?

Send your application before 10 September 2018, 13:00 CET.



# Training Scheme For Young Music Professionals

## What?

The overall aim of this call is to identify and to support up innovative and sustainable training programmes for young professionals in the music sector testing small-scale models on how to improve the sector's capacity and resilience and to contribute to its professionalization.

## Why?

There is a need for professionalization in the music business providing young professionals with the skills they need to develop their careers or to up-date existing skills to meet the rapidly changing demands facing their industry.

## Who can apply?

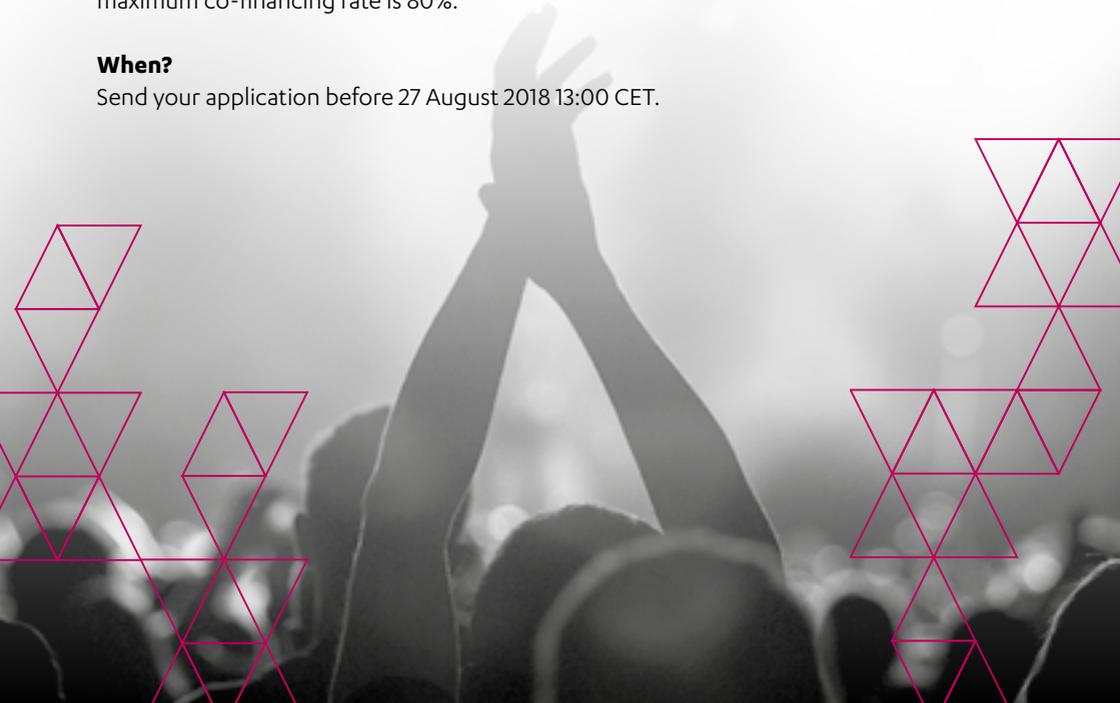
Public or private organisations, non-profit organisations, public authorities, universities, educational institutions and associations who could provide the necessary skills and expertise for the music sector and have their registered legal office in one of the countries which are eligible under the Creative Europe programme.

## How?

Alone or in consortium, to provide pilot training programmes for young artists and other professionals in the music sector which can have different formats as long as those schemes address the needed skills. The maximum support is 55.000 EUR, and the maximum co-financing rate is 80%.

## When?

Send your application before 27 August 2018 13:00 CET.



# The feasibility study for the establishment of a European Music Observatory, and a gap analysis of funding needs for the music sector

## What?

The call contains two lots for carrying out two studies. Tenders can be submitted for one lot or both lots. Assessment of tenders will be done by lots.

**The first lot** aims at undertaking a feasibility study for the establishment of a European Music Observatory, investigating options to establish a data collection organisation, as a core strategic resource to drive relevance and value for future policy actions in the music sector. The study should demonstrate whether the establishment of the Observatory is feasible or not.

**The second lot** aims at elaborating a study on analysing market trends and gaps in funding needs for the music sector in Europe, including a European stakeholders analysis, ensuring transparency regarding the identification and inclusion of all relevant partners of the music sector with a focus on the European level.

## Why?

One of the main issues faced by the music sector in Europe is the absence of reliable and systematic data to measure its main trends. In such a fragmented, diverse and competitive market, there is a need for data collection bodies able to monitor flows of repertoire, mobility of artists and cross-border activity.

For better understanding the funding needs of the sector, there should be an updated analysis of the market trends with a view to the currently available support schemes at European level. Additionally, there is currently no overview of representative stakeholders by sub-sectors at European level and their respective fields of expertise. This represents an untapped potential for the development of the sector.

## Who can apply?

Participation in this procurement procedure is open on equal terms to all natural and legal persons coming within the scope of the Treaties, as well as to international organisations. It is also open to third countries which have a special agreement with the Union in the field of public procurement on the conditions laid down in that agreement or ratified the plurilateral Agreement on Government Procurement concluded within the World Trade Organisation.

## How?

Through e-Tendering.

## When?

Submit your tender before 2 July 2018, 10:30 CET.



# A European Music Export Strategy

## What?

In the context of Europe's fragmented, diverse and complex music ecosystem, export strategies for European music needs to better explore non-European markets and their audiences. This call for tender focuses on the development of a European Music Export Strategy.

## Why?

The European music sector needs to cope with a great deal of national fragmentation along with language barriers, which hampers promotion and visibility of music repertoire across national borders within Europe and beyond. There is currently no consolidated approach or strategy in the EU for promoting European music internationally.



## Who can apply?

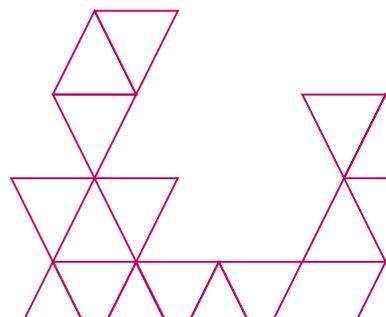
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## How?

Through e-Tendering.

## When?

Submit your tender before 29 June 2018, 12:00 CET.



# Music moves Europe

For more information visit the MME website:

[https://ec.europa.eu/programmes/creative-europe/actions/music-moves-europe\\_en](https://ec.europa.eu/programmes/creative-europe/actions/music-moves-europe_en)  
#MusicMovesEurope

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