



## MUSICAIRE IN A NUTSHELL

MusicAIRE aims to assist the recovery of the Music Sector by designing and testing a support scheme that can meet the challenges posed by the pandemic while fostering the sustainability of the ecosystem. The action, supported by the Creative Europe Programme, intends to develop further the Music Moves Europe initiative and contributes to green, digital, and just and resilient recovery. Join us!

## METHODOLOGY

### 1 SETTING THE GROUND

- Reaching out to the entire Music Ecosystem
- Assessing the needs of the sector specifically on impacts of the crisis and long-term challenges
- Amplifying the voices of the stakeholders through a participatory approach

### 2 LEARNING BY DOING

- Designing an innovative support scheme for the green, digital and just and resilient recovery of the European Music Ecosystem
- Testing sustainability actions by redistributing grants to support selected projects
- Promoting cross-fertilization activities

### 3 PAVING THE WAY TO THE FUTURE

- Assessing the effectiveness of the scheme and estimated impact of the sustainability actions
- Drawing policy recommendations on future measures and next generation of EU programmes

## OBJECTIVES



Test and prepare future EU support under the new Creative Europe Programme (2021-2027)



Boost the music sector's recovery post-crisis



Support sustainability actions that contribute to a green, digital and a just and resilient recovery of the European Music Ecosystem

## TARGET GROUPS

Organisations representing:

Artist managers • Booking agents • Creators • Conferences • Composers • Distributors • Festivals • Industry events • Instrument makers • Labels • Musicians • Performers • Producers • Promoters • Publishers • Researchers • Sound engineers • Technicians • Teachers • Trainers • Music venue operators and other players from the Music Sector established in one of the 27 EU Member States and non-EU countries participating in the Creative Europe Programme

## PARTNERS

INOVA<sup>+</sup>



A Regional Group of the  
International Music Council



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